The Centre

Board Meeting Minutes

Date: August 21, 2019 5:30 pm

Location: Centre Conference Room

**Members Present:** Bill Moorkamp, Kent Wray, Linda Goff, Francine Merenghi

**Members Absent:** Doug Roberts

**Others Present:** Centre Interim Director Marci Fairbanks, Mayor Lou Magdits, City Administrator John Butz, Holli Hawkins, Marie Crowley, Haley Steere

**Call to Order:** Bill Moorkamp called the meeting to order at 5:35 pm.

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.

**Approval of Minutes:**

* Motion to approve July, 17th 2019 meeting minutes was made by Kent Wray, and seconded by Francine Merenghi.

**Financials:**

* There was less revenue this month, but there were also less expenses.
* There were $34,000 in total capital expenses last month, but that was due to the boiler needing to be replaced.
	+ Tried to repair it, but it ended up being damaged beyond repair.
	+ The new boiler replaced the original boiler from when the Centre opened.
* The Centre picked up more expenses when it split from the Parks Department.
* The Centre lost much of the revenue they earned last year when the S&T student gym was closed.

**Old Business:**

* Linda Goff discussed the Marketing Plan brainstorming session that occurred last month (July).
* There are three paths for the plan:
	+ Bringing in new members
		- Planned campaigns for next year. Much of this will be budget dependent.
			* Give the gift of health
			* Get off the treadmill (more than a gym)
			* Improve online interactions
			* Welcome wagon
	+ Bring back members we used to have and lost.
		- Personal phone calls and gaining feedback
	+ Keep the members we have.
		- “Thankful for you”
		- Front desk training

**New Business:**

**Budget for 2019-2020**

 **Overview**

* Revenues of 2017, 2018, and 2019. Proposed revenue for 2020.
* Operating deficits
* The City has never transferred money from the general fund to the Centre.
* At the pace of these expenditures, there are about two years’ worth of money in the general fund for the Centre.
	+ This is why a marketing plan is needed.
* Expenditures by category
	+ Revenue/Membership problem

**2020 Budget Summary**

* Fiscal Year 2019 Estimate
	+ Separation from Parks Department.
	+ New Management
	+ S&T opened a new Fitness Center.
	+ First year for Planet Fitness
* Fiscal Year 2020 Budget
	+ High hopes for the year, although the budget reflects feasible goals.
	+ Budget proposes 100 new members.
	+ Budget is taking into account a 5% increase in membership rates.
		- Prices have not been raised since 2017
	+ Increase in program fees.
		- Francine Merenghi suggests raising the non-member fees.
	+ The budget is accounting for two new full time positions.
		- Guest Services Manager
			* Not looking at how it is traditionally done, the manager would work the desk as part of their job.
		- Marketing Coordinator
			* The board determined this would be better as a part time position.
	+ The budget eliminates the full time personal trainer.
		- The fitness manager is also a personal trainer on top of managing the other trainers, instructors, and the fitness floor.
	+ The budget includes money for new software.
	+ The budget includes money for refinishing the gym floor as well as the pool slide stairs.
	+ Looking to decrease hours for part time fitness floor attendants.
	+ Looking to decrease part time custodial hours.
		- This includes the library’s custodian.
* Kent Wray made a motion to approve the budget, Francine Merenghi seconded. The motion carried unanimously.

**Director’s Report:**

* Missouri Enterprise met with Marci Fairbanks and Mr. Butz on Thursday August 15th. They are planning to do a more official presentation to the board soon.
* The annual shut down was very successful.
	+ Less employees than previous years.
	+ Sanded locker room benches, sanded and repainted the slide platform and stairs, took down unnecessary signs, painted gym doors, replaced lights, cleaned carpets, mulched outside, dusted, cleaned fitness equipment.
* Josh Stephens is doing well as interim fitness manager.
* The Reach Screen is up in the front lobby
	+ Looking to see if there is interest in local businesses buying ads for the screen.
* There was customer service training last month with a follow up on August 6th.
	+ Improving communication
	+ Active listening
	+ Looking to do this with employees of each department.
* The Centre will be at Minerama at S&T as well as Bulldog Pride Night and Celebration of Nations.
* Marie Crowley discussed the Spooktacular
	+ Used to be free, it will be $5 per family this year to cover costs.
	+ Looking to have sponsors this year that hand out candy or have games to have more community involvement.

**Closing Comments:**

Meeting was adjourned at 7:44 pm.

Minutes prepared by Haley Steere, Guest Services Supervisor.