**Health & Recreation Center Board**

**Meeting Minutes**

*July 19, 2017*

*The Centre – Conference Room*

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

**Members Absent:** Tracy Limmer

**Others Present:** Parks and Recreation Director Floyd Jernigan, Mayor Lou Magdits, John Butz and Janet Mich

1. **Call to Order**
2. **Approval of Minutes - Approved with corrections**
3. **Directors Report**
	1. **Financials**
		* **Budget will be presented at meeting in August**
		* **Sold 256 15 for 15 Passes as part of our 15 year anniversary - $3,840**
			+ **Majority were purchased by patrons for family members**
		* **Collections work continues – what is the effect on the bottom line? (shown on metrics report)**
		* **Sold 2 ¼ pages of advertising in the online Fun Times**
		* **Hospital rates have been corrected (previously there had been no increases to those with continued membership). Now in line with other corporate memberships.**
			+ **We will audit next PCRMC payroll withholding report.**
	2. **Special Events**
		* **Senior Health and Wellness**
			+ **300 attended**
			+ **21 vendors**
		* **80 people attended the Centre 15 year anniversary**
	3. **New Programming**
		* **Lower back rehab**
		* **Introduced the NetPulse Phone App to the Centre.**
			+ **$2,700 cost over 3 years**
			+ **Free app**
			+ **People can connect to the new Matrix equipment and the app can translate to other equipment**
			+ **Promoting at the front desk reach screen, Facebook, Flyers**
			+ **Targeted market is 18 to 40 year olds**
		* **Espresso Bike – run standings on TV, on T stand**
		* **Silver Sneakers**
			+ **Dropping off flyers at local retirement / housing facilities**
				1. **Mayor Magdits has volunteered to go to Kensington Manor**
			+ **Target S&T Retirees**
			+ **Track dollars – we receive $2.50 per visit – we need 12 visits per month to break even**
			+ **Track new members vs. converting members**
	4. **Equipment**
		* **Staff has been fixing equipment with a faster turnaround**
		* **Cardio Features on new spin bikes were not working and are being replaced**
		* **Waiting for the results of the pool audit**
		* **Shutdown begins 6pm on 7/27. Fitness floor and pool will reopen July 30. The gym will reopen on Monday 7/31.**
			+ **Outside windows were cleaned last month**
		* **Security Cameras**
			+ **4 new have been installed out front**
				1. **Coverage is the guest parking lot and 2/3 of the employee lot**
			+ **Police recommend installing 4 replacement high-def inside. That has been done.**
		* **Fitness Attendants have an expanded job description including:**
			+ **Increased Employee Education**
				1. **Approaching guests**
				2. **Speaking with guests**
			+ **Employee meetings will include Personal Trainers to talk about:**
				1. **Proper way to clean equipment**
				2. **What to look for**
				3. **Proper use of all equipment**
	5. **Staff**
		* **Send org chart to all Rec Board Members**
			+ **Identify shared employees between parks and rec**
				1. **Evaluated all positions – who should be shared?**
				2. **Front desk schedules fields, pavilions, and Eugene Northern**
				3. **Hired Evette Eickelmann as a personal trainer – still looking for more.**
			+ **Evette will be helping out with classes and new member consultations.**
		* **Fitness Manager – reclassified this position and will be posted**
			+ **Guest Services Manager – Reclassify as Guest Services / Sales and Marketing / Customer Relations**
			+ **Looking for an experienced professional**
				1. **Excellent communicator**
				2. **Willing to knock on doors**
				3. **Change voters’ opinions about The Centre**

**Promote The Centre as a community asset**

* + - * 1. **Focused on Centre - target to increase memberships by 104 over a year**
			* **2 part time employees currently. Director desires an additional PT sales and moving the special events/marketing position to full-time.**
				1. **Inside sales and member retention – already hired**
				2. **Outside sales – posted**
	1. **Financial Metrics**
		+ **June had a 62% recapture rate (would have been close to 100% if not for the items listed below)**
			- **Collection write offs**
			- **Overstatement of revenue (also from write-offs) in previous months**
			- **One-time expense for insurance premiums (not budgeted in this month)**
		+ **Recapture rate calculation is Revenue – (Operating Expenses – Capital Expenses)**
	2. **Old Business**
		+ **General Fund Transfer**
			- **Centre to the General Fund $60,000 - $72,000 per year**
			- **Parks To General Fund $50,000- $70,000 per year**
	3. **New Business**
		+ **Reevaluate Corporate Discounts – Companies need to earn discounts**
			- **True wellness program**
			- **Opportunity to solicit memberships 3 or 4 times per year**
			- **Shared Wellness activities**
			- **Contests**
			- **On site visits**
			- **Corporate Newsletters to include a Centre Ad**
			- **Solicit in Companywide emails**
			- **Provide new employees Centre information packets and give Centre tours**

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

Janet Mich, Guest Services Supervisor, prepared the minutes