

GENERAL MEMBERSHIP MEETING

Tuesday, January 20, 2015 @ 1:00 PM

Minutes

Attendees: Bill Hansen, President
Merlyn Carlson, Vice President
Mike Trent, Secretary
Susan Lewis, Treasurer

Bob Goltz
Bill Frye
Jim Swanson
Al Gervenack

Connie Scott, Executive Director

Absent: David Poling

1. Call to order, pledge to flag
2. Establish a Quorum

Bill Hansen
Bill Hansen

ARTICLE VII, SECTION 4 - QUORUM

A minimum of 100 Resident Members shall constitute a quorum at any General Membership Meeting. In the absence of a quorum, matters proposed for action may be discussed by the Resident Members present, but in lieu of Membership action, will be referred to the Board of Directors for their sole determination and resolution at a subsequent publicized open meeting of the Board.

3. Welcome to PORA members, guests, and press
4. Presentation of an endowment check issued from the estate of Carolyn Jennings by her sister Arlene Christensen.
5. President's six month report of PORA - report attached
6. Report from the Nominating Committee

Bill Hansen

Bill Hansen
Bill Hansen

Introduction of candidates running for the March election:

Jacqueline Mindling
14131 W. Circle Ridge Dr.
623-433-8121

David Poling
13710 W. Aleppo Dr.
623-975-9957

Rob Robbins
20223 Sonnet Drive
559-824-9446

James Swanson
14412 W. Heritage Drive
623-606-4494

Nominations from the floor - none.

Choose numbers drawn from a hat to determine the order of candidates that will be listed on the ballot.

1. James Swanson
2. Rob Robbins
3. Jacqueline Mindling
4. David Poling
5. Publicity pictures to be taken.

7. Adjournment 1:22 p.m.

Regular Board of Directors Meeting following the adjournment of the General Membership meeting.

By: Mike Trent
Mike Trent, Secretary

Date: 2/17/15

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Pres. Hansen's Annual Remarks

PORA is Alive & Doing Well, for the 2nd. consecutive year out of the past seven , we've shown positive growth. Think what we could do if we placed more direct effort in this area!

Further, when you ponder the residents' utilization of PORA's programs and facilities currently, one has to conclude we are fulfilling a vital service for the residents of SCWest. And when you view the results of our efforts, it becomes a living testimonial that illustrates the effectiveness of our programs. Before any detractors accuses me of boastful bluster, allow me to share with you some pertinent facts that support my contentions.

I'm going to enumerate some of PORA's accomplishments, and secondly, you're already aware that it takes some pretty heavy lifting by this board, staff and exceptional volunteers to have produced these results! The fact that we have only 13 paid staff that direct 150 + volunteers is in itself an accomplishment.

I recite these accomplishments, not too brag, but to create community awareness of what PORA provides for our residents, hoping that this awareness will translate into membership support consistent with our efforts. So allow me to give you some participation stats:

- 1) approximately a 1,000 a year visit our C.C. & R. department
 - 2) we now have over 2,700 enrolled in Adult education, up from 400 in 2010
 - 3) over 10,000 make inquiries of Consumer services annually
 - 4) over 12,000 cross the threshold of the Visitors Center each year
 - 5) last January, over 1,700 entered our front office for direction
- I'm impressed that nearly 26,000 residents are passing through our doorways annually, at a minimum, to benefit from some form of PORA's services.

In summary of This segment, PORA continues to offer over a dozen different areas of service to our members while providing significant secondary benefits to the entire community. And we've been doing this since the birth of our community, for we were incorporated in March of 1979, right after Del Webb handed out the 5th set of home keys to a new resident. Many do not realize that PORA has been in existence 13 years longer than the original fully empowered Rcc Board.

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Bingo continues to thrive as a great social activity, now going into its 35th. consecutive year. The proceeds from this events also allow PORA to provide annual grants to local organizations, totaling around \$20,000. each year. Last fall, we handed out awards' to eight different community organizations.

This past fall, PORA started a new magazine venture, which will publish 10,000 copies 3 times annually for general circulation, which was the brain-child of Linda Munson, our Office Manager. It's titled the "PORA Insider," and provides a wealth of special information about our organizational activities and community events, as well as solid reference data helpful to any resident. It's already showing great signs of success and is being well supported by local advertisers.

Through Director Carlson's Traffic Committee, we received a detailed analysis of th Traffic Accident & Speeding problems in SCWest. The majority of accidents have been pinpointed at 8 different intersections within the community, with the most dangerous being listed as Meeker Aleppo/Trail Ridge. In the 2013 study, speeding jumped by 20% over the preceeding year from 19,659 to 23,570--an alarming increase. There was also a 10% increase in speeding incidents exceeding more than 10 MPH over the limit. As a result, Carlson's Committee contacted Supervisor Hickman, who engineered additional Sheriff's Deputies for our comunity.

Another of PORA's stellar accomplishments is vested in the lobbying activity, as reflected in our 31 major accomplishments. Recently, I did an analysis on those activities--separating them by years and the specific area of the lobbying event. Here's a list or our successful events events, showing the specific number as well as 8 major divisions wherein it transpired: (over our 35 years)

- | | |
|--|---------|
| 1. 13 events involved activity with the Board of S: pervisors= | 35.1% |
| 2. 6 involved our State Legislators | = 16.2% |
| 3. 5 involved the Del Webb Corp. | = 13.5% |
| 4. 5 involved Miscellaneous sources | = 13.5% |
| 5. 4 involved Transportation Agencies | = 10.8% |
| 6. 2 involved the Az. Corp. Comm. (Utilities) | = 5.4% |
| 7. 1 involved the Federal Congress | = 2.7% |
| 8. 1 involved the Court system | = 2.7% |

* The total count hits 36 due to the fact that some activity involved multiple agencies.

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It's interesting to note that 73% of the major accomplishments have occurred during the 2nd half of PORA's existence. Even more interesting, is the fact that 38% have occurred in the past 6 years which constitutes only 17% of our tenured time. But I think it is worth noting for we have asserted a greater intensity in this particular field, together with our counter part SCHOA in Sun City.

The potential sale of 53 acres on the NW tip of our community has attracted the attention of most everyone. Especially the more tenured residents who recall back in 2002, before the advent of Corte Bella, Continental Homes was about to turn that area into a high density, low income, multiple story area. PORA interceded through the Board of Supervisors, who are vested with Zoning control. By our actions, it was prevented and so you have the beautiful Corte Bella today as a result of PORA's intervention. PORA is doing a repeat on that approach this time, recognizing that early bidders on that ground wouldn't commit to our style of zoning restriction.

We appealed to Supervisor Hickman, who came to our rescue, had the 53 acres pulled from the sales arena and brought it back in for zoning, that hopefully will be more consistent with SCWest.

Our immediate lobbying attention is focused on the utility problem where EPCOR Utility Co. is threatening consolidation of the 5 districts, with a single rate for all-regardless of their cost of operation. Currently rates vary from a low of \$18.11 to a high in the Corte Bella District of Agua Fria of \$106.21, or a variance of 5.9 to 1. This will be a tough battle but we feel victorious in round one where we forced it into a full-scale rate case and a more comprehensive study using the latest fiscal data.

Significant to this victory was the petition drive, marshalled by the SCW Unite, who sponsored 51 petition seekers and brought in signatures from 4,108 residences in SCWest. Another factor in building community-wide interest was the public meeting PORA sponsored at Palm Ridge, which overflowed the 850 capacity limit.

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Finally, the Board has reviewed a 16 page Fiscal Review/Infrastructure Report which takes an indepth look at our finances over the past 6 years, analyzing trends and problems while simultaneously making a comprehensive review of infrastrcutre space allocations-with problems related to it as well as discussion of expansion potentials.

Fiscal Facts centered on:

1. Declining Membership revenue, which has dropped by 14%, with its relevant share of budget support dipping from 24% down to 18%.
2. The loss of \$62,800. in Telephone Commissions in ancillary income area, temporarily replaced by only \$17,220.
3. The fantastic growth of Business Services Income by 87% to \$118,000. level.
4. Noting that this year, due to declining revenue resources, we're on a Zero Net Income Budget, which precludes any infrastructure projects of any significance, including any obligation to rental property or building acquisitions.
5. Recognize that any future building expansion needs in the near term future would have to be based on philanthropic efforts. In concert with that outlet, it is our view that the existing 501C3 is an unrealistic instrument due to personnel conflicts which exist, as well as conditional imposition on the utilization of that document. Therefore, in the future, at a more appropriate time- a new 501C3 should be sought with its original Board composed of potential philanthropists sympathetic to PORA's building interest, as well as individuals with Fund Raising experience. PORA's Adult Education Director & Staff would act as consultants to the initial 501C3 group.

While our current fiscal year appears marginal at this time, it could turn positive. It is imperative that the Board immediately focus on membership growth. The one bright spot is that a 5 year decline is now being followed by a 2 year consecutive growth pattern. But our best hope in stemming the annual 15% renewal drop is to bring Membership accounting back in-house so we can fashion its own operation to fulfill our unique needs as opposed to being hamstrung by a generic, inflexible out-sourced system that has existed for the past 7 years, 5 of which saw membership in decline.

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In analyzing the most current demographics on Sun City West, commissioned by the Rec Board in 2012, 65.9% of our total community population advances to the age category of 75 to 80, constituting 18,303 persons out of the total of 27,773. If you wanted to include the next category of 80 to 85, which includes several of the PORA Directors, you have 82.4% of the total population, constituting 22,883. Using either number, you can conclude there's 5 to 10,000 residents unlikely to be interested in PORA membership. The rest are prospects. (see attachment)

In conclusion, PORA's activity successes have never been greater, our major accomplishments have never been higher. That gives us the greatest impetus for properly addressing our membership potential. Once we conquer that deficiency, we can be mobilized for unlimited opportunity. And that's not "hype or hyperbole," it's what's rooted consistently in Association textbooks and proven by successful association performances. Membership growth must ALWAYS remain your paramount objective. But no matter what we do at PORA, our trademark symbol must continue that we do it with Gusto, and that requires commitment from all involved. It's been my pleasure to serve as President of this distinguished Association.

DEMOGRAPHICS

Prepared By	Initials	Date
Approved By		

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GREEN

Sun City West

Age	Age	Age	Age	Age	Age	Age	Age
40-65	65-70	70-75	75-80	80-85	85-90	90-95	95-110
14.9%	30.2%	47.9%	65.9%	82.4%	93.3%	97.6%	100%
						27,112	27,973
					25,904		
				22,883			
			18,303				
		13,313					
CUMULATIVE SUBTOTAL BY ADDING EACH AGE GROUP With percentage of total population @ top.							
	8,386						
7,145							
6,211							
		4,927	4,990				
				4,580			
4,143	4,241						
NUMBERS WITHIN EACH AGE GROUP							
					3,021		
						1,809	
							661
14.9%	16.3%	19.7%	18%	16.5%	10.9%	4.4%	2.4%