

BOARD OF DIRECTORS MEETING
Monday, September 21, 2015 @ 1:00 PM
Minutes

Attendees: Merlyn Carlson, President
Al Gervenack, Vice President
Mike Trent, Secretary
Susan Lewis, Treasurer
Barbara Pitney
Dave Poling
Rob Robbins
Bob Gooltz
Bill Frye
Marion Mosley
Connie Scott, Executive Director

- | | | | |
|----|---|---------------|----------------|
| 1. | Call to order, pledge to flag | | Merlyn Carlson |
| 2. | Establish a quorum | | Merlyn Carlson |
| 3. | Welcome to PORA members, guests, and press | | Merlyn Carlson |
| 4. | Minutes of June 15, 2015, were approved. | | Merlyn Carlson |
| 5. | PORA membership July, 2015 | 13,112 | |
| | PORA inactive members | <u>297</u> | |
| | PORA total membership (including inactive members) | 13,409 | |
| | PORA membership one year ago July, 2014 | <u>12,694</u> | |
| | PORA membership one year ago-net gain | 418 | |
| 6. | President's report | | Merlyn Carlson |
| | The theme for this year is "It works to work together." The board and I will be meeting with all Sun City West community organizations in an attempt to work closer. We plan on working heavily on membership and public relations this year. | | |
| 7. | Executive Director's report - see attached | | Connie Scott |
| 8. | Financial reports - report attached | | Susan Lewis |
| | Motion: by Mike Trent to approve the financial report as written was seconded and passed unanimously. | | |

STANDING COMMITTEE REPORTS

- | | | | |
|-----|---|--|----------------|
| 9. | <u>ACC/Utilities Community Liaison</u> - report attached | | Al Gervenack |
| 10. | <u>Bingo</u> - report attached | | Mike Trent |
| 11. | <u>Governmental Affairs</u>
We have met with our Arizona Legislators, Senator Judy Burges and House of Representative Phil Lovas. We plan to meet with Representative David Livingston soon.

We also attended a meeting with Sun City West Rec Centers, Sun City and our state representatives last week regarding the EPA Environmental Protection Agency. | | Merlyn Carlson |
| 12. | <u>Luke Air Force Base</u>
I attended the Luke West Valley meeting last week. There are two F-35 squadrons with a total of 29 F-35s on the base, along with four F-16 squadrons at Luke at this time. March 19 th - 20 th 2016 Luke will be having their open house air show. | | Mike Trent |
| 13. | <u>Marketing</u> - report attached | | Marion Mosley |
| 14. | <u>Membership</u>
Colby Management is no longer handling PORA's Membership, we will be doing this in-house. Our Membership numbers have grown by 418 in the last year. The Insider magazine has helped with that membership growth. | | Bill Frye |

- 15. **PORA Adult Learning** - report attached Dave Poling
- 16. **SCW-ABC Community Liaison** Dave Poling
Membership in the ABC is currently 52.
- 17. **Transportation & Water** Rob Robbins
Water committee focus this year will be water conservation and communication.
Next water meeting will be November 3rd.

The new name is PORA Roads, Traffic, Safety and Transportation Committee.
We are looking for more committee members.
Next meeting will be next Wednesday September 23rd.

- 18. **Long Range Planning** - report attached Marion Mosley
- 19. **Special Events Liaison** Bob Gooltz
This week I will be attending meetings on senior health in Scottsdale, and Surprise.
I will also be attending the Rotary meeting on health on Oct. 16th.
- 20. **Ex-officio Public Relations/Media** Barbara Pitney
I represented PORA at the last Consortium meeting on September 16th.
We are working on the Neighborhood Network pamphlet.

NEW BUSINESS

- 21. President to present committee assignments Merlyn Carlson
- 22. Discuss president's "Open door policy." Merlyn Carlson
- 23. Discuss the purchase of PORA shirts for directors after adjournment. Merlyn Carlson
- 24. Discuss board orientation schedule. Merlyn Carlson
- 25. Discuss supporting the ABCs. Merlyn Carlson
- 26. Discuss Director Poling accepting a seat on the ABC Board of Directors Merlyn Carlson
as a PORA representative.

Motion by Marion Mosley for David Poling to accept the seat on the ABC's Board of Directors as a PORA representative was seconded and passed unanimously.

- 27. Discuss PORA table at RCSCW Open House to support chartered clubs. Marion Mosley
We want to make sure the community understands what PORA is, and what hot topics we are currently involved with. We are also inviting State Representative Rick Gray to attend.
- 28. Next meeting October 19, 2015
- 29. Comments from Board of Directors - none
- 30. Comments from PORA members, press or visitors - none
- 31. Adjournment 2:57 p.m.

By: Mike Trent
Mike Trent, Secretary

Date: 10/19/15

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| 6. | President's report | | Merlyn Carlson |
| 7. | Executive Director's report | | Connie Scott |
| 8. | Financial reports | Action Required/Motion | Susan Lewis |

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| 17. | <u>Transportation & Water</u> | | Rob Robbins |
| 18. | <u>Long Range Planning</u> | | Marion Mosley |
| 19. | <u>Special Events Liaison</u> | | Bob Gooltz |
| 20. | <u>Ex-official Public Relations/Media</u> | | Barbara Pitney |

NEW BUSINESS

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| 21. | President to present committee assignments | | Merlyn Carlson |
| 22. | Discuss presidents "open door policy" | | Merlyn Carlson |
| 23. | Discuss the purchase of PORA shirts for directors | | Merlyn Carlson |
| 24. | Discuss board orientation schedule | | Merlyn Carlson |
| 25. | In support the ABCs, PORA will contribute \$25.00 to the ABC organization for each PORA Board Director | Action Required/Motion | Merlyn Carlson |
| 26. | Discuss Director Poling accepting a seat on the ABC Board of Directors as a PORA representative | Action Required/Motion | Merlyn Carlson |
| 27. | Discuss PORA table at RCSCW Open House to support chartered clubs | | Marion Mosley |
| 28. | Next meeting October 19, 2015 | | |
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| 30. | Comments from PORA members, press or visitors | | |
| 31. | Adjournment | | |

PORA
Executive Director's Report September, 2015

Administration

- Colby Management no longer handles our membership account. Membership will now be handled by two new employees, Lynne Strieff and Sherry Pratt. Thanks to Lynn Greene, the membership program is operating smoothly. Membership is located in the office previously held by the Marketing Department.
- Donations for the month of June totaled \$690, \$570 for July and \$331 for the month of August.
- We received the annual check from Marcoa Publishing, for the Sun Cities maps, totaling \$1,033.30
- We have moved Marketing and PORA Adult Learning offices. The previous Master Gardeners location now serves as an Adult Learning classroom.
- Mary James is the new employee in our Consumer Services department.
- Doris Fagan is the new employee in PORA Adult Learning.
- Thank you to Director Trent for his help this summer lowering and raising the State and American flags and for picking up dozens of palm fronds in the middle of Camino del Sol and on PORA property.
- The annual workers comp report has been filed with Copper Point insurance.

CC&Rs

- 95 new violations that were recorded for the month of August. We had 98 open cases and 2,366 total field checks for the fiscal year of 2014-2015.
- The CC&R Coordinator, Barbara Beshers, resigned due to relocation outside of Arizona. I am currently interviewing for that position.

Office Manager

- The front office recorded 906 walk-in residents for the month of August and a total of 18,364 for the fiscal year of 2014-2015.
- We expect the traffic to increase significantly now that membership is in house.

Consumer Services

- There were 703 calls and walk-ins in August which resulted in 1,850 referrals and 26 compliments; 12,538 walk-ins and calls for the fiscal year of 2014-2015.
- Mary James is the new employee in the Consumer Services Department.

Visitors Center

- Visitors for the month of August totaled 596; there were 12,297 for the fiscal year of 2014-2015. 7,756 were local visitors; 3,324 were visiting from out of state and 1,199 visited from other cities within the state.
- Robbie Combes has updated all informational brochures in the Visitors Center. Robbie has also taken on the job of updating inventory.
- 78 homes were sold in August.

PORA Financials
YTD June 2015

The numbers below reflect year to date totals from July 1, 2014 to June 30, 2015, a full fiscal year. Below is a snapshot of the top sources of income, total expense and net income vs. 2014 numbers.

<u>Source</u>	<u>2014 Actual Income</u>	<u>2015 Actual income</u>	<u>% Increase/Decrease</u>
<i>Revenue:</i>			
Bingo	\$224,924	\$223,451	-0.7%
Membership	\$145,336	\$154,165	+ 6.1%
Business Services	\$118,601	\$141,875	+19.6%
Adult Learning	\$ 38,630	\$ 42,760	+10.7%
Promotions/Advertis	\$ 7,865	\$76,796	+++
Total Revenue	\$677,898	\$793,283	+17.0%

Total Revenue reflects the revenue stream from all sources. Promotions/Advertising received the greatest lift. This category is comprised of revenue from the sale of advertisements in both the Adult Learning catalog and the new Insider magazine. The dip in revenue from Bingo is a direct result of the Recreation Center facility being closed for several months in the summer of 2014 for the kitchen remodel.

	<u>2014 Actual Expense</u>	<u>2015 Actual Expense</u>	<u>% Increase/Decrease</u>
Total Expense	\$625,783	\$679,065	+ 8.5%
Net Income	\$52,114	\$114,218	+119.2%

YTD numbers reflect PORA is operating within the planned budget with a positive variance in income of \$39,490 and under expense budget by \$13,749.

Cash Assets:

BMO Harris Operating Account	49,088.49
BMO Harris Money Market Sav's	203,887.18
BMO Harris CD	48,601.59
Compass Bank CD (2)	83,873.49
BMO Harris Bingo Account	34,409.91
Mutual of Omaha CD's (4)	251,984.87

Total Cash Assets \$ 671,845.53 2014 Cash Assets \$ 559,845.68

Susan Lewis, Treasurer, 09/18/2015



Linda Munson <poraemail@gmail.com>

Board meeting report

poravicepresident@gmail.com <poravicepresident@gmail.com>

Mon, Sep 21, 2015 at 7:56 PM

To: Linda Munson <poraemail@gmail.com>

Linda,

Please see attached

AI

PORA Board Update 09.21.15

- Over the last two months the ACC has created a lot of media surrounding many of their APS votes and communications.

- APS

- APS requested/wanted an increase from solar users (between \$21 - \$50 in addition to the current \$5 per month) to cover the lost revenue for the network. All users were opposed to the issue being reviewed outside a Full Rate Case.

In my opinion, APS got their monies worth from the election. Approved, 3 Yea and 2 No, to do a cost benefit review of the solar issue.

Users have an issue that there is no APS accountability as to the correctness of their data. A full rate case allows for full accountability thru investigation and fact finding requests.

It appears the APS strategy is to finalize an ACC vote in June followed by filing a full rate case in July. This would allow for additional and potential increase for solar users.

- EPCOR

- During the recent Sun City water rate case, the data in EPCOR's filing was in such disarray that delays and a court case delayed a decision. Major concern was the accuracy of the accounting records.

- Example; EPCOR was continuing to depreciate assets once they were fully depreciated since 2004. EPCOR offered a \$ 1 million dollar correction to their data.
 - Example; EPCOR used average customer counts rather than end of test year customer counts.
 - Example; was a claim for a Health Care Cost Adjustor with no data, studies or supporting data.
-
- Based on the above, EPCOR requested a delay in filing our rate case until April 1, 2016 (RUCO suggest it may be earlier) using test year 2015.

 - Agreed to about 1/3 of the cost of the rate case due to delay.

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Bingo Report August-15

Number of Weeks Played 4
Number of Players 1449 Avg: ~ 362

Total in Checking Account as of: 7/31/2015 \$ 35,426.02

Income: 20148.00

Total Card Sales 19960.00
Total Supply Sales 188.00

Expenses: 17571.00

Total Prizes Awarded 14416.00
Inducements Paid Out 980.00
Other Expenses
 Fixtures-TV 393.30
 Repair & Maintenance 134.00
 Rent 900.00
 Supplies 747.70

Total in Checking Account as of: 8/31/2015 \$38,003.02

Respectfully Submitted,



Mike Trent, Director
Bingo Proceeds Coordinator

19 September 2015

Status Report: Marketing Plan

A Marketing Planning Committee has not yet been formed. Concentration is currently being placed on the Long Range Planning activities, which will generate some near-term marketing requirements.

Marketing activities currently in process include researching past marketing initiatives by PORA. Meetings with the Recreation Centers' staff and management have proven positive. PORA will be in attendance at the Rec Centers' Open House shows in October and November. We will also be present at their upcoming New Comers Meeting. Our mission there will be to apprise our residents of all the upcoming issues Sun City West will be faced with over the next two years.

As the Marketing program evolves, PORA will need to assess how we can support our initiatives, considering our current staff level. There should be a better direction to our marketing plan by October's Board meeting.

PORA Adult Learning, Board meeting report for Sept.21, 2015

1. 2014/2015 F/Y Final Report: We finished with great results:

1,888 Students (+37.8% over last F/Y)

3,304 Classes taken (+30.6% over last F/Y)

\$43,140 Revenue (+17% over last F/Y)

292 Courses offered (+29.8% over last F/Y)

2. Our Fall Semester is off to a great start. We are between 31% and 36% of our targets through 9/18 and classes don't actually start until this week.

3. We welcomed 26 of our instructors (almost 50% of all of our instructors) to our annual Instructor Orientation on Sept. 15th. We have already had a great many very positive comments regarding the meeting.

As far as other programs in Adult Learning in the area, to date we have reviewed all of the catalogs except Sun City Grand and this is what we found. (by actual count)

Rise (Rio Salado) 74 courses scheduled

Sun City - 32 courses scheduled

EXPLORE - 33 courses scheduled

Sun City Festival (an Osher program) 34 courses scheduled

Sun City Grand - we estimate 100-110 courses

PORA Adult Learning -141 courses scheduled to date

19 September 2015

Status Report: Long Range Planning Committee

The Long Range Planning Committee (LRP) is comprised of seven resident and PORA Board members. The committee meets monthly and has just completed its second session.

The primary focus of the committee is to define the trends that will affect Sun City West over the next five to ten years. It will also need to determine PORA's role, as future trends become reality. A secondary consideration PORA will need to consider will be to ensure minimum overlap in activities and/or initiatives that will be implemented by the Recreation Centers.

Brainstorming is the committee's initial focus. We first need to determine where we feel Sun City West needs to be, the research those elements that will aid in our goals to make change where appropriate. Several ideas have surfaced so far, but more discussion is necessary before a direction can be considered.