**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.