**Health & Recreation Center Board**

**Meeting Minutes**

*March 21, 2018*

*The Centre – Conference Room*

**Members Present:** Francine Merenghi, Bill Moorkamp, Tracy Limmer

**Members Absent:** Doug Roberts

**Others Present:** Parks and Recreation Director Floyd Jernigan, John Butz, Steffanie Rogers and Janet Mich

1. **Call to Order**
2. **Approval of Minutes - Approved**
3. **Old Business**
4. **Directors Report**
   1. **Community Benefit Report –** A narrative of how The Centre benefits the community requested by Mayor Lou Magdits – Part 2 (Part 1 focused on wellness and living longer better and was presented to City Council January 16, 2018)
      * The goal is to win the hearts of Rolla voters
      * The Centre has received 2.8 million paid visitors since opening (this doesn’t include community events – shootouts, tournaments, Breakfast with the Bunny etc.
        + In past year, visitors from more than 400 different zip codes - (191 are from Missouri)
        + Visitors from 38 states including Washington, D.C.
        + Visitors from 5 European countries
      * The Centre attended or hosts 3 health and wellness events in the last year
      * The Centre hosted 27 school groups for rentals
      * 42,000 people use the pool annually
      * 25,000 people attend the Arts Rolla events annually
      * The Centre hosts Capable Kids and the Grandfamily Conference
      * Free Community events sponsored by local businesses – Halloween Spooktackular, Breakfast with the Bunny and also this year’s Fit Girls
      * Should the community benefit report contain financial information?
        + Not necessary – that information is on the Centre web site and is part of the annual financial report previously distributed
      * Potential distribution outlets for the community benefit report include newspapers, PR club, Realtors, the Chamber and the local cable channel. Mailing is cost prohibitive.
      * Option to create a video based on the content
      * Present to City Council – no date yet
   2. **Marketing** 
      * Continue underwriting the Fun Times (paid advertising begun last year)
      * Partnering with Sports Academy
        + Gift cards, cash, coach kits, shopping days
        + Get pictures with managers and kids
      * New Sales Manager gave 1st presentation of premium membership packages to Phelps County Bank
      * The Advisory Board would like to see another updated draft of the marketing plan
5. **Financials/Metrics – Dashboard**
   1. 92% recapture rate before adjustments
   2. Numbers are skewed because of write-offs – see collections below
   3. Purchased some items for small group personal training – new class
   4. There will be gradual infrastructure costs due to the age of the building – see new business
   5. Reserve balance is $2,100,000 – estimate at about 3 years
   6. Repairing fitness equipment in house has saved about $10,000
      * City Facilities Manager Bobbie Hopkins retrofitted a part on the triceps extension machine – replacement parts were no longer available. Saved buying a new machine at cost of approximately $2600
   7. Collections
      * No third party – City Hall retains balances
        + $154,000 of uncollected debt has been written off (debt accrued since opening in 2002)
        + Collected over $23,000
      * Households with balances are made inactive and contain popup alerts with instructions for Centre workers.
      * As explained at previous board meeting by City management, most cities never write off debt.
   8. Stay and Play analysis
      * Projected $22,000 annual loss. Previous year deficit was less than half that.
        + Based on usage - weekly open hours will be reduced beginning in April and SNP will be closed Saturdays beginning in May
      * Creating two different surveys to users (print version at SNP, email version direct to users – looking for feedback and ideas
        + Volunteers
        + Price increase
        + Other city facilities have mostly eliminated this area. For profit chains don’t offer.
      * Space could be used for other revenue generating activities
   9. Now seeing salary expense for manager positions
      * Hired Meleena Littlejohn
      * Trainers to deduct client visits in a timely fashion
6. **New Business**
   1. Future budget items that must be planned for – Each item listed below comes with a 6 figure cost. Initially shared with board April 2016 and at 10 additional meetings as documented by minutes
   2. Dollar amounts will be updated for next board meeting
      * HVAC R22 retrofit
      * Roof
      * Lighting
      * Slide in the Natatorium
      * Pool resurfacing
      * Pool Pak
      * Pool Ceiling
7. **Citizen Comments – via Francine Merenghi**
   1. Member was disappointed there was no cycling class because of a Zumba sampling class on March 24
   2. Suggested public relations improvement between fitness employees and members
      * Replacing a personal trainer with a fitness class instructor
      * Claim of locking people out of class until the last minute
   3. Cycling has moved to Meeting Room B to open up the activity room for Small Group Personal Training.
      * Patrons would like Meeting Room B to have cooler temperatures (it’s set at 65), better fans and mirrors
   4. Why can’t members change the television channels on the fitness floor? Patron felt she was treated unfairly by the front desk supervisor when she was told we were not allowed to change the television channels on the fitness floor
      * All front desk employees have been instructed not to change television channels under any circumstances due to past verbal and potential physical altercations between members over choice of news channels, as well as safety and expense concerns over patrons standing on chairs and tampering with wiring.
        + Francine commented that the front desk people were stupid
      * An already created handout regarding the television policy for patrons which had been distributed by email will be available in writing at the front desk.
      * Smaller version to be posted in TV area
      * Investigating the purchase of adding additional TV options for some of the cardio equipment on the fitness floor that has necessary capability
      * Currently patrons can get Hulu or Netflix on all newer Matrix machines with their account log in and password
   5. Some patrons have had issues with the Fidelity Wi-Fi not working
      * Fidelity outages are area wide not just The Centre
      * Centre system has been upgraded twice in the past year

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

**Next meeting April 18, 2018 @6:30pm**

Janet Mich, Recreation Specialist – Guest Services, prepared the minutes