

The Hallett Center
Advisory Committee Meeting
September 24, 2012

Members Present: Shirley Hale, Sandy Blood, Maurice Sleplica, Jackie Nornes, Sue LaFrance, Doug Bergsnev, Coco Keim, Chip Schwartz, Roger Puchreiter, and Carmen Zahn

- I. Doug called the meeting to order at 5:00 p.m.
- II. The agenda was approved as printed.
- III. The minutes from the July 30, 2012 were approved with the following amendment submitted by Roger Puchreiter: Amendment to the first paragraph on page 2.

“Shirley, Maurice and Sandy explained that after much investigation and work on the center’s part, they made a decision to not provide the Silver Fit benefit because of the exclusivity clause that exists with Silver Sneakers.”

Amend to: **The decision was made to renew the Center’s contract, including the debated exclusivity clause, with Silver Sneakers (Humana, Medica, and Blue Cross/Blue Shield) and to not provide the Silver&Fit benefit offered by Health Partners.**

“Providing Silver Fit would have meant a cut to the center’s benefits (or “kick-back” with Silver Sneakers.”

Amend to: **The possible cut was not confirmed in a written document from Silver Sneakers.**

“This would have a significant future financial effect on the Hallett. Many solutions were sought and ideas and feedback were appreciated to help understand and make this situation clear to everyone. Continued work on a way to offer Silver Fit without a financial loss to The Hallett will be considered.

Amend to: **I stated it is noteworthy that of all the exercise centers in the surrounding area (Crosby, Baxter, Brainerd, Aitkin) only The Hallett Center does not offer the Health Partners Senior Silver & Fit Program (see silver&fit.com). Apparently this possible financial loss is not happening with all the other exercise centers or they have found a way to resolve the issue. Because of the “business” decision of The Hallett Center, senior citizens who belong to the Center and have Health Partners insurance pay \$240 yearly over what Silver Sneakers members pay. This cost could be the reason why The Hallett Center has only a small number of Health Partners senior members. The time and travel**

cost can also make it difficult for those members to transfer to another exercise center.

The amendment included with the minutes were then approved with a motion made by Coco and seconded by Carmen. The motion was carried.

IV. Center's Operational Update & Administrative Reports:

a. General Manager/Facility Management Update:

Maurice submitted a full page one page report entitled IVa. (9-24-2012) which will be attached to these minutes. All members were given a printed copy. In summary: Membership is maintaining and up one member. According to most comments, the most common reason for leaving is that they are not using the center enough. The facilities hiring of additional custodial help has seemed to maintain a cleaner facility. Monthly bank draft for August is up \$2,700 from last year at this time. We are in the black. Many classes are resuming. Someone has offered to teach some swimming lessons this winter. Deerwood Bank donated a new television for the lobby. The Hallett Center will be taking over the concessions for Hockey games. Staff will be hired and trained in October. Maurice will oversee the operation. Safety certificate acquired. The Hallett hosted a visit with the Hallett Trustees to provide them with updates. Kidz Soccer has enrolled 54 students. Ice will be in and ready to be used for skating on October 15th.

b. Member Service Department Goals:

Sandy outlined the SCORE Goals: 1) Reduce consumer complaints to five per month 2) Reduce cancellations to two per month (will be working with Justin on this), 3) Increase concession and pro shop advertising revenue by 5% per quarter or 20% per year.

c. Pool Door Updates:

Sandy reported that Gull Lake Glass is working on this and was coming the next day to repair the broken window and pool doors.

Score Opinion on Advisory Committee:

Discussion took place regarding a person from Score who had submitted his ideas he has used on his "boards" that all members had received a copy from on their e-mail. The advisory committee members noted the comments and will note when revising the by laws. It was decided to keep our group as a committee. Other discussion took place regarding networking with members regarding their concerns or ways that we can better serve prospective members. How can we retain and promote memberships. Continuing to make The Hallett visible to people coming to events and having services available for members to make things more accommodating for them were discussed. There was some disagreement as to what public services should be held at The Hallett. Carmen will check into partnering with the hospital for monthly blood pressure checks. Putting the minutes for this meeting on the website would be helpful.

d. Marketing Plan Update:

Shirley reported that demographics tell us that the age group from 34-64 need the most attention in this area. Discussion ensued as to reasons why ranging from day care concerns to people being busy with children activities. Adults in this age range with children may have to bring them with to their workouts and the children do not have an

activity at the center with which they can be busy doing. Shirley will bring her specifics to the marketing plan at the next meeting and she will e-mail members before that time with them.

e. **Air Exchanger quote**--Tabled to the next meeting.

V. Hallett Center Fundraising Board Mission Statement and Minutes of Last

Meeting Each advisory member received these on their e-mail. It was suggested that they are also posted on the website. Members appreciated this information.

VI. General/Miscellaneous Information

a. **Job Descriptions**--Doug tabled this until the next meeting.

VII. Future Agenda: marketing plan and Justin will speak.

VIII. Adjournment and Next Meeting Date: The meeting was adjourned with the next meeting date noted for Nov. 26th at 5:00 p.m.

Thanks for everyone's attendance!

Respectfully Submitted,

Jackie Nornes
Secretary