



Sun City Vistoso Community Association, Inc.
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SUN CITY VISTOSO COMMUNITY ASSOCIATION 2010-2011 ANNUAL REPORT

Due to the dedication of a wide array of individuals, including Board Members, committee members, staff and many Association members, a large number of achievements have taken place during the past year. The accomplishments noted below do not reflect a comprehensive account of all work that has been undertaken. However, thanks to all who have been involved, the Association membership should take pride in the positive direction and benefits that have come about as a result of the achievements recognized in this report.

LONG RANGE PLAN

- **Long Range Planning Committee:** After months of fact gathering, evaluation and discussion, the committee submitted a report to the Board and Community. The extensive report included 33 recommendations.
- **Board evaluation of recommendations:** The Board carefully considered the committee's report and recommendations. Of the 33 recommendation, 27 were accepted for consideration.
- **Organizing the recommendations:** The recommendations were identified as specific Board Initiatives.
- **Creation of Strategic Planning Committee and Ad Hoc Committees:** The Board implemented a Strategic Planning Committee to assist with the process to evaluate the Initiatives and implemented an Ad Hoc Sports Complex, Name Change, Image and Realty Committees to evaluate assigned Initiatives.
- **Assignment of Initiatives:** The Board assigned various initiatives to the Standing, Special and Ad Hoc Committees and the Staff.
- **Status of Initiative process:** Several of the Initiatives have been completed and many others have had the process affected so that continually progress will be made toward the Initiatives. In addition list serves have been implemented to provide continual updates to members who request the information.
- **Some Initiative results:** Marketing the Community to attract potential homeowners has improved as directed by the Board Initiative. Conversion to a more natural desert landscaping is progressing. Additional sources of golf revenue have been realized through public golf play. Tipster advertising has been opened to local government and business for employment ads. A storage area study and storage policy has been completed. A paid Librarian position has been established.

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Additional classes have been implemented for residents. The name of the Golf Course was changed to “The Views Golf Club” to attract a wider range of potential golfers.

PROJECTS

- **Catalina Vista Landscape Project:** This project was the first step in the re-landscaping or updating of the common area landscaping and acted as a pilot project. The term pilot project does not mean that the landscaping installed in Catalina Vista will be duplicated throughout the common area but that the process used will serve as learning experience as to the most efficient and effective manner in which to complete the remainder of the landscape updates.
- **Projection Room:** This new facility in the Auditorium provides a safe and professional facility for the purpose of video taping, video projecting and lighting the many events that are held in the auditorium.
- **Golf Maintenance Equipment Cover:** After discussing and considering this project, as with the Projection Room, the equipment cover was installed. This cover will help protect and extend the life a most of the golf course equipment, which is a very valuable Association asset.
- **Desert Oasis Tennis Courts:** The asphalt courts were badly deteriorated and in need to major reconstruction. The reconstruction was completed with post tension concrete courts, a more expensive method of construction but much longer lasting structure than asphalt.
- **Social Hall HVAC:** The air conditioners that were 20 plus years old and very inefficient were replaced with energy efficient units. The result of this investment will be energy and money savings as it has been with the Vistoso Center.
- **Pickle Ball Lights:** Due to high demand to play pickle ball, lighting was budgeted and installed on the courts.
- **Rancho Vistoso Boulevard Landscape Project:** This is the second step in the landscape update project. The landscape design has been completed, preliminary irrigation work has started and installation will be underway in mid-March.

GENERAL ADMINISTRATION

- **Dues billing:** New process was implemented whereby dues are mailed directly to the Association’s bank and checks that are sent to the Association office are deposited electronically savings considerable

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staff time. Also an on-line payment option was made available to the members.

- **Insurance:** Worker's compensation and employee medical insurance costs were dramatically decreased through changes in carriers and the types of plans that are offered.
- **HR/Safety Training:** Employee training was enhanced with the goal of better educating the staff and protecting the Association for expenses associated with personnel and safety issues.
- **List Serv:** Additional list servs were implemented to provide expanded information to the membership and the list servs were improved through the use of Constant Contacts.
- **Surveys:** The use of on-line surveys was expanded so that greater membership input can be gathered.
- **Homeowner ID Cards:** A card printer was purchased and a transition is taking place to ID cards that can be used for facility access in the future.
- **Emergency Phone Number:** An emergency phone number was implemented to provide contact for off hours Association emergency related matters such as broken water lines.
- **Financial Reports:** Financial reports have been changed and new reports added to provide more data as requested.
- **On-line Tipster:** A new on-line Tipster format was provided to allow better viewing of the Tipster.
- **Project Management:** Improved management of projects by implementing a written step-by-step project management process.
- **Community Association Institute:** Maintained membership, training and activities to remain aware of best practice for association operations and to remain aware of statutes and other regulations pertinent to homeowners associations.

MARKETING

- **Local Business Relationships**
 - **Southern Arizona Small Business Association:** Maintained membership and continued activities in this association in an effort to remain aware of local business activities and gain

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educational experiences plus create a better awareness of Sun City Vistoso in the Southern Arizona area.

- **North Pima County Chamber of Commerce:** Maintained membership and activities for those reasons outlined above.
- **Oro Valley Business Club:** Maintained membership and continued activities in this association for reasons outlined above.
- **Golf Marketing:** Implemented a wide array of marketing programs to promote the golf course that include but are not limited to two for one specials; golf/food combo specials; shoulder season specials; secured permits to place signs on RVB and a grand opening celebration. This advertising has resulted in a large collection of email addresses that are not being used for additional specials.
- **Café Marketing:** Market programs such as two for one specials; the Five Punch Card; Entertainment card; additional special dinners and several other promotions have been utilized to increase the Café patronage.
- **Internet:** The Association internet exposure has been increased by improving the web search program to draw more people to the web site; additional follow up and tacking of marketing responses has been implemented; Google words are being used to gain more web site exposure and much more is being implemented to help give Sun City Vistoso greater exposure.
- **Golf Course Name:** Changed the name of the golf course to “The Views Golf Club” to attract a wider spectrum of golfers.
- **Miscellaneous:** Continued with productive print advertising such as in the “Where to Retire” magazine and initiated a low cost radio advertising campaign for the golf course.

OTHER ACCOMPLISHMENTS

- **Government relationships:** Town Council Members attend the monthly Board Meetings on a rotating basis to provide updates regarding Town activities and answer questions. The Government Affairs Committee has arranged several events providing a wide array of information about Town and County issues. The General Manager continues to build an excellent relationship with the Town Manager by having quarterly meetings to discuss current Town/Association issues. The Posse, Government Affairs Committee and Association administration have developed a closer relationship and improved communications in an effort to minimize crime in the area.

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- **Cell Site Lease:** The Board of Directors has continued negotiating a lease with AT&T that would allow installation of a cell site in the Clock Tower. The lease was approved at the February Board Meeting. The lease will obligate the Association to a 25 year lease and will provide a monthly rent of \$2,500 with an annual CPI or 3% escalation clause.
- **Development Plan:** Due to the requirement of the Town to update the development plan (plan that depicts where the buildings are placed and easements run plus the topography of the lot) for the Mountain Vista lot, this required project was budgeted. It is currently being conducted by an architectural and an engineering firm hired by the Association and is expected to be complete before the end of the fiscal year. This plan will make it simpler and less costly to perform construction projects on the Mountain Vista lot in the future. Additionally, the Town will not allow further remodeling or new construction on the lot without the new Development Plan.
- **Leadership Program:** In an effort to encourage more residents to become involved in the Association a number of steps have been taken this year including: holding a committee appreciation breakfast; producing a booklet outlining recent committee accomplishments; asking current committee members to encourage other residents to join committees; including articles outlining the importance of volunteerism in the Tipster; and asking committee members to find others to replace them as they depart a committee.
- **Views:** New policies are being put into place that will allow trees in the natural areas that are inhibiting views to be cut down. Additionally, discussion are taking place by the Landscape Committee at the direction of the Board to identify ways that may be available to resolve restrictions of views created by trees on residential lots.
- **CC&R/Bylaw Amendments:** The membership approved an amendment that allows estate sales and amendments have been submitted to the membership that will provide for immediate suspension and up to one year suspension of facility use privileges for members who are threatening the health, safe and/or welfare of other Association members.
- **Café Comment Cards:** These cards were implemented to gain more information about the likes and dislikes of the Café patrons.
- **Golf Course Maintenance:** The process used to over seed the golf course was changed to reduce cost and promote healthier turf year round.

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