

## PRESIDENT'S COMMENTS ON MEMBERSHIP

After being thwarted for a number of years on access to new resident's, PORA is finally going to receive the data from the Rec Center. It was surprising to learn that we have an annual turnover rate of 6% or 1,680 new people moving in, and the same number exiting, each year. That same percentage could apply to the PORA membership except that our loss rate is currently 2.7 % net loss and not being replaced, as with the Rec Centers. That, and the following stats, will tell you why I made membership growth our top priority but until we had access to new resident names, any reasonable and viable process was neither time nor cost worthy.

Now we can explore options, but first I want to remind you why this process is imperative as we review membership stats.

1. We're down 4,267 members from our 1997 peak of 16,377, or a loss of 25.7% of our top enrollment.
2. Eleven of the past 15 years have shown losses, which means 73.3% of those years we've been losing members. No organization can continue to survive on that basis.
3. The last 3 years we've lost 1,732 members or 12.5% for an annual average of 4.2%.
4. Over the past 7 months, we've lost 344 members for a drop of 2.7%.  
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5. From selective data, it appears that special emphasis was placed on membership development in 2003 & 2004, where there were spikes in the budgets that more than triple customary expenditures in the promotion and advertising accounts—with margin notes for membership drive. They were committing as much as 3.8% to this venture, and in my mind we can do several better approaches and stay in the 2.5% range, and I feel with concepts that will have far greater long-range endurance.
6. During that past era, using outside contractor firms, for the period 2003 to 2011, there were 3 growth years and twice as many decline years (6), that offered up 5,443 gains vs. 6,015 declines for a net loss of 572 members.
7. I think the above stats bear out the fact that outside firms only give you a momentary boost but it's in-house staff that sustains your membership, especially if concentrated on that task.

MEMBERSHIP SPENDING EMPASIS TRENDS

	2003	2004	2012
Total Budget	\$480,321	514,164	670,444
Membership	5,820. 1.2%	4,737. .92%	-0- -0%
P.R.			888. .13%
Promot. & Adv.	18,330 3.8%	14,529. 2.8%	10,152- 1.52%

MEMBERSHIP IMPACT

YEAR	TOTAL	# CHANGE	% CHANGE	
2003	11,517	(1,569)	(12%)	Loss
2004	13,555	+2,038	+17.7%	Gain
2005	14,363	+ 808	+ 6%	Gain
2006	11,655	(2,705)	(18.9%)	Loss
2007	14,252	+2,597	+22.3%	Gain
2008	14,246	(6)	0%	Loss
2009	13,324	(922)	(6.5%)	Loss
2010	12,650	(674)	(5.1%)	Loss
2011	12,519	(136)	(1.1%)	Loss
2/1 2012	12,170	(349)	(2.8%)	Loss

OPTIONAL APPROACHES

A. BRFT.	B. Coffee	C. MAIL	D. Brochures	E. PART-TIME STAFFER
16,800 +2.4%	\$3,360 .5%	\$740 .01%	\$1,075 .015%	\$7,500. 1.1%
26,952 3.9%	\$13,512.1.9%	\$10,892. 1.6%	\$11,167. 1.6%	\$17,652 2.5%
8,400 2.6%				
18,552 2.6%				

VS.

Promote & Adv	2003	@3.8%
	2004	@2.8%

REPORT FOR PORA BOARD MEETING

APRIL 16, 2012

**ROADS, SAFETY & TRAFFIC COMMITTEE:** Last Meeting March 28, 2012

Next Meeting April 25, 2012

- 1) Phase I, Noise wall is well into construction. 2,792 ft., 8 to 20 ft. high.
  - a) Phase II under study.
- 2) New gutters and overlay on Trial Ridge <sup>south</sup> north of RH nearly completed
- 3) Major plans for milling and overlay both south of RH and north of Stardust this early summer
- 4) New Stop light at corner of Meeker & Wilson in construction
- 5) Pedestrian traffic crossing Granite Valley Drive between Banner-Del Webb and medical offices is under study looking if lights need to be installed on both cross-walks.
- 6) An electronic speed monitoring sign is under study for use on RH to monitor and slow traffic.
- 7) Reviewing new Safety Brochure prepared by MCDOT calling attention to safety rules and good driving procedures that apply to motor vehicles, golf carts and bicycles.

**WATER COMMITTEE:**

Last Meeting March 15, 2012

Next Meeting April 19, 2012

- 1) Committee continues to attempt to find an acceptable resolve to a few residents experiencing abnormally high water bills.
  - a) Crafted a uniform questionnaire to ascertain and document the problem
  - b) To date have received 15 such requests.
  - c) Termination date is next Wednesday, April 18<sup>th</sup>, at which time an analysis will be crafted.
- 2) Continued talks underway regarding a SCW sign on EPCOR's wall located at the SE corner of SCW.
  - a) Construction due to provide turning lanes on the corner of Bell & El Mirage late in 2012 and into 2013, which will result in the wall being moved back approximately 20 ft.
- 3) Plan to discuss with EPCOR their proposed increase in residential water customer's monthly Groundwater Savings fee from \$.12 to \$1.19 per month per household.

#### RECYCLING:

Had several calls the recycling was fast and very easy. Went down to see for myself and I also thought they were well organized and no one had to wait.

On the April 7<sup>th</sup> hazard waste day people called and complained that the line was too long and not well organized. We probably need to look at this for the next time. I went there also and can see why the people complained.

#### HEALTH:

Nothing to report this month.

#### ENVIRONMENTAL:

Our new Co-Chair Dr. French has turned over the project to her class. So we will now have students to help. It has taken a while for this to get started. Our primary goal will be to protect the public health from air pollution from strip mining. Once meetings start I will keep you informed.

MARY MCGRATH  
PORA BOARD SECRETARY