

Christiansburg Aquatic Center Advisory Board  
Meeting Minutes  
February 4, 2015

In Attendance: Jeremy Williams, Shirley Hallock, Mark Layne, Steve Simmons, Jim Vanhoozier, Karen Drake, Terry Caldwell, Maddie Duke

Absent: Amelia Tuckwiller

Meeting was called to order by Jeremy Williams

Mark motioned to accept minutes from the last meeting with Steve seconding the motion.

Old Business

1. Leisure Pool Children's Slide
  - a. There are two options: Alligator or Fish. The fish is available in multiple colors.
  - b. Voting will be done thru social media, local head-start preschools and in the aquatic center lobby.
2. Television Commercials
  - a. Greenridge predicts 10% of their customers/patrons are a response to their television advertisement.
3. Aquatics/Recreation Program Policy
  - a. The purpose of the policy is to provide guidance on the scheduling of programs and special events by the Aquatics and Recreation Departments.
  - b. Appropriate staff members from both departments will meet three times per year to review the proposed program offerings and proposed special events for the upcoming twelve months.
  - c. The policy will be reviewed jointly after one year by the Town Manager, Director of Aquatics and the Director of Parks and Recreation.
4. Returned "Free Passes"
  - a. 575 passes have been returned over the past year.
5. Skate Park Cameras are up and running successfully.
6. Town Employee Free Memberships- Full Time Employees
  - a. Mr. Vanhoozier will present to the town manager. He will also ask if first responder volunteers can be included
7. Digital Sign
  - a. Terry will work with the town's public works department in regards to the digital solar board display.

Terry's Report

1. Tourism map (County and Blacksburg/Christiansburg) from Tourism Director Lisa Bleakley
  - a. The map will be used in the lobby during swim meets to give out to visitors looking for local hotels/motels. Restaurants are not included due to the frequent changing of those.
2. Request from patron for six month and yearly cardio passes
  - a. Terry and staff will compare prices with other local fitness centers.

3. Insert in “The Burgs” delivered to 18,000 people in the region.
  - a. 4 pages, full-color brochure. \*Goal is to drive people to the aquatic center’s website
  - b. Mark recommended that staff get a quote on advertising online.
  - c. “Daily Deals” on the website are free, Mark suggested that Terry and staff go ahead and advertise that route as well.
  - d. Steve suggested looking into the “Bear Cash” coupon book.
  - e. Karen suggested that Terry and staff try marketing in many ways (quarterly) and track results to see which marketing option worked the best for the aquatic center.
  - f. The board unanimously decided to try the 4 page insert and see the response.
  - g. Karen suggested that the brochures are still done for a while for those who don’t get “The Burgs” in the mail.
4. Aquatic Center Website
  - a. Should the aquatic center have its own webpage?
  - b. Steve mentioned that staff would be able to track what users are looking at if the aquatic center has their own website.
  - c. The aquatic center can look into a company or person that would be able to manage the webpage or at least to start it and then the staff at the CAC can update and work on it.
  - d. The board unanimously supports the idea and for Terry to go ahead and look into the option.
  - e. The staff will also look into the opportunity to have advertisements on the webpage for local businesses to help sponsor.
  - f. Jeremy suggested that the staff look into creating an application or having a mobile friendly page.
  - g. Mr. Vanhoozier will talk to the Town Manager, Barry Helms about this option.
5. Summer Family Membership Deal for Town Residents
  - a. Memorial Day-Labor Day or correlating with MCPS schedule/facility maintenance weeks.
  - b. The board suggested looking into the numbers and figuring out how much to charge for the special membership that doesn’t compete with what current members pay.
  - c. Offer incentives for patrons to sign up for the special membership.
    - i. Cardio Passes
    - ii. Guest Passes “Bring a Friend Free”
    - iii. Private Deck Party for Special Summer Members
  - d. Think of ways to also say “thank you” to those who have had memberships from the beginning.

#### New Business

1. Skate Park Shelter
  - a. A member of a local Boy Scout troop would like to put up a shelter as part of his Eagle Scout project.

Meeting adjourned. Next meeting is scheduled for March 4, 2015.