**Members Present:** Francine Merenghi, Doug Roberts, Kent Wray

**Members Absent:** Bill Moorkamp

**Others Present:** Parks and Recreation Director Floyd Jernigan, City Administrator John Butz, City Finance Director Steffanie Rogers, City Council Member Steve Jung, City Council Member Jonathon Hines, City Council Member Tiffany Henry, City Council Member Ann Murphey, Marie Crowley, Kristy Rich, Meleena Littlejohn, Molly Becker, Barbara Jernigan, and Marci Fairbanks

**Call to Order**: Ms Merenghi called meeting to order at 6:35 p.m.

Mission Statement: To enhance our region’s quality of life by promoting health and wellness for all ages and fitness levels.

Vision Statement: To be an accessible, sustainable facility offering a comprehensive, valued experience.

Approval of Minutes: Motion to approve December 19, 2018 meeting minutes was made by Kent Wray with the exception to the TV policy’s second bullet, change ‘recommend’ to ‘suggest’, seconded by Doug Roberts and the motion was carried unanimously.

**Old Business:**

*Stay N Play 3-month evaluation:*

* In order to reduce the $21,500 to $26,000 deficit in this program, the following steps were taken: tightening hours to reflect usage, dropping Saturday hours, and increasing rates. Results are a decreased annual deficit to $7,200-$7,300. Members have also been surveyed who have used the program and found out how many keep their memberships only for this program. Further program adjustment ideas are to move Stay N Play into a smaller room and/or to build the fee into a higher membership tier.
* Francine Merenghi suggested the issue is put on the agenda for further discussion at the February meeting.
* Questions about the spreadsheet were discussed, specifically what pass type codes stand for and why some passes had last visits more than several months ago. John Butz requested the pass type codes be written out. Also, discussion about what competitors are doing for this kind of program.

*Cardio Theater:* Changes to policy presented at last meeting:

* Presented by Francine Merenghi that the naming rights to the cardio area have been presented to the hospital. John Butz explained that the Recreation for Everyone foundation was started by Bob McCune to raise money for scholarships for low-income citizens to become members. The council gave the foundation the naming rights, but the expiration date for the naming rights is not clear. $25,000 for the gym, pool, and Castleman Lounge each went to the Recreation Foundation Fund and the profits from that interest are used to fund scholarships. John Butz explained that the foundation has been suggested to be re-named from the Recreation for Everyone to the Bob McCune Recreation Foundation. Any naming rights in the future could go to this fund. Information about this program is available at the front desk, but should possibly be highlighted at various times through the year.

New Business:

* 5-Year History with 3-Year projected:
  + Floyd Jernigan – presented a short history of 5-year trends, which are similar to other gyms. Better numbers are anticipated this year due to having one less full-time trainer, consolidating the Guest Services-Sales Manager position, not replacing one full-time custodian, and several other staff changes. Minimum wage increase impacts have tried to be anticipated. Parks and Recreation is exempt from the law, but wants to remain competitive.
  + Francine Merenghi questioned why revenue is anticipated to increase when there is increased competition and cancellations. Floyd Jernigan answered that The Centre has a market place niche along with a growing and profitable recreation program for instance.
  + Doug Roberts also suggested that retention efforts could be improved, including contacting long-time members. Suggested finding influential members of the community and asking what can be done to bring them to The Centre or bring them back. Citing another facility, he noted the cleanliness of the newness, with well-working equipment and the gym is monitored.
  + Floyd Jernigan explained that currently new members are called upon joining, again at 30, 60, and 90 days, pending expirations, pending renewals, all those who fill out a comment card, members who have attained 200 and 300 visits in a year, cancellations as well as members who have low attendance. Such calls were instituted by the director since his hire. No such calls were made prior to that period. Meleena Littlejohn also commented that only one machine is currently down, plugs for the cardio equipment have been replaced and the fitness floor is being monitored by trainers M-Thur from 3:30 – 7PM.
  + Doug Roberts suggested that efforts should be communicated to the members.
* Pickleball Discussion:
  + Francine Merenghi said that this topic should be discussed by a smaller group at a later time.

Metric:

* Presented by Floyd Jernigan. Most growth in membership is S&T and Silver Sneakers.
* Francine Merenghi said the growth is positive, but need to be sure not lose the higher paying levels of members.
* Floyd Jernigan reported on promotions to increase members in January including a free month of membership for annual members who pay up front when they renew, free bring-a-friend to a group fitness class, and Personal Training specials. Cancellations are higher due to many (241) S&T students leaving for school breaks. Other cancellations are in-line with other months.

Financial:

* Reviewed graphs. Trending up. Guest Services passes show down, but this account has been divided into several other accounts to better show how revenues have been allocated, including rental fees, day passes, and birthday parties.
* Steffanie Rodgers explained that project accounting is being used to better allocate revenues for programs such as afterschool and homeschool PE, as well as many others.
* Francine Merenghi asked how membership fees are allocated to fitness classes and how we can know if those are profitable.
* Floyd Jernigan reported that a percentage of guest services passes are allocated to fitness programs to cover the cost of instructors.
* Steffanie Rodgers also made an explanation of the financials. The top section of the recapture rate is not accurate because of a timing issue with expenses that are sent to the finance department.
* Fiscal year is October – September

Directors Report

* Discussion on the City Council approving the transfer of reserve funds to cover losses at The Centre. This includes an amount transferred back to the general fund. A total of $1.5 M has been transferred back to the general fund from The Centre since opening.
* Marketing Campaign is focusing on making the gym a lifestyle change as well as what features are available here and how those can appeal to people.
* Many community events are held at The Centre; The Daddy-Daughter Dance, Breakfast with the Bunny, and National Senior Vendor Fair. More events have been added each year.
* Doug Roberts asked if there is an app for a virtual trainer that could be included in a premium membership level. Francine Merenghi added that members are getting Peloton subscriptions.
* Doug Roberts also reported that Molly Becker did a great job at the S&T fair.

Citizen comments:

* Council members have been asked to attend board meetings by citizens. Suggested getting a virtual trainer app for members to use at home when they are unable to come to the gym. Or have a trainer led class online so members not on site can access it. Possibly try to partner with S&T to develop a product that could enable this.
* A focus should be made on retention and to bring more influential community members back.

Doug Roberts made the motion to adjourn, seconded by Kent Wray and the motion carried unanimously. Meeting was adjourned at 8:02 p.m.

Minutes prepared by Marci Fairbanks, Guest Services Specialist, City of Rolla Parks and Recreation Department