

Christiansburg Aquatic Center Advisory Board Meeting Minutes

September 4, 2013

Board Members Present: Jeremy Williams, Mark Layne, Karen Drake, Jim Vanhoozier, Shirley Hallock, Amelia Tuckwiller.

Absent: Steve Simmons.

In Attendance: Terry Caldwell, Maddie Duke, Allison Zuchowski, Bill Beecher, Danielle Hinton, Barry Helms, Mayor Ballengee, Jay Newman, Marty Gordon, Carol Lindstrom.

The meeting was called to order by Jeremy Williams. Mark motioned for the minutes to be approved from last meeting. Shirley seconded the motion.

I. Public Comment

- Ms. Carol Lindstrom addressed the board about the assumptions that the Aquatic Center is not doing as well as it should. She suggested to the board that they go to Town Council and make a recommendation that the Aquatic Center does not close its doors unless absolutely necessary.

II. Terry's Report

- Terry introduced the Aquatic Center's new intern, Danielle Hinton. Danielle is a student from Radford University majoring in Communications and Public Relations.
- Wilderness Trail Festival will be held Saturday, September 21. The Aquatic Center will be there set up with a booth.
- The Aquatic Center will be having a "Give a Kid a Coat" drive coming up and will donate all coats to the Christmas Store.
- The surveys about hours of operation were sent out with water bills this week. Terry and her staff will also place surveys at the Recreation Center and the Library.
- Swim Calendars will be for sale at the aquatic center to support Olympians competing in the 2016 Olympics.
- Security during swim meets will cost \$34/hour. Chief Mark Sisson said he would also be willing to have a police car sit out front as well.

III. Old Business

Ways to increase revenue:

- Karen recommended that the aquatic center and recreation center work together during summer camps.
- Amelia suggested working with local school PTA groups and having a PTA sponsored night at the aquatic center for students.
- Jim suggested promoting the outside deck more during the summer months.
- Taking advantage of Virginia Tech- how to get those who are visiting VT for events to the aquatic center.
- Ideas on how to get people in the door- National Guard/Army day (free admission).
- The Mayor would like in the future to give the community another opportunity to be a part of the aquatic center. Donations include a name listing on the donor wall.

- Veteran's discount, the board will revisit and discuss at next meeting.

Mark suggested that the Aquatic Advisory Board and the Recreation Commission meet and discuss how the two groups can work together on promoting both facilities.

The board would like the guidance of Town Council on ways to increase revenue and what the board is able to do. A tentative meeting for November 19th was mentioned for both the board and town council to meet and discuss options for increasing revenue.

The next meeting is scheduled for October 2, 2013.

Meeting was adjourned.