The Centre

Board Meeting Minutes

Date: May 15, 2019 6:30 pm

Location: Centre Conference Room

Mission Statement: To enhance our region’s quality of life by promoting health and wellness for all ages and fitness levels.

Vision Statement: To be an accessible, sustainable facility offering a comprehensive, valued experience.

**Members Present:** Doug Roberts, Kent Wray, Bill Moorkamp, Linda Goff

**Members Absent:** Francine Merenghi

**Others Present:** Centre Interim Director Marci Fairbanks, City Administrator John Butz, City Finance Director Steffanie Rodgers, Marie Crowley, Chad Lewis, Haley Steere

**Call to Order:** Bill Moorkamp called the meeting to order at 6:35 pm.

Introduction of New Board Member:

* Linda Goff was welcomed to the board and asked to describe her association with the Centre. She was a member at one time, and underwent a fitness journey of her own.

**Approval of Minutes:**

* Motion to approve April 16, 2019 meeting minutes was made Kent Wray, with the exception of spelling errors, removing “ACH’ before billing under financials, and adding last names to those in the minutes. The minutes were approved unanimously.

**Financials:**

* Guest Services passes are down 23.84% from April of this year, and down 7.4% for the year.
* Recreation Programming revenue is up 17.72%
* Aquatics revenue is down 8%
  + This is due in part to not getting as many Lifeguard Certifications this year
  + There have also been less school rentals than previous years.
* Fitness revenue is down 4.1%
* Memberships
  + Many patrons are changing from family passes to other forms of passes (Phelps Health, Silver Sneakers, etc)
  + Silver Sneakers has gone up.

**Old Business:**

*Cardio Theater Update*

* Four donated TVs and one that was above the front desk have been installed on the fitness floor. That makes eleven total TVs on the floor, with one specifically for Centre marketing, compared to Planet Fitness that has seven total.
* The TV transmitters are here and will be installed soon.
* Steffanie will invoice the hospital for their Cardio Theater sponsorship.
* The idea for the hospital to advertise the theater on Morning Mayor was discussed.
  + Will wait until the fall to spotlight the theater.
* Marci has ordered the equipment for a phone app that will allow patrons to listen to the TVs on their phones
  + We will try it out for free for one month and determine if we want to continue using it.
  + The board discussed other uses for the app (ie. Push notifications, advertising, access card, fitness tracker, etc.)
  + Doug Roberts suggested that we “brand” an app so that it is The Centre.
  + Bill Moorkamp suggested letting loyal annual members try out the app first.
  + Doug Roberts brought up that personal trainers could post workouts to the app, and that it could eventually be something patron pay for through the app.
  + Doug Roberts also remarked it would be a good idea to have more trainers that are not as focused on body-building, but instead look more like “regular” people.
* There was a discussion on where the Bob McKune Rec Foundation plaque should be moved and what else the trophy cases could be used for.

*Rec Board Ordinance Changes*

* Bill Moorkamp brought up that the ordinances allow for flexibility in the time changes. City Administrator John Butz mentioned that there are many references to the parks department that do not need to be in there and if the board wants to tweak the ordinances, there may be other things in them worth editing.
* Linda Goff pointed out that they do specifically say the third Wednesday of the month. She suggested taking that out and putting “at the discretion of the board” instead.
* Bill Moorkamp, at Doug Robert’s previous suggestion, motioned to change the meeting time to 5:30pm. There was a unanimous agreement to change the time starting with the next meeting on June 19th, 2019.

**New Business:**

*Bob McKune Fund Recognition Report*

* Marci Fairbanks recounted the Bob McKune Fund reception on Friday, May 3rd. There was a good turn out, and many employees and patrons were able to speak on the radio.
* Bob McKune’s children were able to attend. Marci remarked that they loved the plaque and seemed to enjoy the event.
* Marci commented that the fitness equipment was all moved out of the lounge in time for the event.
* Bill Moorkamp inquired as to why the pool table has not been moved back. The billiard company has to move it so that it is level, and they need to be scheduled to come in.
* Linda Goff commented on the circuit training room and how nice it is. Bill Moorkamp mentioned that we are going to get a nice sign for that room soon.
* Bill Moorkamp mentioned getting a bridge group in to play in the lounge on a regular basis.

*Planet Fitness*

* Planet Fitness’s plan to let teenagers 15-18 in to work out over the summer was discussed.
* Marci Fairbanks brought up the point that for annual members, it is only $7 a month to add kids on to a pass.
* Doug Roberts brought up an “open gym” concept. Marie Crowley spoke on the Centre’s new upcoming $3 drop in Rec Nights for teenagers.
* Talk on $3 deals and their benefit to the Centre and the community.
* Linda Goff commented that the Centre’s pool will be featured in the new “Take A Stand” commercial.
* Doug Roberts asked if the board ever called former patrons to encouraging them to come back and see what new things it has to offer.
* Bill Moorkamp said the Centre has to have all its services ready before bringing people back.
* Doug Roberts suggested that the board is used for more advocacy not just for meetings once a month.
* A “Reimagined Centre.”

**Directors Report**

* Marci had Rec Manager Marie Crowley present a flyer for the Tiny Tots Triathlon that will be held June 8th.
  + For ages 3-8 years old, they will bike, run, and a slide.
  + Marie asked the board if they would be willing to help with promoting the event.
* Marci discussed wanting to increase swim programming with the help of Aquatics Manager Kia Soden and Water Fitness Instructor Kathy Ball.
* Marci and City Administrator Jon Butz are going to St. Louis on Thursday the 16th to visit the Point at Ballwin, The Lodge at Des Peres, and Lifetime Fitness in Clayton.
* Marci and Marie will be attending Kids Safety Day on Saturday the 18th.
* The Centre patio will be hosting a Senior Social on Tuesday May 21st
* Marci provided a flyer with all May activities. The June flyer is prepared as well.
* The old Stay N Play room is under construction; the new Stay N Play room is done, and has been used for the past two weeks.
* Sign-ups for FunFest are going well. The Centre is also offering a preschool program this summer.
* Bill Moorkamp applauded Marci’s efforts both here and at Splashzone, and mentioned that there is no specific timeline to find a replacement for her.

**Closing Comments**

* Linda Goff asked if it had ever been considered that the Centre expands to accept the new Senior Center. It was discussed that it would be more expensive to expand the Centre than if they built a new building. The Centre is also not set up to have an expansion of that form.
  + It would also make the Centre lose focus on its main goals and revenue.
* Marci brought up that Chad Lewis was present at the beginning of the meeting to talk about unsupervised kids from the school rental in the locker rooms. The problems are being addressed.
* Bill Moorkamp mentioned the success and growth of the Pickleball attendees.
* There was a discussion of the board members getting uniform shirts for future functions.

Bill Moorkamp made the motion to adjourn, seconded by Doug Roberts and the motion carried unanimously. Meeting was adjourned at 7:49pm.

Minutes prepared by Haley Steere, Front Desk Supervisor.