

Parks and Recreation Commission Minutes November 9, 2011

The meeting was called to order at Mayville City Hall 4:30 p.m. with the following Roll Call:

Members Present: D.J. Legas, Keith Weyer, Rhonda Luehring, Brian Thom

Members Absent: Mike Schaefer, Darlene Smith

Others Present: Mike Kurutz, Dave Pieper, Lisa Schmitt, Shirley Toellner

Item #1 Call to Order & Roll Call

Item #2 Citizens Comments

There were no citizens present for comment.

Item #3 Approve the Minutes of the August 3, 2011 Meeting

Motion by Legas, seconded by Luehring to approve the minutes of the August 3, 2011 meeting. Motion carried unanimously.

Item #4 TAG Center Report

A. Pre-School Program Report-Kari Smalley (See Written Report)

B. Membership and Daily Use Report-Lisa Schmitt

Lisa reported on activity at the TAG Center. Usage is starting to pick up with the weather changing. The new additions to the Fitness Center and Aquatic Area have gone over very well.

C. Aquatic Report-JoAnne Neumann/Mary Beth Gehl (See Written Report)

D. Building and Facility Report-Dave Pieper

Dave reported on Maintenance issues at the Facility. The boilers were gone over and repairs made. The shower partitions have been replaced and are a great addition.

E. Discuss/Recommend 1 and 3 Month Memberships and Marketing Ideas at the TAG Center for 2012.

Lisa Schmitt handed out suggested fee changes and marketing ideas for implementation in 2012. (Details in attached Report) Motion by Weyer, Seconded by Luehring to recommend addition of 1 and 3 month memberships and fee changes for Punch Cards, Monthly Service Fees and Swim Lesson Charges as proposed. Motion carried unanimously.

F. Review Financial Reports and 2012 Budget.

The Commission reviewed the year to date reports as well as the proposed 2012 budget.

Item #5 Parks and Recreation Report

A. Building and Grounds Report (See attached written report)

B. Recreation Programming Report (See attached written report)

C. 2011 Fall and Winter Programming (See attached Report)

D. Discuss/Approve Waiver of Fees for Benefit Dance for Veterans Memorial

Shirley Toellner was present requesting a waiver of the rental fee for the Park Pavilion for a dance on April 14, 2012. Proceeds would go directly to the Veterans Memorial. Motion by Luehring, seconded by Thom to approve the Fee Waiver of the Park Pavilion for the Veterans Memorial Inc. Organization for a Dance on April 14, 2012. Motion carried unanimously.

E. Review Financial Reports and 2012 Budget. The Commission reviewed the year to date financial report as well as the 2012 budget.

Item #6 Adjournment

Motion by Weyer, seconded by Thom at 6:07 p.m. Motion carried unanimously.

Respectfully Submitted
Mike Kurutz

Park and Rec Board Meeting Update

From Kari Smalley

Twigs Preschool continues to run strong! Twigs 1 for 2 year olds currently has 5 children enrolled, leaving just 2 spots available. Twigs2 for 3-5 year olds is full with 2 children on the wait list. Our Tiny Twigs program for younger children and parents- which was requested several times- has yet to run. I am contemplating whether to add it to our next brochure at this point.

Group Exercise classes are booming! All classes offered are running and several classes have over 15 people registered each month. I am currently working on class offerings for the next brochure.

Park and Rec classes continue to struggle with enrollment. I finally had one class run during the month of October- Junior Chefs. The families in attendance who are not part of our preschool programming said that they never knew we were offering these type of classes. I am looking for suggestions on how we can better market these programs. There are definitely people out there who are looking for once a week classes for their child (versus preschool) and they are not getting the brochure (or are not reading it). I will take any suggestions for marketing- you can get ideas to Mike Kurutz who can then relay them to me.

Our next Park and Rec class is Musical Masters in December.

Lisa

TAG Aquatic Report for November 9, 2011

1. The fall 8-week youth swim lesson session on Tuesdays, Thursdays, and Saturdays will finish next week. We had 160 students in attendance. Two new high school students attended the Water Safety Instructor course in summer, so we currently have 6 Red Cross certified instructors.
2. The American Red Cross will be placing a \$5 mandatory fee for each child registered through their program. We have been lucky enough to have the fee waived this session, but will have to increase the lesson fees by \$5 each child to cover this cost from our February-March session. We will evaluate what to do after reviewing the attendance for that session.
3. Adult swim lessons have been running early Tuesday mornings from 5:00 to 5:45 am. Swim team conditioning class is on Wednesdays from 3:45 to 4:45 pm. The arthritis class continues to run Monday, Wednesday, and Fridays as always.
4. We are working on offering an additional H2O fitness class on Monday & Wednesdays afternoons from January. Evening pool swim times will be adjusted, allowing for family swim every weekday evening.
5. We are currently working on the upcoming spring brochure. We will be offering plenty of open swims during the holiday season this year.

Park and Recreation Directors Report

November 9, 2011

Building and Grounds Report

- All Buildings have been winterized and closed for the season
- Ball fields have been aerated
- Leaves in Parks have been mulched
- Lawn mowers are being returned to Scag, not sure if we are going to get any for testing next year. We are budgeting for one mower next year.
- Foster park sign was destroyed by car on Oct.29 Main St. Mayville paid for sign and will have their insurance

2011 Fall and Winter Programming

- Co-Ed softball Ended last week. We had 9 teams We had a good year of softball again this season.
- Flag Football ran this fall with 38 1st & 2nd Graders and 33 3rd & 4th Graders
- Yoga is running this fall at the Park Pavilion on Wednesdays
- Open Gym Basketball is running on Wednesday Nights November thru March
- Adult Volleyball has 20 teams (7 on Mon, 7 on Wed, and 6 on Sat)
- 3rd Grade Basketball League is running this winter, We have 4 boys teams and 4 girls teams
- 3 on3 Basketball league this winter begins in January
- Ping Pong League on 1st & 3rd Thursdays at Park Pavilion
- Bag toss League on the 2nd & 4th Thursdays at Park Pavilion
- Country Dance on Halloween was well attended. Future dances will be held in Dec.

Park & Recreation Meeting on November 9, 2011

Suggested Fee Changes:

Looking at adding back **3-month memberships** for all classifications and an adult only for the **1-month membership**. These classifications were deleted starting in 2007. To figure the rates I took what the last rates were for the 3-month and 1-month and increased them by what the other memberships have gone up since 2007 which is approximately 15% over the last 5 years or 3% per year.

See attached sheet for underlined & bolded rate suggestions

Would like to **decrease the punch card fees for Non-Residents**. Currently there is no price break between the daily fees and the punch card for non-residents only for residents. By decreasing these fees we encourage people to purchase a punch card and make more of a \$ commitment than a one-time purchase and hopefully we can sell more punch cards.

See attached sheet for underlined & bolded rate suggestions

Increase monthly withdrawal service fee from \$30 to **\$50/annually** This only changes the monthly payment by \$1.00/Month. These memberships take more time to process and generally are the ones that cause more problems by closing accounts and NSF payments.

See attached sheet for underlined & bolded rate suggestions

Swim Lesson Fees. Will need to add an additional \$5 to all swim lessons due to the American Red Cross starting to charge this administrative fee/per participant.

Would bring a member from \$20 to **\$25**, a Non-Member Resident from \$40 to **\$45**, and a Non-Member Non-Resident from \$50 to **\$55**. Based on our numbers this will cost us an additional \$650 to \$750 per session. * Will put this in the brochure so public knows why we increased the fees and that the Red Cross will receive all the additional funds being charged.

Marketing Ideas:

Guest Passes. All annual members to receive 4 **guest passes** per year(choice of fitness or aquatics). All 6-Month Memberships receive 2 guest passes per year(choice of fitness or aquatics). Promotes members to bring in new customers.

Member referral program. Tag center would have referral cards for members that are available at front desk. If a new member signs up for a 6-month or one year membership the current member would receive a certain percentage off their membership at their renewal period. (Would not give any discounts off their current membership) Would need to decide what discount rate would be given and what would be considered a new member. Not a member in the last how many years or never a member? This gives the current members an incentive to do some of our marketing for us.

Free Membership Trial Period in January to benefit the local food pantry. Looking at doing every T & Th in January or a two week free trial period where anyone can use the Tag Center for the day provided they bring in 5 food items/per person for the food pantry. Last two years we just allowed people to try our facilities for a week without any benefit to any local organization.

Looking at ideas to re-work our **Corporate structure**. Suggestions were given by the Finance committee and the Mayor to look at doing something with this system? Would like to look at possibilities to have in place for **2013**.

Grande Cheese Company to reimburse benefit eligible associates for 50% of membership fees or a maximum of \$400/Year. Spoke with Jennifer Conrad at Grande regarding this and they will be able to use this benefit at the TAG Center but wanted to know if we could provide any additional price breaks like the YMCA, Anytime Fitness and Snap Fitness is providing. She said it would be in form of waiving sign on fees or our lowest rate which would be our corporate rate. Only problem with this is can we do corporate for them when we have our current corporate requirement in place where the current companies on this plan pay \$500 to join this structure?

Silversneakers Members – 115 since 7/01/2011.



DAILY FEES

Aquatic.....	\$4.00
Fitness Room.....	\$7.00
Gym Only.....	\$3.00
Walking Track Only.....	\$3.00

10 Visit Punch Card

	Resident	Non-Resident
Aquatic Only	\$35	\$40 \$37
Fitness Only	\$60	\$70 \$65



ANNUAL MEMBERSHIPS

Resident:

Membership Type	Cash-In-Full	Bank Draft
Youth	\$210	\$20 \$21
High School/College	\$270	\$25 \$26
Adult	\$375	\$35 \$36
Senior Individual	\$320	\$30 \$31
Adult Couple	\$530	\$47 \$48
Senior Couple	\$455	\$41 \$42
Single Parent	\$410	\$38 \$39
Family	\$595	\$52 \$53

Non-Resident:

Membership Type	Cash-In-Full	Bank Draft
Youth	\$250	\$24 \$25
High School/College	\$325	\$29 \$30
Adult	\$430	\$39 \$40
Senior Individual	\$370	\$34 \$35
Adult Couple	\$610	\$53 \$54
Senior Couple	\$515	\$46 \$47
Single Parent	\$475	\$42 \$43
Family	\$680	\$59 \$60

All bank drafts have an additional **\$50 annual service fee figured into the monthly withdrawal.

**All Short term memberships must be paid in full. Bank drafts are not an option with short term memberships.

**Members will be charge \$30 for a NSF notice from the bank for insufficient funds. Members will have their membership suspended until full payment is received.

CORPORATE MEMBERSHIPS

Resident:

Membership Type	Cash-In-Full	Bank Draft
Youth	\$185	\$18 \$19
High School/College	\$245	\$23 \$24
Adult	\$340	\$31 \$32
Senior Individual	\$290	\$27 \$28
Adult Couple	\$480	\$43 \$44
Senior Couple	\$410	\$37 \$38
Single Parent	\$370	\$34 \$35
Family	\$535	\$48 \$49

Non-Resident:

Membership Type	Cash-In-Full	Bank Draft
Youth	\$225	\$22 \$23
High School/College	\$295	\$27 \$28
Adult	\$390	\$36 \$37
Senior Individual	\$335	\$31 \$32
Adult Couple	\$550	\$49 \$50
Senior Couple	\$455	\$41 \$42
Single Parent	\$425	\$38 \$39
Family	\$615	\$54 \$55

The Corporate Rate shall be in effect if the Corporation agrees to: Enroll for **\$500** and maintain an annual enrollment of a group not less than 6 Adult Single Memberships. Companies and Businesses with fewer than 12 employees must register 50% of their work force (12 employees requires the purchase of 6 memberships at Regular Rate). The Company and or Business must have a minimum of 6 employees to qualify for a corporate rate. Corporate Memberships also qualify Companies for a discount on Facility Rentals. All bank drafts have an additional **\$50** annual service fee figured into the monthly withdrawal.

- Family includes yourself, a spouse, and your children in one immediate family living in the same household. Children 18 and older can remain on membership if currently enrolled as full time college student.
- Full time college student (12 credit undergrad; 6 credit grad) must show proof of current registration receipt or class schedule to be eligible.
- Youth Membership (Grades PreK-8).
- Teen Membership (Grades 9-12).
- Senior Membership is 62 years and older.
- A City of Mayville resident is defined as a taxpayer or a dependent of a taxpayer who resides in the City of Mayville or the Town of Williamstown (includes renters). Anyone who resides outside the City of Mayville city limits is defined as a non-resident.



SHORT TERM MEMBERSHIPS

Resident:

Membership Type	1-mth	3-mth	6-mth
Youth		\$ 80	\$135
High School		\$100	\$180
College	\$50	\$100	\$180
Adult	\$85	\$165	\$250
Senior Individual		\$140	\$215
Adult Couple		\$235	\$355
Senior Couple		\$200	\$300
Single Parent		\$180	\$275
Family		\$270	\$420

Non-Resident:

Membership Type	1-mth	3-mth	6-mth
Youth		\$ 90	\$160
High School		\$110	\$210
College	\$55	\$110	\$210
Adult		\$190	\$290
Senior Individual		\$160	\$245
Adult Couple		\$270	\$410
Senior Couple		\$230	\$345
Single Parent		\$210	\$320
Family		\$300	\$460