



ANNUAL REPORT

2023 - 2024

Presented by:

Aislinn Maldonado
President

This report is compiled as required by the Bylaws of our organization. It is intended as a summary of the events and happenings in and around the organization for the past year. All General Meeting Minutes can be reviewed in their entirety on the organization website located at <https://vvpoa.net/general-meeting-3/>.

The Board of Directors consists of the following members:

Aislinn Maldonado	President
Brad Sutton	Vice President
Jeff Raible	Treasurer
Daniel Maldonado	Director Unit 2
Cathy Foley	Director Unit 3
David Hoover	Director Unit 7
Tia (Syliva) Martinez	Director Unit 8
Cheryl Kasdorf	Member at Large Public Relations
Sarah White	Member at Large Membership
Daniel Streichan	Member At Large Maintenance
Wendy McCants	Member at Large Social Activities
Sylvia Yost	Pond Committee Chair
Dennis Kuhn	Nature Preserve Committee Chair
Jessa Walczak	Member at Large

The Board met monthly through 2023. General Meetings were held every month with some new themed meetings.

The strategic focus of the year was on infrastructure, building awareness and connectivity. Each heading to follow represents a summary of events that occurred throughout the year.

Advertising Efforts

There was an interesting transition regarding our Public Relations Chair this year. Originally this position was held by Daniel Maldonado who had to make a hard decision between his volunteer work and a promotion at work. Ultimately the perfect person for the job was already on the board as the Unit 2 Director, Cheryl Kasdorf. After a few conversations, the two agreed to switch roles! This is the perfect example of the new intention with this Board of Directors. We are looking for people to play to their strengths and interests rather than just holding a position.

We made an alteration to the “Blue Signs” through the community. They were altered to include a base for posters to be mounted for advertising upcoming events. These posters are sold in a package of 10 for a total cost of \$40, making them just \$4 each.

Our focused efforts for advertising include regular press releases to both major papers in the Verde Valley, a monthly Newsletter, a newly renovated and regularly updated Facebook page and group, the maintenance of the NextDoor Group and regular updates to our website. We also have a few printed copies of our current happenings available in the Free Library located on the steps just outside of the Ranch Room.

Connections and Volunteers

In March of 2023, we started with a Board consisting of 12 members. We are now a board consisting of 14. These Board members have worked well together and have made connections with more than 2 dozen volunteers and countless connections within the community. More people know who we are and what we're about but more importantly, what we're not about. We have built relationships within our County Supervisor's office, the County Sheriff's Office, the local Fire Department and at least a half a dozen other County departments and everyone we have worked with has been supportive and pleasant to work with. We renewed our membership with the Chamber of Commerce and continue to network to meet new business partners.

Events and Bookings

There were so many events last year! We learned so many things and had so many laughs. The most successful ones were the Easter Egg hunt, the Grand Re-opening/Luau day, Trunk or Treat at the Pond and the Talent Show. Bingo games were held throughout the summer. Attendance started strong but wound down to less than 10 people in attendance by the end of the season.

There has been a steady increase in the number of event bookings being held at our facility. We have lowered our pricing to be competitive and look forward to some much-needed renovations at the Community Center in both the Community Hall and the Ranch Room.

Facilities Management

In June, the decision was made to terminate the contract with the former Caretaker to rent out the onsite apartment. This allowed us to begin creating a cash positive balance sheet. The work has been done mostly by volunteers. There was a couple living in an RV that was onsite during the remainder of the summer and that relationship ended as well. This has allowed us to see what the true needs of the facilities are and find creative solutions to maintain them. The Community Hall had a changing of all the locks. The pool got a lot of repair work done. A new friend on the glass doors was painted and it even got a fancy solar blanket that allowed us to raise the temperature of the pool by an average of 7-8 degrees. We attempted to extend the season to Labor Day weekend in September and end it with a magical evening swim. It was a great way to say goodbye to the Summer months. The pond had many changes this past year as well. Firstly, we proceeded with the removal of all domesticated ducks and have had more maintenance done to keep it nice than ever. Secondly, we were able to get a 3-year extension from the Cottonwood Ditch Association. We altered our trash service to have a residential trash can picked up by Taylor Waste at the pond, the nature preserve as well as a dumpster placed at the Community Center. This was helpful as previously volunteers were responsible for hauling trash from the pond and the nature preserve down to the Community Center, in their personal vehicles.

Governance

A small but mighty committee was formed to review our Articles of Incorporation and Bylaws documents. It took a lot of work to review and draft and re-draft both documents. The Articles of Incorporation were approved at the July General Meeting. The Bylaws will be votes on in April at a Special Meeting rather than a General Meeting. We have put just a minor dent in developing the principles and polices that will govern this organization, but we are working on them all the time.

Memberships

Membership is at an all-time low. As of March 7, 2024, the total count is 274 current memberships. The focus has been on developing alternative revenue streams and building business to business partnerships rather than relying on the community for support while we were making so many changes. This was intentional as we need members to support who we are and not what we were as an organization. Last year we handed out nearly 500 promotional/ member bags that introduced who we are and how to get connected with us.

Operations

With an intentional focus on this organization's infrastructure, changes were made to reduce efforts as well as costs all around. For example, the original telephone number that was issued to this organization more than 50 years ago underwent a facelift and now exists as a Google Voice number than can be ported to any device. This technology allows us to record the call activity and allow multiple people to man the incoming calls. This also allows us the texting feature from our business number. We have eliminated the need for a landline, thus eliminating the associated cost. We have purchased a new modem and that increased the speed available to us for internet and that was still not sufficient. Most recently we have switched providers all together and now our center can support a plethora of users simultaneously, which in today's world is essential.

The Executive Team and Membership Chair currently share a Google Workspace drive so that all work is sharable and visible. This has allowed us to have a way to keep records digitally and communicate efficiently with one another. It also allows for software to be used on any computer instead of just a singular device.

Executive Summary

I am so very proud of all the work that has been poured into this organization. I am beyond words with the connections and friendships that have formed essentially by strangers. It takes a massive amount of time, manpower and perseverance to build what we are attempting to build and that's in addition to maintaining the properties that we have. This organization is unique, and it will take much more to reach people for a common goal of connection. It's worth every minute and every dollar spent to achieve the only goal of connection. We are not meant to do life alone and with this organization, we don't have to. I personally would like to see a space where life happens. Where people laugh and cry together. I would love to see us run programs that support what life is today. I raised my hand to lead this organization because it is needed. I work in it and on it daily because it matters. You matter. Our neighbors matter. Our community matters. How we define those is entirely up to you but to us, it's everyone. Come connect with us.