**Health & Recreation Center Board**

**Meeting Minutes**

*July 27, 2016 5:30 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, and Janet Mich

1. **Call to Order**
2. **Special Meeting to Discuss the Budget and to Increase Revenue/Decrease Expenses**
	1. **Revenue Generation**
		* **Eliminate Discounts**
			+ **Mayor will compose letter to members/Initiate press release**
			+ **Outsource audit to assure all account fees are accurate**
			+ **Dedicate an employee to oversee collections.**
		* **Massage Therapist– where would we do this?**
		* **Nutritionist – where would we do this?**
		* **Onsite Nurse – Blood Draws/Blood Pressure**
		* **Membership Drive**
		* **Partner with Small Businesses – (We are a target market)**
			+ **Sell Banners to hang around the walking track**
			+ **Sell Ads in the Fun Times/on Website**
			+ **Sponsorship for Programs (currently magazines)**
		* **More Tournaments**
		* **More Members**
			+ **Extend Services – 24 Hours**
			+ **Increase Guest Services Programs**
				1. **Programs for Children**
		* **Endowments /Bequests**
		* **Partner with Insurance Carriers**
			+ **Medicare – Silver Sneakers**
		* **More Special Events – Daddy Daughter Dance**
		* **Charge for Lockers/Locks**
		* **Compare Gym Rental Rates**
			+ **Rolla High School**
			+ **Recreation Centers in Linn and Cape Girardeau**
			+ **ARC in Waynesville**
		* **More Leagues**
			+ **Wiffle Ball**
	2. **Expense Reduction**
		* **Review Water fitness, water therapy contracts**
		* **Eliminate Fitness Attendant position – Reallocate job duties**
		* **Eliminate Towel Service**
		* **Utilize Volunteers**
	3. **Marketing Strategies – Increase Memberships**
		* **Advertise “Ask the Trainer”**
		* **Advertise Free Hour of Personal Training w/membership**
		* **Advertise the Meeting Room Rentals**
		* **Add Fitness Equipment to a Meeting Room for Peak Time Usage**
		* **Increase School Marketing “Money from the Core”**
		* **Church Groups**
		* **Lions Club**
		* **Senior Apartments Complexes**
		* **We have the Monopoly on Indoor Water**
		* **No Day Passes during Peak Hours**
		* **Turnstiles to decrease “walk-ins”**
			+ **What about tournaments?**
	4. **Budget Questions and Concerns**
		* **Can overtime be converted to comp time**
		* **Building Maintenance needs to be a priority**
			+ **Cardio Theatre**
			+ **Pool – Reseal $150,000**
			+ **Fitness Floor**
				1. **New Padding $60,000**
			+ **Carpet on the Fitness Floor?**
			+ **Paint**
			+ **Lighting – Reduce Utilities**
		* **Equipment needs to be Maintained/Replaced**
			+ **Cycling Bikes**
			+ **TRX – how many people does this impact vs. cost**
			+ **Educate members on proper equipment usage**
				1. **Example - treadmill startup**
		* **Cameras/Video Security**
3. **Final Comments**
	1. **We can’t decrease services if we want to increase prices**
4. **Adjournment: Meeting adjourned at 8:00pm**

Janet Mich, Guest Services Supervisor, prepared the minutes.