

Christiansburg Aquatic Center Advisory Board

Meeting Minutes

February 6, 2013

In Attendance: Terry Caldwell-Director, Councilman Jim Vanhoozier, Chairman Jeremy Williams, Vice Chairman Steve Simmons, Karen Drake, Shirley Hallock, Amelia Tuckwiller, Mark Layne, Maddie Duke- Aquatic Administrative Assistant, Allison Zuchowski-Aquatic Services Manager, Bill Beecher- Competitive Coordinator, Melissa Callahan- Facility Coordinator, Amy Brehl- Christiansburg High School Swim Coach and founder of area summer swim league.

Chairman Jeremy Williams called the meeting to order. Shirley motioned to approve the minutes from last meeting, Mark seconded the motion. The board voted as follows: AYES: Hallock, Williams, Layne, Tuckwiller, Drake, Simmons. NAYS: None.

Director's Report

Terry began her report with discussing the Tourism Strategic Meetings she has been attending. She wants to move forward with having Aquatic Center employees be ambassadors for the Town of Christiansburg for when people visit the Aquatic Center.

Terry introduced Melissa Callahan, the new Facility Coordinator for the Christiansburg Aquatic Center.

Terry followed up on the final brochure for distribution at rest areas and informed the board that it is complete and ready to go to print.

Terry discussed the Aquatic Center's newest fitness program, Swim Gym. This will be an early morning class held on M/W/F 6:30a-7:30a.

Terry followed up on the Adopt-A-Swimmer program after further discussion with Lauren Woodcock, Aquatic Program Supervisor. Costs have been compiled and the total direct cost for eight swim lessons will be \$252. This program will be marketed to underprivileged 3rd and 4th graders in Christiansburg. These children will be identified by guidance counselors at the schools. Hoping this program will be a success; Terry looks into including all of Montgomery County in the future. Jim suggested that Terry and staff look to area organizations for donations to finance this program. Terry and her staff will be working on this in the coming weeks.

Terry went over her monthly report with the board and informed them of upcoming events at the aquatic center.

Old Business

The Board discussed recommendations on Councilman Showalter's requests:

- A. Increase in daily admittance cost to non-residents.
 - a. After reviewing a comparison of fees of other like facilities, the board concluded that the Aquatic Center is competitive with their rates and they recommend that the daily rate for non-residents remain the same. The board voted as follows: AYES: Hallock, Williams, Layne, Drake, Tuckwiller, Simmons. NAYS: None.
- B. Corporate Memberships (Regional)
 - a. Terry discussed with the board her current program that she has in place with area businesses: if a company buys five memberships, they get the sixth for free. She is also looking into exploring the private industry.
- C. Hotel Memberships (Regional)

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- a. Terry let the board know that this is already in place. Area hotels have bought daily passes to give to their guests. The board was in an agreement that this is a good idea and the aquatic center should keep moving forward with this.
- D. One Week Shut Down (determined by attendance data; staff uses leave time (may decrease OT); separate from 'cleaning closure').
 - a. The board discussed and all strongly suggested against the one week shut down for the Aquatic Center. Shirley motioned that the Aquatic Center not be shut down other than their scheduled maintenance week. Steve seconded this motion. The board voted as follows: AYES: Hallock, Williams, Layne, Tuckwiller, Simmons, Drake. NAYS: None.

New Business

The Board discussed Councilman Showalter's request for a recommendation to make the Blue Fins swim team a year round club.

- A. Bill Beecher discussed in further detail the Blue Fins swim team. He informed the board that this swim team is a seasonal (May-July) recreational swim club.
- B. Amy Brehl, swim coach of Christiansburg High School and founder of area summer swim league, informed the board that there is no intention for this to become a year round program and it is strictly summer seasonal.
- C. The board discussed further and stated the following: The Aquatic Center sponsors this program during the recreational summer season and the board recommends to keep the Blue Fins a summer seasonal program without any intention of establishing a year round swim club at the Aquatic Center. The Board voted as follows: AYES: Hallock, Williams, Layne, Tuckwiller, Simmons, Drake. NAYS: None.

The Board also discussed the fee structure and will revisit at the next meeting.

The next meeting will be held March 6, 2013.

The meeting was adjourned.

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Local Competitive Analysis

Facility	Youth Daily Admission	Adult Daily Admission	Senior Daily Admission
Christiansburg Aquatic Center	\$3.00	\$5.00	\$3.00
Frog Pond (Montgomery Co.)	\$3.00	\$5.00	\$2.00
Randolph Park (Pulaski Co.)	\$2.00	\$5.00	\$2.00
Blacksburg Aquatic Center	\$3.00	\$3.50	\$3.00
Claytor Lake State Park	\$3.00	\$4.00	\$4.00
Wytheville Parks and Recreation	\$3.50	\$6.50	\$4.50
Local Private Pools	Varies	Varies	Varies
Greenridge Splash Valley (Outdoor)	Base \$8.00 Res. \$6.00	Base \$9.00 Res.\$7.00	Base \$7.00 Res.\$5.00
Greenridge (Indoor)	Base \$7.00 Res. \$5.00	Base \$9.00 Res.\$7.00	Base \$7.00 Res.\$5.00
Greensboro	\$3.00	\$5.00	\$4.00

Area Profile

Locality	Population*	Median Household Income*
Montgomery County	94,392	\$44,231
Town of Christiansburg	21,041	\$50,195
Roanoke County	92,376	\$62,895
City of Roanoke	97,032	\$37,753

*www.census.gov

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Aquatic Center Fee Structure

	Daily Pass	Town Resident				Non-Town Resident		
		12 Visit	6-Month Membership	Annual Membership		12 Visit	6-Month Membership	Annual Membership
Child (2-11)	\$2	\$18	\$60	\$100		\$20	\$85	\$140
Youth (12-17)	\$3	\$27	\$90	\$150		\$32	\$130	\$210
Adult (18-59)	\$5	\$45	\$150	\$250		\$54	\$210	\$350
Senior 60+	\$3	\$27	\$90	\$150		\$32	\$130	\$210
Family	N/A	N/A	\$270	\$450		N/A	\$380	\$630
Couple/Single Parent	N/A	N/A	\$180	\$300		N/A	\$250	\$420