**Health & Recreation Center Board**

**Meeting Minutes**

*June 15, 2016 6:30 p.m.*

*The Centre Conference Room*

**Members Present:** Francine Merenghi, Mike Miller, Bill Moorkamp, Kevin Edward, Tracy Limmer

**Others Present:** Parks and Recreation Director Floyd Jernigan, Mary Whithouse, Kristy Rich, Bree Joynt, Mark Puzach, and Janet Mich

1. **Call to Order**
2. **Introduction of Board Members and Visitors**
   1. All meeting attendees were asked to introduce themselves.
3. **Overview of Guest Services Manager Duties – Job Description handed out**
   1. Rectrac Software Upgrade Rollout December 5, 2016 (15-20% of time spent)
   2. Rectrac will be here for 1 Week for training
   3. Testing October 15, 2016 – we need to decide what we keep from the old system and where we need to start fresh.
   4. Customer service plan to include *consistency* on all shifts and include the entire building and website, not just the front desk.
   5. Employee retention and continuous training.
   6. Need the Support of the Board to make meaningful changes and increase revenue
   7. Rules for Agency Groups –Currently $600 annually per group for 4 passes

* Letter clarifying our expectations
* Increases for next year
  1. Rules for Reward Points
  2. All facility reservations are now paid for up front
  3. Discontinue early/auto renewal – approximately 116 Households
* Raise all rates to 2016 levels Oct 1, 2016 (except corporate accts)
* Board to approve a letter to send to current members

1. **Questions from the Board to Bree Joynt, Guest Services Manager**
   1. What is membership turnover? Retention rate?
   2. Why are we giving discounts? What is the impact if discounts are discontinued?
   3. How do we get new people in the door?
   4. What is the increase in revenue if everyone were at 2016 rates?
   5. How do we increase corporate membership
      * What is the current requirement – 10 people
      * Sub-committee to examine corporate discounts
      * Corporations could contribute as part of a wellness program
      * Flexible savings accounts?
      * Sponsorships/Partnerships
   6. What is the plan to get the right people in the right job?
   7. Do Realtors show the Centre to people who are new to the area?
2. **Board’s Top Three Focus** 
   1. Revenue – Reducing deficit

* Collecting Back Fees – is it worth the time and effort
* Low hanging fruit – need to see the budgets
* Utilize Volunteers
* Discontinue free facility rentals to “worthy causes,” select groups
* Example cited of one Armed Forces membership – they dictate price
  1. Guest Services
     + First Impression
     + Managers, Front Desk, Trainers/Fitness Attendants, Custodians
     + Volunteers to call cancelled members
     + Volunteers to call members about rate increases
     + Feedback from new programs
     + Create metrics to measure success
     + Front Desk Sales/Vending
       - *Credit card machines – All sales belong to Coke*
     + Contact new members -
     + What value does a membership provide?
     + Annual rate increases/prevailing rate at renewal time
     + Discussed possibility of free child care for members
  2. Marketing = Revenue
     + Full/Part time Sales Person
     + Communication
     + Advertising
     + “Under New Management”

1. **Hospital Report – Tracy Limmer**
   1. Focus on Dental Care
   2. Putting Health First - Grants
   3. Community Assessment 12/16 – posted on website
   4. Arthritis classes have begun at the Centre
2. **Citizen Comments – Mark Puzach**
   1. Showers
      * Need to be cleaner – nooks and crannies
      * Temperature inconsistent from one stall to the next
      * Shower controls
   2. Fitness Equipment repairs (Trip Fee is $250)
      * What do other Gyms do to repair equipment?
   3. Cameras out in parking lot
   4. Safety in pool area – puddles of water in locker rooms
      * Orientation for Fun Fest kids about drying off
      * Enforce dry-off rules –structure a time for drying off
   5. Not enough emergency lighting
   6. Pool air leaks onto fitness floor – uneven temp on fitness floor
   7. T.V.s on fitness floor not in sync with receivers
   8. Members pay for towels – give one get one
   9. Need additional fitness equipment – (Mary Withouse aware of mentioned equipment)
3. **Final Comments**
   1. Board members will start next meeting with a tour of the Centre
   2. Why is Lifetime Fitness so successful? Do we need to take a field trip?
   3. Survey Results handout
   4. Discontinue Auto/Early Renewal
   5. Discontinue current uses of Reward Points
4. **Adjournment: Meeting adjourned at 9:15pm**

Janet Mich, Guest Services Supervisor, prepared the minutes.