

Joint meeting of the AD Hoc Survey SubCommittees
Co-Chairs: Sandra Thornton, Carol Lambert, Charlie Sieck
September 26, 2018 10:30am East Center

Posting Approved by Co-Chair Sandra Thornton Sunday, October 14, 2018 3:47pm
Pending Committee Approval

Meeting called to order and roll call taken. Present: Sandra Thornton, Carol Lambert, Denise Nichols, Gail Ault, Carol Crothers, Gina Rowsam, Stewart Tagg, Gail Vanderhoof, Steve Wilhelm. Remotely: Blaine Nissan and from 11:15am on Charlie Sieck; and George Rushing, staff
Absent: Kathi Bachelor, Jerry Humphrey, Sandy Rockowitz, Anne Waisman

Sandra opened this joint meeting of the AD Hoc Survey Subcommittees, and began by asking for reports from each of the four subcommittees: Communications, Staff Issues, Board Issues, and Underserved. She noted the need to get everyone together so our efforts don't overlap and we can benefit from each other's findings.

Blaine began by noting there were 19 troublesome issues identified for the Board Issues Subcommittee, five of which were referred to other committees (#4 BOD elections, #8 Guest Card Policy, #11 Relevance of programs/facilities for future/younger members, #13 Better system for club space, #18 Lack of GVR Foundation awareness). The Subcommittee has been meeting regularly and has addressed ten or eleven of the remaining issues: 1 BOD not following Code of Conduct - they are working on a rewrite that is more than an acknowledgement of receipt by Board members. They also are incorporating into this how to sanction BOD members using a 2014 legal review done by the Board attorney which covers consequences for bad behavior. 2 Does BOD represent the membership as a whole - resulted in a statement that BOD members need to put aside individual agendas. 3 Vision Statement - needs reworking and they have attempted several revisions that address GVR and not the community as a whole. This is not a statement of what we are doing but what we aspire to and is constantly evolving and goal oriented.

Issues 5 and 6 of limited accessibility to and from BOD are being dealt with by the Communications Subcommittee. The Board Issues Subcommittee has not dealt with: 9 Good value for dues, attendance at centers; 10 Closure of under-used facilities; 12 Partnerships; 14 CEO goals; 15 Legal issues regarding opting out; 16 Member rights; 18 GVR involvement in non-GVR issues; or 19 Poor member engagement. Discussion resulted regarding member/BOD relationship where the group looked at things that can be strengthened and improved in meetings. Core GVR member engagement is small with 73% of members not serving. Blaine had intended to have another Board Issues Subcommittee meeting but George had indicated Blaine should wait until this meeting had occurred. George will go ahead and schedule another joint meeting of the Ad Hoc Survey Subcommittees.

Carol L noted the Communications Subcommittee report has been presented to and reviewed by the BOD. They focused on nine of 24 Troublesome Issues. Issue 10 - 40% of GVR members not using electronic communications - is to be addressed by Charlie Sieck. The Subcommittee focused on the database problem of GVR having two databases that need to be reconciled - this is in the works and will hopefully be completed by the end of the year. The new member orientation issue is believed to be addressed. Providing a separate eBlast on governance was rejected because members say they are getting too many eBlasts. A recommendation will go to the BOD in the next week regarding Board members and non-directors interacting. It was suggested that members be encouraged to attend committee meetings, since they are more likely to be heard there than at a BOD meeting. It was also suggested the BOD hold forums which would allow time for members to talk to one another about

issues of concern. The suggestion for an annual member satisfaction survey has also been passed on for Charlie Sieck to address.

Gail V reported on the Staff Issues Subcommittee chaired by Denise Nichols. There were 11 troublesome issues identified. Anne Waisman wrote suggestions. Most were low priority and some were sent to different committees but Anne felt the subcommittee had completed its' work.

Sandra noted her Underserved Subcommittee hopes to have our report ready for BOD presentation soon. Troublesome issues we are addressing include: accessibility to GVR facilities and events for those with physical limitations; recreational and social opportunities for these members; transportation; non-electronic-communication; and GVR's obligation to underserved members. Charlie Sieck was given access to the NRC survey data and was a great help to this subcommittee in this regard, including providing the Appendix A type tables we had requested for the two survey sub-populations we identified. The first group included 1091 survey respondents who met NRC Modified criteria defining the underserved. The second group included 1592 survey respondents who disagreed with the statement that they were getting good value for their dues.

Denise noted that the Disagree Dues group is not based on finances or mobility, and Sandra replied that they included 28% of the total survey respondents. We don't know how much of this is their "fault", but it is their perception. Carol Lambert interjected that the Blue Ribbon Committee defined the underserved in an effort to identify people who could be helped by the GVR Foundation. Sandra indicated talks with Regina Ford (GVR Foundation Vice President) have helped our group. Carol Lambert suggested our subcommittee prepare a community-wide resource list for people with special needs and GVR retain the master list. The subcommittee has also reviewed the NRC provided verbatims of the two groups answers to open-ended survey questions 10, 13, 21, 23, and 25.

Blaine, as a former BOD member and now GVR Foundation President, indicated he had tried to reach out, not successfully, to members who no longer drive and partner with Friends in Deed (FID) to recruit drivers but this effort fell apart. The Foundation also considered GVR providing comp tickets and drivers to take older seniors to performances. The Foundation would welcome a conversation with the Underserved Subcommittee. Carol Lambert suggested the Foundation partner with volunteers and pointed out that library volunteers deliver books to the homebound and are forging relationships in this way.

Sandra noted FID indicates 93 percent of their transportation goes to GVR members. Because they have limited drivers they cannot always deliver someone to a GVR facility as they must prioritize their trips. She feels Sun tran/Sun Shuttle would be a good transportation resource and they will provide staffing in Green Valley to dispense "Go" cards to GVR members. Blaine indicated he has a location commitment from Kent but he got no return call from Sun Shuttle though he called them three times. George indicated reserving space is not a problem but we need to educate and train members. Sandra will provide Blaine with the correct Sun Tran/Sun Shuttle contact information. Carol Crothers asked who would best arrange this, GVR or the GVR Foundation? George indicated he would be liaison with the Foundation.

Charlie indicated he will work with Gina and Jerry on a brief survey questionnaire for GVR members. There will need to be a two-prong approach: people who don't have email and people who have email and don't get the eBlast. Survey Monkey might be an option and Gina and Jerry have the questionnaire 95 percent done - they want to capture each rooftop but also each individual under each rooftop (up to two) without meddling. It was suggested that the survey be sent out with the dues invoice, although some felt that this is probably not good as they felt the dues invoice has a bad connotation and results in negative feelings. Jen Morningstar has indicated that sending the survey to

the 40 percent of GVR members who are not electronically connected would cost approximately \$1200, printed on both sides and contracted with a mailing house. This survey needs to stand on its own as a follow up to the 2018 GVR Member Survey. Carol C suggested a poster at GVR kiosks asking "Are you getting all the information you want from GVR?" and a form to fill out. George suggested involving HOAs since the 40% who don't get involved with GVR go to HOA meetings, although several felt this was not a valid assumption. It was noted GVC has HOA representatives and George stated many HOAs meet at GVR recreation centers. Charlie felt perhaps 3 or 4 forums throughout GVR and announced in the GV news, radio, kiosks, etc. might get people out to talk. Carol C said something similar to the current SOSeminars being held might work (although these have had a low attendance possibly because snowbirds aren't back). Carol L. indicated SAV needs to be included as they have a "Tele Care" list called daily. It was mentioned perhaps MAP could pay for lock boxes for members who desire this service, and POW WOW as a resource for low cost produce was mentioned.

Carol L. again mentioned the resource list and Denise cautioned that we are a recreation organization and how far should we get from our mission? The CEO has been criticized for doing things other agencies do - members are critical of time staff has spent in community work rather than GVR. Gail V. noted we should not compete with community organizations. Gina mentioned Friends of the Santa Ritas and how does GVR connect when what they are advocating for all could impact the whole community. Denise noted the work plan addresses the feasibility of volunteers and George indicated volunteers felt they needed training hence SOS and also training in conflict resolution.

Gina questioned how do we make an informed decision for people who under utilize GVR? Sandra noted some people are having difficulties economically and others just aren't using GVR. How do we reach this silent majority. Carol L stated it is a minority not majority and the survey was statistically valid. Charlie noted there were enough responses to the Member Survey to make it statistically significant but there was a bias because we do not know how people who did not answer the survey questions feel, which NRC openly acknowledges.

Denise stated the biggest reason we don't have volunteers is they are not asked. Stewart noted it's the same 20 percent that volunteer and 80 percent don't. Denise feels people are very happy with GVR to have access, clean centers, etc. Carol C. wants Denise engaged as she has good ideas on volunteerism and hopes she will work with George and staff including Maureen, the volunteer coordinator. Sandra suggested GVR add a webpage that shows other community resources that GVR does not provide. Gail A hoped this meeting would help eliminate duplication. Gina indicated her group would circulate their survey to the other Ad Hoc Survey subcommittees and Carol C suggested another pull-together meeting.

Next joint meeting tentatively scheduled for Mid-November
Meeting adjourned at 12:05pm