The Centre

Board Meeting Minutes

Date: September 18, 2019

Location: Centre Conference Room

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

**Members Absent:** Kent Wray, Francine Merenghi

**Others Present:** Centre Interim Director Marci Fairbanks, Councilwoman Jody Eberly, Mayor Lou Magdits, City Finance Director Steffanie Rogers, Holli Hawkins

**Call to Order:** Bill Moorkamp called the meeting to order at 5:37 p.m.

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 August 21, 2019 meeting minutes was made by Linda Goff, and seconded by Bill Moorkamp.

**Financials:**

* Operating Revenues down 36% and Operating Expenses down 8.5%.
* Guest Service passes revenue was down 48% comparing last August to this year but this is consistent with the trends in the last several months with memberships.
* Large capital expense due to repaving of the parking lot.

**Old Business:**

* Marketing Plan – Linda Goff discussed the Marketing Plan for the three objectives and focused on Objective #1: Bring in new members and what the campaign would entail the first quarter of fiscal year 2020.
	+ Campaign #1: Give the Gift of Health – Share Centre member success stories by personal testimonies emphasizing “Give the Gift of Health”, “Give the Gift of Community”, and “Give the Gift of Fun.”
	+ Campaign #2: Get Off the Treadmill - Invite families to “get off the treadmill” of busy schedules and the daily grind and inform them of the many, many programs and activities available at the Centre.
	+ Campaign #3: Improve Online Visibility – improve the Centre’s online presence when users search for such places as, “the Centre”, “gyms near me”, etc.

**New Business:**

* Budget 2019-2020 Final – Budget recently passed by Council and final document being prepared.

**Mayor/City Administrator Comments:**

* Mayor Magdits discussed history and current improvements happening at the Centre with Councilwoman Eberly.

**Director’s Report – Interim Director Marci Fairbanks:**

* Customer Service training continues with all departments and public and staff can see a difference.
* Currently selling Reach screen ads to companies by the month or a 6 month package; six have been sold so far.
* New employee to run a homeschool curriculum program in January.
* Meeting at MU Extension office to hopefully offer more senior classes.
* Met with St James Senior Center about the Centre senior classes and they were interested in someone teaching classes at their building.
* The Community Report will have a draft done for the next meeting and finished by November 1.
* October will have a push-up challenge.
* New marketing assistant through a work study program at S&T. The Centre can use him up to 20 hours per week with S&T paying him.
* All Staff meeting is November 3rd.

**Citizen Comments:**

* Councilwoman Eberly shared some good ideas and praised the Centre for continuing efforts and numerous programs.

Linda Goff made the motion to adjourn, Doug Roberts seconded, motion passed. Meeting was adjourned at 6:48 p.m.

Minutes prepared by Holli Hawkins, City of Rolla Accounting Specialist.