

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

The meeting was called to order by Jeremy Williams. Steve motioned for the minutes from last meeting to be approved, Shirley seconded. The board voted on the motion as follows: AYES: Williams, Simmons, Hallock, Layne, Drake, and Tuckwiller. NAYS: none.

Terry started her report with the two-sided brochure that will be placed at rest stops and hotels. The board gave feedback and decided with a couple of changes, to move forward with the project. Terry also discussed comment cards that have been filled out by patrons of the aquatic center. One mentioned looking into grants for those who cannot afford aerobic classes as well as swim lessons. Shirley suggested that the aquatic center look into applying for a grant. Mark suggested an “Adopt-a-Swimmer” program. Anyone in the community could help pay for a child to take swim lessons.

The new brochure was given to the board. 3,500 copies will go out with the News Messenger. Terry also discussed the vacant Facility Coordinator position. There were 21 applications and three interviews. As of the meeting, there had been no decision on who would fill that position. The Aquatic Center will get two marketing interns from Radford University for the spring semester.

Under old business, Steve asked Terry about the closing of the pools during the middle of the day. Terry let the board know that she has seen a major impact on the aquatic center. As a result of closing the pools during the day for maintenance, the attendance has declined. Terry will review this decision again prior to January 1st, making decision to keep the pools closed or to open them again.

Under new business, Jim discussed an email from Councilman Showalter addressing the aquatic center and how revenue could increase and expenditure decrease. Jim noted that these suggestions from Mr. Showalter were only things to get the board thinking of how to increase revenue for the facility as well as decrease expenditure. The suggestions Councilman Showalter had are as follows:

1. Revisit an increase in daily admittance cost to non-residents.
2. Corporate Memberships (regional).
3. Hotel Memberships (regional).
4. One week shut down.
 - a. Determined by attendance data
 - b. Staff uses leave time (may decrease OT)
 - c. Separate from “cleaning closure”

The board discussed the above suggestions in brief and Shirley motioned to table until next meeting. Jeremy seconded. The board voted on the motion as follows: AYES: Williams, Hallock, Drake, Layne, Tuckwiller, and Simmons. NAYS: none.

The next meeting is scheduled for February 6, 2013.

Meeting was adjourned.