**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