**Health & Recreation Center Board**

**Meeting Minutes**

*April 25, 2017*

*The Centre – Conference Room*

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

**Members Absent:** Tracy Limmer and Mike Miller

**Others Present:** Parks and Recreation Director Floyd Jernigan and Janet Mich

1. **Call to Order**
2. **Approval of Minutes**
3. **Directors Report**
   1. **Bree Joynt, Guest Services Manager, has given her 2 weeks notice** 
      * **Floyd Jernigan, Dakota Juett, and Janet Mich will help with the transition**
      * **Rec Board discussed various skill sets required for new Guest Services Manager, with different priorities from different members**
   2. **3 additional people have been hired for the front desk – discussion about hiring for a less transitional staff**
   3. **Evaluation of Stay and Play – within $100 of breaking even during peak usage time**
      * **2 hour daily limit for child care**
   4. **Hospital – still not paying updated membership dues for all employees. They have and still control the rates through their payroll deduct. Detailed spreadsheets have been provided to PCRMC personnel, management in person, via multiple personal meetings and via email, since identifying the issue in August 2016, with the latest provided again to personnel contacts in April 2017. Spreadsheet sent to PCRMC leadership April 24, awaiting response. No change in payroll submitted at this point.**
   5. **Spin Bikes – details being worked out for new and refurbished, with goal of selecting in May for June arrival**
   6. **Equipment – repairing upholstery and loose stitching with late May target date**
   7. **Safety – 4 new cameras outside with signage** 
      * **Rec Board went to look at the state of the inside cameras and agreed that upgrades were necessary.**
   8. **Breakfast with the Bunny – Very successful over 350 kids attended**
      * **Brenda Heth did an excellent job – she made all the calls and collections**
        + **20 Sponsors**
        + **Collected $700 – used for candy and support staff**
        + **Gift Certificates worth about $500 – free food, bowling, merchandise**
        + **Gift Baskets**
   9. **Centre Anniversary Plans**
      * **Publicity rollout**
      * **20 ideas have been narrowed to 6**
      * **Open house tentative from 9-12 on July 1**
      * **Ribbon Cutting at 9 am**
      * **Possible ideas from other facilities**
        + **2 hour period of 30 minute sessions of free fitness classes**
        + **Raffles**
          1. **Free day passes**
          2. **Resale items**
      * **Other possible anniversary ideas**
        + **Knockerball and other gym activities**
        + **Chair massages**
        + **15 visits for $15**
        + **Free family swim**
        + **15% off for new members**
   10. **System upgrade – will continue with Rectrac for now**
       * **Activenet – too expensive**
       * **Tyler Technology- membership module not complete**
       * **Community Pass – possible option behind Tyler and RecTrac**
       * **Civic Rec – whole city**
4. **Financial /Metrics**
5. **Guest Services rental disparities (change for project accounting)**
   * + **Create aquatic day passes**
   1. **Increase in Salary Dollars compared to last March**
      * **3 managers weren’t in place in March 2016.**
   2. **Decrease in Recreation Revenue**
      * **Cancelled programs**
        + **Dance classes - lost instructor**
        + **Judo – lost instructor**
        + **Spring Breakout – lower attendance this year**
      * **Hired Marie Crowley**
        + **Specifically to develop youth programs and revamp birthday parties**
   3. **Increase in fitness personnel expense**
      * **Cessation of State funded work services (labor for fitness attendants)**
   4. **Budget – yearly vs. year to date**
      * **Can we view this as a countdown?**
      * **Through March, currently operating at an annual $12,000 loss vs. $60,100 deficit as of March last year**
      * **How can this be a City owned facility not supported by City Funds?**
        + **Is there a legal requirement?**
        + **What does the auditor say?**
      * **How do we hit net neutral?**
        + **Replace money in the fund – Centre’s quarterly transfer to the city’s general fund questioned**
        + **Is the current improved financial trend sustainable**
        + **What about the big ticket items** 
          1. **Pool resurfacing, slide, pool pumps**
          2. **Building maintenance, A/C units**
        + **What is the next leap forward to increase revenue? Membership fees, corporate, agency pass rate structure**
      * **Role of public relations**
        + **Win the hearts and minds of the Rolla voters**
          1. **Makeover – vote – join – use**
          2. **Earned media, one-on-ones, group presentations, hosting meetings, columns in newspaper, Facebook campaign, monthly newsletters already being done. Partnering with PCRMC for upcoming health fair (Oct.)**
        + **Can anything we do get us there fast enough?**
          1. **Does improved branding and image equal more memberships and increased revenue?**
        + **What is our long term plan?**
        + **Develop more partnerships beyond existing ones with PCRMC, RPS, Chamber, PCB, S&T, who else could benefit us?**
   5. **Metrics**
      * **134 cancellations vs. 225 at the same time last year**
        + **Difference mostly additional family pass members**
      * **Visits per members are down (typical seasonal dropoff)**
      * **March memberships year over year remain the same**
6. **Old Business**
   1. **Request for Quotes /Proposal – we want references** 
      * **Do we need a 3rd party? We need consensus** 
        + **It would be beneficial to validate our processes**
      * **There are 3 models/options presented thus far**
      * **15 companies have been contacted for prelim**
      * **Which direction to go – differing views on what the priorities should be**
      * **Ideas discussed for scope of work – broad focus -** 
        + **Provide financial assessment**
          1. **Operational efficiency**
        + **Identify under-performers**
        + **Road map to break even**
        + **What programs do we need to offer**
        + **Staffing Levels – full or part time**
        + **Work flow**
        + **Billing/collections**
        + **Organizational structure**
        + **Transform our Image**
        + **Public Relations**
        + **Identify our Core Business**
        + **Create a punch list by priority**
   2. **Programs and profit/cost centers have already been reviewed by city, staff management and by the board (membership rates, gym and room rentals, billing/collections, programs - from aquatics to gym to youth, etc.)**
   3. **Organizational structure, staffing levels reviewed by city administrator, finance director, mayor, council (the latter at budget time)**
      * **Tentative date to discuss RFQ/P May 16 at 6:30 pm if all can attend**
7. **New Business**
   1. **Universal Hours**
      * **Reviewed current usage during evening hours**
      * **Compared our hours to other Gyms in the community**
        + **We need 107 people per hour to break even**
      * **Hours Proposal**
        + **Monday -Thursday 5am-9pm**
        + **Friday 5am – 8pm**
        + **Saturday 8am – 6pm**
        + **Sunday 11am – 6pm**
   2. **Fit Kids 501C3 – Separate program from Recreation for Everyone**
      * **Concerns about promises made to the public by the Foundation back at its beginnings over a decade ago – no additional fund raising for Centre programs**
      * **If we want to use Bob McKune’s name, check with family**
      * **Contact Bob Wilson regarding these concerns**

**Adjournment: Meeting adjourned at 8:30pm**

Janet Mich, Guest Services Supervisor, prepared the minutes.