**Health & Recreation Center Board**

**Meeting Minutes**

*July 20, 2016 6:30 p.m.*

*The Centre Conference Room*

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

**Members Absent:** Kevin Edwards

**Others Present:** Parks and Recreation Director Floyd Jernigan, John Butz, John Meusch, Mary Withouse, Kristy Rich, and Janet Mich

1. **Call to Order**
2. **Introduction of Board Members and Visitors**
   1. All meeting attendees were asked to introduce themselves.
3. **Overview of Recreation Manager Duties**
   1. Indoor Recreation
      * Karate/Judo
      * Fiber Arts
      * Volleyball
      * Licking Shootout
   2. Outdoor Recreation and Sports
      * ASA Board/Council
      * Ball Fields/Tournaments
      * 5 ASA’s Hosted
      * 8-10 Tournaments per year
   3. Cemetery
   4. Marketing
      * Radio Spots for events
      * Fun Times discontinued mailing, now online
        + 200 are printed to give to realtors and chamber of commerce
        + New Member Packets include flyer with website address
4. **Question from the Board to Kristy Rich, Recreation Manager**
   1. Who sets the fees for the Gymnasium? Spreadsheet includes direct and indirect costs
   2. What are the fees?
   3. Do you compare costs with other similar facilities?
   4. What is the markup?
   5. Do we advertise or make calls to encourage gym rentals?
   6. What is the break even point on a gym rental?
   7. How many times per year is the gym inaccessible to members for the entire day?
   8. What about the roller derby? Could we charge admission?
   9. Do we have metrics to track the effectiveness of our marketing strategy?
   10. Do we use print media?
   11. Are we committed to making a profit?
   12. Do we send copies of the Fun Times to Fort Leonard Wood?
   13. Have we tried to get local companies to underwrite the Rolla Fun Times?
5. **Old Business**
   1. Rewards Program – Board recommends discontinuing the program
      * Program is Currently on Hold
        + Liability at existing Dollar Value
        + Proposed uses
          1. Individuals only – no corporations
          2. Minimum 500 points
        + Rec Board to call the top point holders who have actually used points in the past.
   2. Discounts
      * $78,000 could be generated if all discounts were eliminated
      * $29,000 could be generated by eliminating early/auto renewals
      * Continue Military Discounts
      * Recreation for Everyone – what is the funding?
      * Discontinue/Review Discounts for Agency Passes when they expire
      * Discounts for fellow City Employees – Fire/Police
      * Get all rates to current by October 1, 2016
        + Compose and approve letter for members
   3. Vending
      * Raising prices for Soda – waiting for new change mechanism before making the increase.
      * Snack vending to be subbed out to Supreme Vending
6. **Metrics – Floyd has a dashboard**
7. **New Business**
   1. Budget – Meeting Wednesday 7/27/2016
      * Impact of new Federal Law/Overtime
        + Staffing being evaluated
      * Capital Expenditures
        + 6 Flags Rule – something new and exciting
   2. Make all City Websites Cohesive
      * Rolla MO Parks
      * Change the Centre to Rolla Parks and Recreation
8. **Francine spoke with other similar but high performing recreation facilities in** Liberty, Harrisonville and Maryville
   1. Wellness corner – Free for members
      * Screenings – cholesterol
      * Blood Pressure
      * Massage
      * Lunch and Learn
      * Pilot Programs for Family Weight Loss
9. **Who is creating the surveys? Kodie Juett**
   1. Please allow N/A’s in the questionnaire
10. **Audio for FM**
    1. Still investigating free Apps
11. **Citizen Comments – None**
12. **Final Comments**
    1. Add the Gym questions to the next meeting agenda
13. **Adjournment: Meeting adjourned at 8:55pm**

Janet Mich, Guest Services Supervisor, prepared the minutes.