

Christiansburg Aquatic Center Advisory Board
Meeting Minutes
October 2, 2013

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

Absent: Jeremy Williams

Meeting was called to order by Steve Simmons. Shirley Hallock motioned to accept the minutes from last meeting. Karen seconded the motion.

I. Terry's Report

- a. Surveys were sent out with September's water bill and have been collected. Terry will look into getting a volunteer group to go over the surveys and count them.
- b. PSA Announcements are scheduled with PSK, the first being the CAC's "Give a Kid a Coat" drive.
- c. Hospitality Expo with local motels, hotels, bed and breakfasts and restaurants is scheduled for October 15th.

II. Old Business

- a. Increasing revenue:
 - i. Market the CAC through RSVP, TRIAD or other senior groups. Market what the CAC has to offer: the therapy pool and the cardio room that is not overcrowded.
 - ii. Offer a wellness package that is also tied to the recreation center.
 - iii. Black Friday: open early morning hours.
 - iv. After Prom: send a letter to all local high schools offering the CAC as a site for their after proms.
 - v. Open house one day in the winter.

Next meeting is scheduled for November 6th.

Meeting adjourned.