

Christiansburg Aquatic Center
Advisory Board
Dec. 5, 2018

In attendance: Jeremy Williams, Chair; Shirley Hallock, Bev Bridges, Amelia Tuckwiller, Karen Drake, Steve Huppert, Town Council Liaison
Staff: Terry Caldwell, Director; Maddie Duke, Office Manager

Jeremy Williams called the meeting to order.

1. Terry's Report

a. Rates

- i. The board voted to eliminate current reduced rates for veteran's, senior citizen Tuesday discount, \$1 late admission, etc. in lieu of the new rate approval by Town Council, November 27, 2018.
- ii. The board voted to keep the current Town of Christiansburg employee family rates the same.
- iii. Therapy and group fees will stay the same. This includes daycare and school trips.
- iv. New rate details:
 1. Extra days will not be added to memberships due to swim meet closures or illnesses.
 2. Towel rental fee: \$2 if not purchasing the "ongoing" membership.

b. Gift cards are now available at the front desk.

c. Marketing for New Year, New Deal:

- i. Constant Contact
- ii. Banners
- iii. Post cards
- iv. Flyers: Terry will look into the possibility of having flyers set out during the Christmas Market.

Meeting adjourned.

Next meeting is scheduled for Feb. 6.