

## Christiansburg Aquatic Center Advisory Board

December 3, 2014

In Attendance: Amelia Tuckwiller, Karen Drake, Terry Caldwell, Maddie Duke

- Terry went over Black Friday numbers: attendance and revenue.
- During the next meeting, Terry would like to discuss holiday attendance, in particular, Veteran's Day.
- The new brochure should be online Monday, December 8<sup>th</sup>
- Corporate Memberships:
  - Currently the CAC offers corporate yearly memberships, buy 5 get 1 free
  - Terry discussed adding 12 visit pass, one month and 6 months to this deal
- Karen and Amelia discussed ways of gaining more followers on Facebook. They suggested we offer a "free day" or something special once we hit a certain number of "likes"