

6. Executive Director's Report

Connie Scott

Administration

Mr. Don Roseland, a PORA member, called to thank the board for the hard work and significant savings to SCW on the water rates and consolidation.

The Volunteer Holiday Luncheon went very well. The Madison supplied the food.

All of the roof drains have been cleaned and patched where needed.

I have been working with the attorney for policies on fines. Arranged for an updated postage machine.

Also worked with the insurance company on room rentals.

Arranged for smoke detectors to be hooked up to our alarm system.

Ordered 2,000 new SCW videos for the Visitors Center to send out with mailings.

CC&R

Terry Taylor replaced Janie Fallon as full time in the CC&R Department. CC&Rs had 55 new issues, 47 resolved and 38 open issues. There were 34 plan reviews. The year ended with 1,450 reported violations, 417 plan reviews, 5,455 field visits, and follow up visits/calls.

Membership

Linda has been busy with the Host and Rental Agreement.

Made three posters for the membership drive.

Making calls on members that have not renewed.

Planning her Lunch & Learn for February.

The year ended with 752 new mails or walk in members, sold 23 key fobs, sold 99 Wildlife & Aquarium tickets, 950 movie tickets and 82 plot plans.

Consumer Services

Ken Vadovsky resigned from Consumer Services and Janie Fallon (previously in CC&Rs replaced him). Janie has been training with Ken in Consumer Services. She is planning her Lunch & Learn next month.

In December there were 672 calls & walk ins, 15 New vendors; had 10 compliments and 2 formal complaints.

The year ended with a total of 9,664 calls and walk-ins, 233 compliments and 8 complaints.

Visitors Center

Although December was down by 150 visitors, the year 2010 topped 2009 by almost a 1000 visitors. The new video is a great draw and has been shown many more times than the older one. The year ended with a total of 11,598 visitors, 3,655 Where to Retire mailings, 170 tours given, 417 videos shown, and 76 videos given free of charge.

Marketing

Due to the holidays it was a slow month.

Worked on setting up the Vendor Expo and mailed out invitations. Sign ups are going well.

The year ended with \$108, 810 for Business & Professional Supporters.

Staff continues to work on all the marketing material which includes the Rec Centers news, newspaper ads, brochures, etc.

Life Expanding Lessons

Elma and I met with the new Life Expanding Lessons committee. The fall semester ended with 186 registered students. Spring classes will have two field trip classes, A day at Turf Paradise – Horse Races February 14th, and the History of baseball on March 14th. LEL has 27 spring classes scheduled starting February 14th with new headliners.

7. **Financials**

Susan Lewis

****Special Note:** In regards to the Yellow Pages GL #440, 2010 will continue to show a negative variance throughout the year because of 2010 monies being deposited in 2009 vs. 2010. Previous management deposited revenue from this source in 2009 instead of waiting until 2010. Monies have already been received for this source of revenue for 2010, in the amount of \$59,800. ******

Year-end figures reflect revenue projections short approximately \$18,000 below plan. This is primarily attributed to Membership being down approx. \$11,000 and not hitting projections on Contributions by \$6,000. Outside of these two revenue streams, the budget hit the majority of projected revenue. Year-end expenses reflect a negative variance of approximately \$5,000, which is a good thing. Basically we were under approved budget by the \$5,000.

Year End 2010 Balance of Account:

Checking - \$15,562

Money Market Fund - \$40,180

CD's - \$194,030

Total Deposits - \$249,772

8. **Bingo**

Dusty Bowenkamp

We started the month with \$22,795.01 after expenses, inducements, and awards. The checking Account balance as of 12/31/2010 is \$15,089.35

9. **Government Affairs**

Bill Hansen

The annual Legislative meeting was held January 7th at Briarwood Country Club. Sun City, Sun City West, and Corte Bella representatives attended the meeting. Also in attendance were the six legislators, and County Supervisor, Max Wilson. PORA President, Dusty Bowenkamp presented Max Wilson with a plaque for his leadership & integrity.

10. **Life Expanding Lessons**

Bill Hansen

The spring semester will start February 14th.
The class catalogs are available.

11. **Health & Environment**

Mary McGrath

Arizona Department of Health Services office of Infectious Disease is reporting 11,888 cases of Valley Fever for 2010. That number is expected to rise for 2011. New for recycling are #3 and #7 plastic food packaging and cups. Both Lafarge and Cemex permits were passed.

According to the Sun City West Citizen Corp. Council – Here are some questions We should be able to answer **YES** to.

1. Do you have a **lock box** on your home so emergency responders can enter if Needed?
2. Are your **fire alarms** up to date and working?
3. Have you gone to a **Chest Compression Class**?
4. Have you gone to **emergency preparedness training**?
5. Are you signed up to receive emails from **PORA Newsletter & Rec. Center** weekly?

12. **Water/Traffic**

Bob Jones

Water

Mike Whiting with RCSCW reported water use is down on the golf courses.

Traffic

Old street signs will be replaced with new “clearview” font.

The new signal at Stardust and 135th Ave. is in the designing stage. It should be ready this fiscal year.

Directional signs are in place on the El Mirage Road & 303 to direct traffic to Sun City West.

The speed limit is marked at 15 MPH on Limewood to indicate a dip in the road.

There is a new Maricopa County Committee working on golf cart laws and safety.

13. **Public Relations**

Doug (Dusty) Rhodes

There will be 2 more Rec. Centers open house dates coming up in February. We plan on setting up a Membership drive table at both events. Vendor Expo will be Saturday February 5th at the RH Johnson Social Hall 19803 RH Johnson Blvd. We have new banners to put up to help advertize to event this year.

14. **Community Liaison Report**

Larry Woods

Involved on several committees – Chairman of Mature Worker Committee of the GACA. State Advocate for AARP and a member of the State Executive Council.

The Sun Cities Area Transit (SCAT) bus service has terminated in Sun City. The Sun Cities Transportation Community Task Force was formed through Benevilla in order to address this situation.

Relevance to PORA: Although the Sun City West Foundation presently has a transportation service in the Sun City West area it is important that PORA continues to be aware of the transportation situation and supports the effort for providing transportation in all of our communities.

New Business:

MOTION: To approve Visitors Center Website Policy

The Motion was seconded and passed unanimously.

15. Next meeting: Tuesday, February 15, 2011 at 1:30 p.m.
Lecture Hall at R.H. Johnson Rec Centers.
16. Comments from Board members.
17. Comments from PORA Members
Q: Joanne Jones asked PORA to help on cost with the new threefold traffic brochure
That the Committee is making.
A: Dusty Bowenkamp said yes.

Adjournment at 1:52pm.

Mary McGrath, Secretary

Date