**Health & Recreation Center Board**

**Meeting Minutes**

*March 15, 2017*

*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, Mary Withouse, Bree Joynt and Janet Mich

1. **Call to Order**
2. **Approval of Minutes**
3. **Directors Report**
   1. **Continue to pursue past balances – should complete mailings in 1.5 weeks**
   2. **Membership billing defaulted at the 4 month mark will go to Steffanie Rogers. She will use City letterhead for all further mailings.**
      * **Does the City use a collection agency?**
      * **Do we have procedures for extenuating circumstances?**
   3. **We expect to recover 20 – 30 percent**
   4. **The Front Desk will not allow any use of the Centre facilities without payment of previous balances.**
   5. **Language has been added to the membership form regarding the 1 year contract**
   6. **Continue to call all expired and cancelled memberships current through 2016 – will go back ten years**
   7. **Continue calling members 30 days prior to expiring**
   8. **Calling new members**
   9. **Aquatics - Sand in Pool filters need to be replaced – investigate glass beads $5000**
      * **Hyped to double the life of the media**
      * **What is the typical life of the filter?**
   10. **The frog is back**
   11. **Glide Fit - $700 per mat**
       * **Calculating the costs and hours in pool**
   12. **Fitness – Tanner and Claire have both left.**
       * **Need another female trainer, and more trainers overall**
       * **Silver Sneakers has finally been approved – mutual indemnity, processing still to be done** 
         + **Market this as soon as possible – email, chamber, radio, local papers, Facebook and fun times**
         + **Estimate new members/revenue the plan will bring in**
         + **Educate the front desk**
       * **Are there other plans like this?**
         + **Brenda will make calls to local insurance agencies**
           1. **Pacific Railway**
           2. **United Health Care**
           3. **HSA’s and other reimbursements**
   13. **Recreation – Karate is overflowing its space – using three rooms to accommodate the 29 enrolled students**
   14. **Looking for new and innovative ideas that make the Centre a place that everyone feels adds value to their lives and is a vital part of the community.**
   15. **Communication - Continue to monitor Facebook, comment cards, shift reports and listen to what the public and Centre users have to say.**
4. **Financial Metrics** 
   1. **Would like to understand the $ differences between Rectrac and Incode**
      * **Real-time vs money in hand**
      * **Need to compare metrics to**
   2. **Memberships up / day passes down**
      * **More engagement = increased usage and member retention**
      * **Call those coming less often**
   3. **Compiling cancelation reasons**
   4. **Rec - Revenue is $20,000 down from last year at the same time**
      * **After School Programs – attendance is down**
      * **Daddy Daughter Dance – very successful**
      * **Several classes have been cancelled due to lack of enrollment**
   5. **Stay n Play – attendance has doubled since last year**
   6. **Aquatics – Movie in the pool increased attendance from 30-40 to over 200.**
   7. **How has the addition of the City Employees affected the bottom line?**
   8. **Expenses are down – is this sustainable for the next 6 months**
   9. **Developing a plan to correct the water temperature issues in the showers – understand costs and benefits** 
      * **Instant hot water closer to the shower heads**
      * **Boosters – kick in if necessary**
      * **Are the sensors stuck?**
      * **Water re-circulators**
5. **Old Business**
   1. **15 year celebration plans and objectives – June 22**
      * **What do we want to accomplish? In what order?**
      * **Is it a thank you or a membership drive?**
      * **Create positive feedback**
      * **Is it the right time for our re-branding effort?**
        + **Can we complete this before June 22**
        + **How is the Hospital doing their rebranding?**
          1. **John Mark Denbo**
      * **How can we spring board this to increase memberships?**
      * **What is the roadmap to gain the approval of the community**
        + **It’s a parallel path between the community and increased memberships**
        + **How do we educate/convince 2/3’s of the community that the Centre is an important and valuable resource**
      * **Make our proposals to the Rec Board**
        + **Do we need outside help? - Requests for Quotes**
        + **Advertise – Radio and Newspapers**
   2. **How do we reach new area residents?** 
      * **Welcome Wagon**
   3. **Is our customer service improving?**
      * **Not according to Mayor Magdits**
        + **Too much chatter at the desk**
        + **Not enough attention given to the customers**
      * **Janitors are keeping the place clean and completing their check-lists.**
6. **New Business**
   1. **Requests for Space – need procedures** 
      * **Current/Past users**
        + **Shoe drive – Large containers in the front entrance**
        + **Grace Church Christmas Tree/Presents - Lobby**
        + **Kaleidoscope/Tidbits/RDN Plus - Lobby**
        + **Eyeglasses – Lyons Club – Approved**
        + **Flyers above glass display case at front desk**
      * **Board will approve exceptions**
      * **Procedures to include**
        + **Length of time**
        + **Who can make request**
        + **Who makes the approval in which cases**
        + **What types of containers or displays are allowed**
   2. **YFO Policy children on upstairs track**
      * **Should be treated like the gym**
      * **No horseplay allowed**
   3. **Satellite Library Station Kiosk**
      * **Diane is willing to discuss**

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

Janet Mich, Guest Services Supervisor, prepared the minutes.