

BOARD OF DIRECTORS MEETING

Monday March 28, 2011 @ 1:00 pm

Minutes

Attendees: Dusty Bowenkamp, President
Bill Hansen, Vice President
Mary McGrath, Secretary
Susan Lewis, Treasurer
Mike Trent

Doug Rhodes
Lou Annacone
Bob Jones
Merlyn Carlson

Connie Scott, Executive Director

Absent: Larry Woods

1. Call to order. Pledge of Allegiance. Dusty Bowenkamp
2. Establish a quorum Dusty Bowenkamp
3. Welcome to residents, guests and press. Dusty Bowenkamp
4. Minutes of February 15, 2011 approved as written Dusty Bowenkamp

5. **President's Report** Dusty Bowenkamp

I have met with the Rec. Centers Board regarding the issues on CC&R fines; we have been meeting with the Attorneys trying to resolve this matter.

I have the results of the Election: Susan Lewis, Mike Trent, and Paul Piper are the three winners. Marshall Oaks did not make it. I would like to ask Marshall to serve on the Traffic and Roads Committee; Merlyn Carlson will be taking over the Water & Traffic Committee from Bob Jones.

6. **Executive Director's Report** Connie Scott

Administration

Attended Membership and Consumer Services Lunch & Learn. The Torch PowerPoint presentation turned out very well and we received favorable feedback from all of the Torch attendees.

The Green Fair was a huge success thanks to Marketing. Dusty and I received so much positive feedback from residents that visited the PORA table. We had 20 new members sign up with PORA.

The APS and SmartPower presentation was very informative. SmartPower is discussing the idea of a breakfast at PORA in April to recruit solar ambassadors.

Bill Hansen and I attended a West Valley Annual HOA Legal Update luncheon at Sun City Grand presented by Curtis Ekmark.

The carpeting was cleaned in all of the rooms beginning at Robbie's office and ending at the Attorney General/Tax Assessor's office.

We all have been working on the Volunteer Appreciation Luncheon on March 11th.

CC&Rs

CC&R's had 60 new issues, 44 resolved issues, 58 open issues, and 24 plan reviews. Karen Bertelsen, a new part time employee was hired for this department.

Membership

We had a total of 101 new members sign up in February. Membership had 1170 calls and walk-ins and \$75.00 in donations. 19 Movie and 26 Wildlife Zoo tickets were sold. Linda presented her Lunch & Learn and has created election posters, an election signature book, a tally sheet and Linda has set up a private voting area. She is also organizing decorations for the Volunteer Appreciation Luncheon with Cheryl. Linda continues to call members that have not renewed their membership.

Consumer Services

In February there were 976 calls & walk ins, 25 compliments and no formal complaints. Janie presented her first Lunch & Learn and she had total participation of the volunteers. She contacted Parks & Sons in regards to the missing PORA sign on the front of the dumpster. Janie contacted vendors asking for door prizes for the Volunteer Appreciation Luncheon and she has received three or four to date.

Visitors Center

Another big month of visitors for February - 1,639. We have tipped the scale at 3,359 for the first two months of the year. The video was shown 93 times, 170 videos were given away, 29 tours, and 155 Where to Retire mailings. Robbie has been working hard on requesting door prizes for the Volunteer Appreciation Luncheon and she has been able to gather many wonderful door prizes. Robbie and eight volunteers were invited to lunch and a tour of Grandview Terrace.

Marketing

Marketing worked hard on the Green Fair and is now trying to catch up on contacting vendors that are overdue. There were 76 vendors, 72 inside, 4 outside. Vendors were charged according to the space size \$180 Large/\$100 small. Extra charge of \$10 for tables and \$10 for electric. All spaces were filled and a waiting list was formed and drawn upon with a cancellation. Eight New vendors signed up to participate.

Attendance – approximately 2,400. Attached is a report of income and expenses, along with suggestions for next year's event.

A survey was emailed to approximately 55 vendors with 16 vendors responding. Only four questions were asked to keep it simple and to get more responses. See attached copy of the survey results.

Marketing has created a program and decorations for the Volunteer Appreciation Luncheon. The number of vendors in the Visitors Center was incorrectly reported on January's report due to a glitch in the software program, but it has been corrected and the number is correct for February.

Marketing also revised the ad with Where To Retire magazine for our annual contract renewal.

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

Life Expanding Lessons

Face book, Twitter, iPad, iPod, Understanding the Universe, How to use Your Digital Camera, The History of Baseball, The Book of Psalms, Landscape Painting, Gardening in the Desert and Coin Collecting. How to use your Cell phone was immediately filled.

The featured free “Headliners” Dr. Jasser and Sidney Rittenberg attracted close to 70 residents and from them we received five new registrations for other paid classes.

Turf Paradise was a sell-out and we will offer the trip again with a facilitator instructing a class here at PORA on “how to bet” followed by the group being transported to/from the races.

The baseball tickets have been sold out for the spring training game on Monday, March 14th.

The new Life Expanding Lessons committee will meet before the semester ends with some new thoughts on offering a few “How to” classes during the summer months. We hope to attract some of our year-round residents with fun and interesting topics to keep the The most popular classes for the spring 2011 semester were: Spanish I, What is community active.

7. **Financials**

Susan Lewis

We started the year with a favorable variance of \$16,000. A big boost to PORA’s revenue stream came from the Green Fair. In addition, we experienced favorable variances in Membership & Life Expanding Lessons. Expenses are well within established budget.

8. **Bingo**

Dusty Bowenkamp

Thanks to all the winter visitors the Checking Account is up. At the end of January Bingo had \$19,721.38 in the Checking Account, at the end of February the total in the Checking Account was \$24,817.38.

9. **Government Affairs**

Bill Hansen

The Joint Governmental Affairs Committee of Sun City & Sun City West convened last Wednesday to prioritize their legislative effort. SB 1170, the traffic bill which would strip us of our authority to regulate local traffic. SB 1148, which has passed the Senate, would provide an Administrative Law Court to accommodate HOA’s disputes on traffic and other problems. Residents are urged to email; House Speaker, Kirk Adams – kadams@azleg.gov and House Majority Leader, Andrew Tobin – atobin@azleg.gov – urging their action on SB1148, to get it passed in the House chamber., The Committee expressed alarm over HB 2545, relating to new regulations on renting within an HOA, and the Committee also opposed SB 1598, which would weaken the restrictions on quarry operators. These are the Legislative bills that need the strongest emphasis at this time. This Legislative Session there are almost 45 bills attacking SC & SCW Community CC&R’s and HOA’s.

10. Life Expanding Lessons

Bill Hansen

As the new Life Expanding Lessons Committee approached its tasks the first semester in the "Transition Year," it proceeded on the basis of three guiding principles; 1) tuition fees needed to be as competitive as possible, 2) the program should be as unique as possible so as to distinguish it from competing Adult Learning programs, 3) it should also contain some distinctive or impressionable qualities that will make it memorable. To accomplish those objectives we have researched curriculum, fees, and approaches by Sun City Grand /ASU, RISE, Prescott /ASU. We also sampled our participants last fall to note their preferences. Based on all of these concepts we put together our spring 2011 curriculum.

As you look at the attached chart, you can see that over the past six years the average attendance is 211 and we came in with 210 paying students PLUS 132 attendees at our two lecture series, for a grand total of 342 participants in this spring's classes. This is nearly 24% higher than previous spring high back in 2007 of 276. As you look at the second attached chart, you will notice, tuition-wise, we were quite competitive with the other three schools until, as you notice in Grands' second and third column – their revised tuition charges, after dropping the \$35.00 registration fee, at which point they had a slight edge.

However, none can compare with the two distinguished speakers we had, Dr. Jasser on the Muslim subject and Sidney Rittenberg on China, both are internationally regarded in their respective fields. The attendance for the two speakers of 132 attendees speaks volume for the respect people have for them.

The Race Track event & the Baseball class with a spring training game hit the max and certainly were a new innovation for our classes.

We ventured into a new advertising trial, spending \$1,200 for four quarter page ads in the Independent. Whether that enhanced our numbers or not is difficult to prove. From Grand, we learned their big acceleration in enrollment this spring came from switching their enrollment options to the web site. As a result, we've asked our computer Guru-Marie, to explore the implementation of that this fall.

Our goal for the year is to hit 450 to 500 paying students. To accomplish that will impose a yeoman's effort to register, this fall, between 240 to 290 students. As you look back at the prior attached enrollment chart, the average has only been 232. As you review the year's total, we average 410, which means we're striving for an 8% to 25% GAIN.

For those who would compare us with Grand, they must concede the tremendous financial and reputational pluses which will never be within our grasp. The publication of a glossy curriculum guide, with its wide circulation throughout the entire valley is a fantastic advantage. But not without cost, which is why PORA six years ago separated itself from ASU predicated on the fact that we could build a sufficient program of our own on a smaller scale.

11. **Health & Environment** Mary McGrath
The total Valley Fever cases reported in 2010 was 11,895. This is now allergy season. The pollen counts are high, as weeds contribute to allergy problems we ask residents to get rid of weeds as they see them come up. The Environmental Task Force is working on defeating SB 1598. Please note that there will be an electronic recycle day March 26th at the parking lot near the Sundome. EPA updates - National Air Toxics Assessment contains 2005 emissions data submitted primarily from the states for 178 pollutants. Models are used to make broad estimates of health risks for areas of the country, but this tool is not designed to determine actual health risks to individuals living in these areas. Sean Parks reported back to us that Parks and Son's recycling is giving back to the community, he listed several organizations in both SC and SCW that have received donations from them as promised. There will be a Household Hazardous Waste & Electronic Waste Drop-off this coming Sat. April 2nd at the Sundome 8 to 12 noon.

12. **Water/Traffic** Bob Jones
The Water meeting on March 30th has invited an Arizona American Water Representative to attend to report on the new water meters issues.

The Traffic meeting reports Maricopa County continues to do a golf cart safety study of communities such as ours nationally, they have hired a consultant to do a national study of what other States do. The Committee is preparing a Golf Cart safety brochure with the Sheriffs office and the Posse. The brochure is in the design stages, and Jerry with Adultcare Assistance Homecare will help in the printing. The March 30th meeting the ADOT representative will be present to go over information on the 303 noise walls.

13. **Public Relations** Doug (Dusty) Rhodes
I will be giving a PORA presentation on the 26th of May to the Knights of Columbus. Mike Ward requested us to come and talk with there group of 50 to 60 SCW residents.

14. **Community Liaison Report** Larry Woods
No Report given.

15. **New Business** Dusty Bowenkamp
In Larry Woods' absence, Bill Hansen proposed to the Board a one time expenditure of \$600 to go to a PR/Lobbing group representing both SC & SCW, this group will be Lobbing at the Legislature when they start the new districting.

Motion: By Merlyn Carlson accept the \$600 at \$100 at month for 6 months. The Motion was seconded and passed unanimously.

Bill Hansen informed the Board of a Zoning hearing coming up proposing a Hospices facility on the corner of Camino del Sol & Meeker.

Motion: by Dusty Bowenkamp to approve IRS Policies
Anti-Fraud Policy
Conflict of Interest Policy
Drug Free Work Place Policy
Statement of Harassment Policy
Whistleblower Policy

Motion was seconded and passed unanimously.

16. Next Meeting: April 18, 2011 @ 1:00 p.m.
17. Comments from Board Directors
18. Comments from PORA Members
19. Adjournment at 1:45 PM

By: _____
Mary McGrath, Secretary

Date: _____