**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.