

**LAKE BLUFF PARK DISTRICT
FACILITIES & PROGRAMS COMMITTEE
MINUTES OF SPECIAL MEETING
JULY 14, 2017**

The Special Facilities & Programs Committee Meeting of the Lake Bluff Park District, Lake County, Illinois, was held at the Recreation Center, 355 W. Washington Avenue, Lake Bluff, Illinois.

The meeting was called to order at 8:00 a.m. by Chair Mosbarger.

The following Committee Members were present when the roll was called: Chris Mosbarger and France Pitera.

Staff members present were Ron Salski, Executive Director; and Ed Heiser, Superintendent of Facility Services.

Approval of Agenda

Chair Mosbarger moved, seconded by Member Pitera, to approve the July 14, 2017 Agenda, as submitted. The motion carried by unanimous voice vote.

Statement of Visitors – None

MINUTES

Approve Minutes of May 24, 2017 Facilities and Programs Committee Meeting

Chair Mosbarger moved, seconded by Member Pitera, to approve the Facilities and Programs Committee meeting minutes of May 24, 2017, as submitted. The motion carried by unanimous voice vote.

ITEMS FOR DISCUSSION/ACTION

Quarterly Reports – Discussion

Recreation Programs – Members agreed that Superintendent Lakeman’s report to the Board at the August meeting should be short and to the point. Some adjustments have to be made and new instructors are needed, but basically the programs are working.

Health and Fitness Center – Members felt that the Board needs to know that staff and the Committee are analyzing the problems and data gathering at this time. A more detailed report will be given to the Board after strategies are put in place.

Health and Fitness Center Financial Report – Discussion

This was discussed as part of the Health and Fitness Center Strategy – Update below.

Health and Fitness Center Strategy – Update

Superintendent Heiser reviewed the report on annual membership and explained retention. He said that the ActiveNet system does not yet contain a full year of data, so the numbers might seem a bit high. The acquisition of new members and retention of current members is the number one priority right now with staff. They have started doing exit interviews, they reach out by email 30 days before a membership expires, make a phone call at 15 days, at 0 days, and then again at 7 to 15 days after expiration. Staff will start ramping up sales in September and they need some good solid procedures in place. Superintendent Heiser said that staff is looking into retention management software as an add-on to ActiveNet, so they can get more detailed reports on different data.

Chair Mosbarger asked about people who have memberships, but are not active. Superintendent Heiser said that in the future staff will reach out by phone call and try to get them interested in returning.

Superintendent Heiser said that staff has a game plan for acquisition of new members. They will have a Reactivation Campaign in August/September and will attach a special offer, which still needs to be further discussed. The automatic renewal of membership will be launched at this same time also.

Members discussed incentive ideas such as the 13th month free, a free coupon for something, free spin class or free fitness assessment.

Superintendent Heiser reviewed reports which showed active members on the 30th of each month and also visits per month.

Executive Director Salski said staff is trying to determine what the right number is for memberships with a Lake Bluff population of 8,500 residents. Is 1,000 members a good goal? Member Mosbarger asked what the capacity was of the Fitness Center and Superintendent Heiser said that 1,200 to 1,400 members would not be a problem.

Member Pitera asked how memberships were paid and Superintendent Heiser said either monthly (with a \$25.00 processing fee) or a lump sum. She questioned the quarterly membership idea and Superintendent Heiser said they just recently tried it, but it hasn't been successful, so it is not locked in. Member Pitera suggested a yearly contract, but with a monthly payment and the ability to opt out after three to six months, with advanced notice.

Superintendent Heiser reviewed the report on personal training and said that trends have been declining for a number of years. He said the low number in 2015 reflected losses because of a larger staff and also because of decline. There are two long term trainers now and they have hired three more new trainers. He said they tried to do promotions, but they were unsuccessful, and that is why they thought of personal training as an incentive for membership.

Chair Mosbarger said they need to rework the personal training and create some buzz. He suggested presenting a 15 minute short summary to the Board. Executive Director Salski said they could prepare a PowerPoint slide listing bullet points of what is being done and what they will be doing in the future. Member Pitera said that the presentation should also contain information about what is currently being done and explain how it is working.

Member Pitera stressed that the membership campaign should start in August, so information is needed within one week from staff so it can be reviewed.

Triplex Greens Mower Bid – Reject/Accept

Chair Mosbarger moved, seconded by Member Pitera, to recommend to the Board that all mower bids should be rejected. The motion carried by unanimous voice vote.

ADJOURNMENT

There being no further business, motion was made by Chair Mosbarger, seconded by Member Pitera, to adjourn the meeting at 9:05 a.m. The motion carried by unanimous voice vote.

Approved this 4th day of October, 2017
Lake Bluff Park District