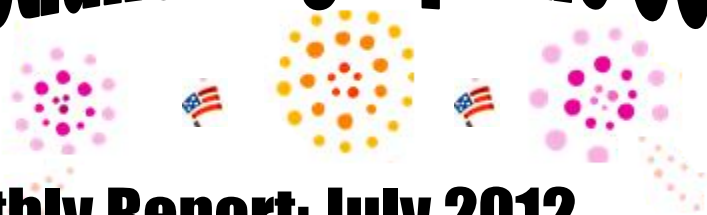


Christiansburg Aquatic Center



Monthly Report: July 2012

Terry Caldwell, Director

- Placing of teen as custodian apprenticeship with National Counseling
- Survey of local indoor pools for July 4th. Wytheville and Blacksburg indoor pools were closed on this holiday, Roanoke Greenridge open 11-5 as it encompasses an outdoor pool also
- Participated in Depot Days with display and contest swim passes
- “Free Day” was held July 18th in celebration of our 2year opening. The day included membership incentives, 60 renewed and 35 new memberships sold
- Meeting with Harper and Company in regards to pool chemicals, feeders and controllers.
- AFA fire alarm inspection completed successfully
- Attended after action review of storm from June 29th
- Submitted monthly press releases
- Effective August 27th, the Therapy pool will close 1-2pm and the Leisure pool will close 2-3pm Monday-Friday.* Please see note at the end of report.
- Developing a single sheet/two sided for display at Virginia rest areas and welcoming centers.
- Shawn Worthley has left the Aquatic Center for a move back home to Virginia Beach.

Allison Zuchowski, Aquatic Services Manager

- Facilitated Lifeguard in-service meeting and skill sessions 7/1 & 2
- Revised Lifeguard Manual
- Taught staff CPR & First Aid Training class
- Held bi-weekly Aquatic Team meetings.



Shawn Worthley, Facility Coordinator

- **Total Memberships Sold:**
 - Resident: 35
 - Non-Resident: 20
- **Attendance:**
 - Daily Resident Pass 5,105
 - Daily Non Resident Pass 569
 - Dry Pass 488
 - Member Scan 2,107
 - Programs, Rentals 1,926
 - **Total Attendance: 10,195**
- Been very busy at the front desk with the kids being out of school and families joining us for daily swimming
- Finalized the new front desk manual
- Help with maintenance and custodial staff
- Helped guard when short handed
- Had our two year anniversary, which was a free day
- Completed the membership drive
- Worked on trying to get things ready/updated for the dive meet
- Hosted the Junior Zone Diving Meet
- Helped out with the CAC Blue Fins swim meets (2)

Scott Bennett, Assistant Facility Coordinator

- Handled most birthday party and room rental reservations including taking reservations, confirming weekly rentals, ordering food and drinks, set-up, break down, and party host scheduling.
- Had fewer parties and room rentals this month due to swim meets
- Counted inventory and purchased new supplies.
- Worked with Front Desk during our Free Day for our membership drive. Developed cheat sheet for facility attendants to better understand membership deals. Ended up being a great day and highest revenue day in AC history. Sold 95 total memberships
- Developed and sent out August Splash Flash with “Maintenance Week”, Monthly Coupon, “Fun Friday’s”, and party rentals reminder.
- July’s monthly coupon was “Adult Swim”. Any person that purchases a child/youth daily swim pass gets \$1 off daily admission for an adult.
- Next Month’s coupon is “Back to School” month. Any student returning to school in August gets \$1 off their daily admission.
- Made FREE daily swim passes for the Dixie Junior Boys World Series players/coaches.
- Developed and posted new weekly pool calendars every Friday for the following week. Weekly pool schedules can be found on our homepage.
- Re-did Party Host Manual and made new Room Rental Manual.
- Developed and refreshed our TV Slide Show to advertise upcoming events.
- Developed Marketing Strategy for the marketing team we have put together. Each meeting will be a different area of our marketing campaign. Eventually we will put together a complete manual and strategy for our department.
- Updated Tri-Fold in case we run out of activity brochures.
- Our volunteer, Charles Lutz, worked 9 hours in July.
- Had 16 birthday parties in July. That brought in over 480 people to the facility.
- Had 4 room rentals in July. That brought in over 150 people.



Lauren Woodcock, Program Supervisor

Programs July 2012

- | | |
|--------------------------------|------------------|
| • Youth Lessons Summer 3,4 & 5 | 110 Participants |
| • Adult Lessons | 4 Participants |
| • Ai Chi | 3 Participants |
| • Morning Fit | 9 Participants |
| • Warm Water Workout | 9 Participants |
| • Aqua Boot Camp | 8 Participants |
| • Aqua Zumba | 3 Participants |
| • Private Lessons | 10 Participants |

July Events

- Canceled- Discover SCUBA July 9th
- LTS began July 9th
- Free Day July 18th
- CCA Meet July 6-8
- Diving Meet July 12-15
- Age Groups July 19-22
- SVSL July 28th

Upcoming August Events

- Triathlon August 5th
- WVA Long Course Swim Meet August 10th-12th
- MCPS begins August 14th
- Maintenance Week August 20th-25th
- Brochure out to schools hopefully August 22nd
- VT and RU being August 27th



Bill Beecher, Competitive Coordinator

- CCA Meet: 300 Swimmers
- USA Diving: 220 Divers
- Age Group Championships: 750 Swimmers
- SVSL Championship: 500 Swimmers
- Total Participants: **1,770**



Wayne Hunter, Maintenance Superintendent

- Cleaned graffiti from the skate park.
- Cleaned heat wheels on PAC units #2 & #3
- Replaced seal in the therapy pool pump room
- Replaced heat wheel motor PAC unit #4
- Put new rebuilt kit in water fill valve in competition pool
- Put record board up
- Fixed loose welds on gutter in leisure pool
- Cleaned coils on LKR unit
- Repaired loose and burnt wires on water slide pump
- Sent Glen Reynolds an email about boilers
- Added phosfree to pools.



*An important goal of the Aquatic Center staff is to operate with strong fiscal strategies. After a two year review of facility usage, it is apparent that during the school year pool usage decreases Monday-Friday from 1:00-3:00pm. How could we better utilize not only that time but how we operate? Many indoor pools close the entire complex during those hours, a strategy we did not feel comfortable with. After collaboration with the maintenance department it was determined that if we flip each pool for closure it would give the time needed to vacuum and scrub each pool, normally done after hours. This move would greatly benefit the maintenance staff and save operational dollars.

Beginning August 27th and running through the Montgomery County school year the Aquatic Center will continue with normal operations, only closing the Therapy pool 1-2pm and the Leisure pool 2-3pm, Monday -Friday. Please note during holidays, school breaks and early releases these pools will be available. The Competition pool and fitness room will continue as normal operation. Thank you in advance for your schedule adjustments and continued commitment to the success of the Aquatic Center.

Terry