

MINUTES

Underserved Subcommittee of the Ad Hoc Survey Committee
September 11, 2018 meeting
Agave Room, Las Campanas

Posting Approved by Sandra Thornton Friday, September 21, 2018 2:34 pm
Pending Committee Approval

Attendees: Sandra Thornton, Chair; Gail Ault, Steve Wilhelm, George Rushing (Staff Liaison).
Absent: Sandy Rockowitz, Ed Knop. Remotely: Board Directors Charlie Sieck and Carol Crothers. Visitor: Gina Rowsam
Meeting opened at 10:20am. Roll was taken. The minutes will be approved at the next meeting.

Sandra noted we need to streamline all the data we have for our report. Our goal is practical recommendations that address the economic, socialization, and communication concerns identified by the 2,230 survey respondents classified as "Underserved". We know dues are a big issue and that our "Underserved" find the escalating costs affect them adversely.

Charlie is now a co-chair of the Ad Hoc Survey Committee and is working on a very short (10 questions) survey to go out every year with the dues invoice, along with several public forums in October to get input from GVR members. Eight of the questions would be repeated every year to provide a baseline. Jerry/Gina/Charlie will get together this next week to get a cohesive feeling for the survey's design.

Our recommendation on handicap accessibility was fast tracked to Planning and Evaluation Committee, but may not be dealt with because of other priorities. The geriatric fitness room and lazy river may be linked to the Canoa Hills million dollar remodel as part of the 3-5 year plan.

Recommendation 4, the vision statement needs to be revised. Gina reports that she and Jerry Humphrey are reworking the vision statement. It's a corporate thing - organizations need a vision statement - the lodestar; while the mission statement is organizational in nature.

Recommendation 5 deals with space usage to satisfy member needs. Room reservations are a huge issue. Steve asked if there was a supply/demand study done and wondered if the BoD does random audits of facility utilization to compare with what staff is reporting. George pointed out some rooms are too large, neighbors too noisy, and GVR has more requests than rooms.

Recommendation 6 non-dues revenue suggestions: reward program for employees and members providing cost savings suggestions and capping dues when income is low. GVR could do a better job of leveling utilization and adjusting expectations - the less you use the more privilege access you get.

Recommendation 8 regarding the board not listening to what members say or want - Much talk about the shortcomings of the GVR website and a suggestion for Conversations with the BoD for members similar to Conversations with Kent, with no agenda and open discussion. It was noted that member comments during BoD meetings should need to be included in meeting minutes as required by Roberts Rules (name and address have to be included).

A meeting of the entire Ad Hoc Survey Committee will be scheduled before the end of September. Next meeting of the Underserved Subcommittee is October 9, 2018 at Las Campanas.

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