**Health & Recreation Center Board**

**Meeting Minutes**

*May 17, 2017*

*The Centre – Conference Room*

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

**Members Absent:** None

**Others Present:** Parks and Recreation Director Floyd Jernigan, Mayor Lou Magdits, John Butz and Janet Mich

1. **Call to Order**
2. **Approval of Minutes - Approved**
3. **Directors Report**
   1. **Fitness Floor**
      * **Created a plan to improve uptime of fitness equipment**
        + **Send maintenance and fitness employees to training provided by manufacturer**
          1. **Training is free – we pay for the cost of travel**
          2. **Life Fitness, Precor and Matrix**
      * **Rearranged the fitness floor to reduce trip hazards created by electrical cords.**
        + **Completed by Park Staff and Fitness employees**
        + **Customer feedback has been 70% favorable**
   2. **Increased School Rentals – typical revenue is $600-$800 per school** 
      * **Rentals have increased due to the flooding in Springfield, MO**
      * **Called all schools located within 90 minutes of the Centre**
      * **Some members are upset that there are so many children in the pool**
      * **Lost one member due to the children being in the gym.**
   3. **Concluded Reviews of Software Systems to replace RecTrac**
      * **Will keep current system for now**
      * **Several Favorites** 
        + **Activenet - Changes by the transaction**
          1. **They may create a subscription model for us**
        + **Tyler Technology – We currently use this financial software**
          1. **$10,000 to do the upgrade**
        + **CivicRec**
   4. **Hospital Membership Fees**
      * **Still waiting for the hospital to complete membership increases** 
        + **Spoke with Frank Lazarro, emailed and re-sent a spreadsheet of members not up to 2016 pricing. This was originally done multiple times in 2016 and followed several meetings, both group and one-on-ones.**
      * **Francine will follow up**
   5. **National Senior Health and Wellness Event 05/31/2017**
      * **Promoting** 
        + **Community Calendar, Radio, Print Ads, Press Releases**
      * **Soliciting Vendors with PCRMC**
      * **Guest Speakers**
   6. **Hospital Job Fair 5/31/2017**
4. **Financial /Metrics** 
   1. **Operating at 98% recapture this past month (but insurance payments weren’t included)**
   2. **Visits are down**
   3. **Memberships are up**
   4. **Aquatics Dollars are up – Improved accounting, better tracking of where people are actually going**
   5. **Looking to replace discontinued programs**
      * **Fencing, Fiber Arts, Judo**
   6. **Developed a procedure for promoting future programs and classes, marketing person handling, with future public relations help.**
5. **Old Business**
   1. **15 Year Anniversary**
      * **Brainstorming activities and promotions**
   2. **Financial Sustainability**
      * **Quantum Improvements to maintain reserves**
        + **When will we run out?**
          1. **Possible 2.5 years if nothing changes, reduction in previous transfers would extend**
      * **How can we increase revenue?**
        + **Grow members and retain current members**
        + **No more philanthropy**
      * **Do we need 3rd Party Consultants?**
        + **What kind of help do we need**
          1. **At what level – Broad overview or detailed?**
          2. **What’s our baseline?**
          3. **What would be our return on investment?**
        + **Do we have the resources or desire to implement what a 3rd party may suggest?**
        + **Would we put everything on the table?**
          1. **Would we really close the pool if it were recommended?**
        + **Is there really a golden answer to close the gap?**
        + **What does director/staff recommend?**
          1. **3rd party consultant could be a public relations risk depending on cost**

**Too many ways to spin negative information**

* + - * 1. **We already know what the problems are – the board has already discussed each issue at length**
        2. **Recommend using that money to hire more our own sales and marketing people**

**Sell space in the Fun Times, banners in gym and the overhead front desk monitor, sponsorships, create more events.**

**Look for available grants**

**Let’s see what more calls can generate in terms of dollars**

* + - * 1. **Lets continue to improve our customer service**
        2. **Opportunities to work with the college and create an internship program**
      * **What does the Board recommend?** 
        1. **No 3rd party. Board voted unanimously not to move forward at the present time with this option.**
        2. **Hire someone with a proven sales skill-set**
      * **What does the Mayor recommend**
        1. **Get to the best we can be before looking for outside help**
        2. **Hire someone with a proven sales skill-set**
        3. **End 2017 with a 92% recapture**
    - **How can we improve the perception of the Centre to the voters**
      * **What strategies and marketing can we use now to lay the foundation to win over voters** 
        1. **More open houses**
        2. **More one-on-ones and small focus groups**

**Pool is under-marketed**

* + - * 1. **Develop key messages**
        2. **Get the good news out**

**Improved financials**

**Better fitness equipment**

**Classes and programs**

**Continue doing member newsletters**

1. **New Business**
   1. **Mike Miller’s term for the Rec Board has expired.**

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

Janet Mich, Guest Services Supervisor, prepared the minutes.