

MINUTES

“Underserved” Subcommittee of the 2018 Survey Committee
Tuesday, August 14, 2018
10:30am - Agave Room, Las Campanas

Posting Approved by Sandra Thornton Friday September 21, 2018 2:36 pm
Pending Committee Approval

Meeting called to order and roll call taken.

Present: Sandra Thornton (Chair), Gail Ault, Sandy Rockowitz, Steve Wilhelm, George Rushing (Staff).
Remotely: Board Member Charlie Sieck. Guests: Board Members Donna Coon and Gail Vanderhoff;
Jim Nelson, Gina Rowsam, Gail Vanderhoff, Ed Knop.
Unanimous approval of minutes by committee members.

Reports on the Underserved verbatims:

Question 10: Gail A indicated there was much confusion on the question and answers reflected that. Preeminent was a word not well-liked and many voiced desire to keep Green Valley small and friendly.
Question 13: Sandy said people don't pay attention to what GVR already has. She felt an area of concern that needed to be addressed is handicap accessibility - do the quick and easy immediately as maintenance and repair.

Question 25: Sandra said there were 238 comments that GVR dues are too high and 180 comments that the Board is not listening to suggestions of members.

Suggestion boxes are now in a number of facilities. Sandra reviewed themes from survey verbatims: let member's vote on financial issues; GVR dues too high; lack of 2-way communication between the Board and members; the Board is not listening to members; against turning GV into a premier destination; maintain/improve before buying more.

Steve reported that after research, discussion, and field trips, “the great good place” is beyond the scope of GVR. The problem is that hospitality is not just a table, chairs, coffee - it's human interaction. Sandy suggested people communicate with lonely neighbors on a one and one basis. Gina noted some of the communication issues raised are already being worked on.

Steve discussed two possible fees structures for classes: 1) instructor chooses pay, governing organization adds a bit to skim off the top - a high-priced amenity for residents, or 2) organization takes an active role in organizing classes, hiring instructors, etc. George indicated 9000 individuals are taking advantage of GVR classes, instructors are hired for the season, evaluated by students, and not kept if not liked.

For the Underserved, encourage more free or drop in activities. Isolation is a huge issue. Sandra supports Sun Shuttle coming to Green Valley to sign people up for a “Go” card. George asked about reaching members without computers. Suggestions included partnering with HOAs, churches, and other organizations.

Ed Knop said “We need to reach out to people in a way that they trust.” Steve says we have no measurement of distribution of benefits. Gail V said that determining members' future wants is problematic. Charlie reports that only about 20% of the Disagree Dues Underserved are lower income, and 78% have an annual household income over \$75,000. Sandy said check out how our dues compare to elsewhere to make sure they are reasonable - perhaps give a discount to older GVR

members who are here 10 years. Sandra says singles feel GVR dues are not equitable - perhaps a second membership card, guest passes, and/or discounts on trips and other GVR activities would eliminate this feeling. Steve says "there needs to be the will to put things straight

Next meeting Sunday, August 26, 2pm. Meeting adjourned at 12:05pm.

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