**Health & Recreation Center Board**

**Meeting Minutes**

*January 18, 6:30 p.m.*

*The Centre – Conference Room*

**Members Present:** Francine Merenghi, Mike Miller, Bill Moorkamp, Kevin Edwards

**Members Absent:** Tracy Limmer

**Others Present:** Parks and Recreation Director Floyd Jernigan, Mayor Lou Magdits, City Administrator John Butz, Operations Manager Bree Joynt and Janet Mich

1. **Call to Order**
2. **Approval of Minutes – As corrected for 4C Rec Fund Scholarship Review/Process**
3. **Directors Report**
	1. **Expense Reporting – more accountability tracking**
		* **Report for meetings are unofficial – just a snapshot in time**
		* **Current reports from city finance**
			+ **Need to Consolidate Numbers**
			+ **Using Percentages for accuracy (numbers fluctuate)**
		* **1 week prior to meeting send board members:**
			+ **Updated previous month summary with narrative**
			+ **Current month – first two weeks possible?**
				1. **Flag known upcoming expenses**
				2. **Collectables \ Dues**
				3. **YTD**
				4. **Exceptions – with narrative**
		* **Create a report that is easily digestible**
	2. **4th Quarter Report**
		* **Numbers keep changing (as audit continues)**
	3. **Dashboard – Breakout each Separately**
		* **New Memberships**
		* **Retained Members – Paid in Full**
		* **Renewed Members – Monthly Billing**
		* **Cancelled Members with Reasons**
		* **Day Pass Revenue**
		* **Customer Service/Satisfaction Metric – (see item d below)**
		* **Are we reducing losses? Are we closing any gaps?**
		* **Punch list for Improvement**
		* **Discussion Topics**
			+ **Current Issues**
			+ **Future Planning**
			+ **Exceptions to plans**
	4. **Discussions for Staff**
		* **Financial Metrics**
		* **Customer Complaints – chart all**
			+ **Front Desk Daily Shift Report**
			+ **Emails**
			+ **Comment cards**
			+ **Comments to director, manager, staff**
		* **Customer Satisfaction Metric (needs to be developed) - options**
			+ **Customer Card**
			+ **Red Light / Green Light**
			+ **Make suggestion box more visible**
			+ **More staff on the floor**
	5. **Newsletter in Rolla Daily News monthly**
	6. **Dec Updates**
		* **Aging Seminar**
		* **Software Update – RecTrac is 5th from bottom in customer satisfaction**
			+ **What software does the private sector prefer**
			+ **Need Similar Modules – Fields, Programs etc**
			+ **Reports/user screens need to be user friendly and consistent**
		* **Revenue**
		* **Passes – year over year comparisons**
		* **New Equipment – Installed**
		* **Leak in Therapy Pool**
	7. **Meet with Bob Wilson on Recreation for Everyone Foundation January 23rd at 2pm regarding possible partnership with city for handling funds**
4. **Old Business**
	1. **Continue to Work on Vision for The Centre**
		* **Spent time with PCRMC’s Frank Lazarro, who served as moderator for mission/vision meeting**
	2. **Make Centre Mission Statement Public**
	3. **Corporate Membership Updates**
		* **City – 96 new members**
			+ **Discussion of current payment plan**
			+ **Pilot program for City only**
			+ **John Butz will talk to Finance Director Steffanie Rogers about revising fees**
			+ **Generating a lot of good buzz from city workers**
			+ **City Department Heads will encourage usage and include metrics in their employee meetings**
	4. **Helix Wellness Screening 1/24-1/26 for City Employees**
		* **Correlate future results with memberships**
		* **Correlate sick days with memberships**
5. **New Business**
	1. **Restructure Part Time Employee Pay Grades – Employee Retention**
	2. **Done due to need to be more competitive based on certifications and experience**
	3. **Identify deficits**
		* **Personal Trainers**
			+ **For Profit Gyms**
		* **Life Guards**
			+ **Analyze competition**
		* **Group Fitness Instructors**
			+ **Comparisons with university, others facilities in state**
		* **Front Desk**
			+ **Full time positions?**
		* **Dedicated Full Time Employees**
			+ **Billing / Collections / Auditing**
			+ **Sales and Marketing – can’t hire at minimum wage**
				1. **Sales people are hard to find**
				2. **Not enough allowable hours for follow-up and completion given set limitations**
				3. **Sell banners, TV ads, Fun Times Ads**
		* **Bookkeeper – can’t hire at minimum wage**
			+ **Centre could generate their own financial reports**
			+ **Need reports managers can use and easily understand**
				1. **Understand Spending**
				2. **Inside and Outside Sales**
			+ **Dedicated staffer (city finance to provide?) who would be available to do data entry for reports, metrics and financials**
	4. **Need metrics in place to measure impact**
		* **How long will it take to create reliable metrics?**
	5. **What is our current retention rate of part time employees?**
	6. **What is the correct model of Full Time Employees to Part Time?**
	7. **What are the most critical positions? Can we upgrade now?**
	8. **Which positions can wait until the next fiscal year?**
6. **Citizens Comments**
	1. **Customer – had to pay to enter the facility to watch family swim**
		* **We have a pay to enter policy. Need to explain we are like a movie theatre or Six Flags – must pay to enter the facility.**
		* **Citizens voted that the Centre would be a pay to enter facility**
7. **The Blue Zones by Dan Buettner – 9 Lessons for Living Longer. Planet Demographics of Longevity – Living a long, active and fulfilling life. Quoting the book -**
	1. **Keep moving**
	2. **Understand eating strategies**
	3. **Eat your vegetables – limit intake of meat**
	4. **Grapes of life in moderation**
	5. **Have a life purpose – continue making friends and learning**
	6. **Reduce the noise, be early to appointments and meditate**
	7. **Get involved – church, community**
	8. **Put family first**
	9. **Be likable**
8. **Community Wide Health and Wellness Initiatives**
	1. **The costs may be prohibitive – hundreds of thousands of dollars**
	2. **Is there an incentive for provider networks?**
	3. **Hospital Rebranding – Added Services**
	4. **St Charles, Mo. is investigating Blue Zone**
	5. **Data /Results Driven**

**Adjournment: Meeting adjourned at 8:50pm**

Janet Mich, Guest Services Supervisor, prepared the minutes.