

The Hallett Center
Advisory Committee Meeting
November 26, 2012
5:00 p.m.

Members Present: Shirley Hale, Sandy Blood, Virg and Melva Panitzke, Chip Schwartz, Jackie Nornes, Justin Hoefler (guest), Duane Smedsrud and Doug Bergsnev

I. The **meeting** was called to order by Doug.

II. The **agenda** was approved.

III. The **September 24, 2012 meeting minutes** were approved with the following corrections: On page two, under section **IV. Center's Operational Update & Administrative Reports: b. Member Service Department Goals:** It should read:

“Sandy outlined the **HCC (not 'SCORE')** Goals: 1) Reduce consumer complaints to five per month 2) Reduce cancellations **by two each month (not 'to two per month')**, 3) Increase concession and pro shop advertising revenue by 5% per quarter or 20% per year.”

With these corrections, the motion was made by Virg to approve the minutes, seconded by Shirley.

IV. Center's Operational Update & Administrative Reports:

- a. **General Manager/Facility Management Update:** Sandy reported for Maurice that as of the 30th of November the hockey season of games begins. Over a three month period there will be a total of 17 games per weekends. There will be an estimated 1,350 visitors each weekend. HCC is now taking over the running of the concession stand for these events and will be accruing the revenue from the sales. The locker rooms are also scheduled to be painted this week.
- b. **Membership Update:** Sandy reported that the membership total was 1,212 members. There was a net +19 for the month of October. Shirley presented a strategic plan spreadsheet that shows efforts and results to increase memberships through a variety of avenues. Black Friday By One Get One for daily passes to The Hallett was an improved success from last year.
- c. **Program Goals** Justin Hoefler (fitness program coordinator) reported that he has had two main goals that he has been coordinating with Sandy's previously expressed goals. 1) In the interest of reducing complaints, Justin's goal is trying to cut down on people noticing and thus complaining about equipment malfunctions from the fitness center room. He has a checklist that is now in place where the workers in the fitness room are to be checking each item to be

sure if equipment shows any kind of need, it is noted and then acted upon quickly before it becomes a malfunction issue reported by a member. 2) He is also trying to increase revenues and member retention by offering new classes for extra fees such as Zumba, Yoga, and Aqua Arthritis.

d. **Pool Door Updates**: Sandy reported that this is complete.

Discussion continued with other **maintenance concerns**: 1) When the **pool** is down, it was felt that the heater issues should be resolved quickly. Also, that perhaps the **pool's water level** be frequently checked since there was thought there could be a link between the water level and the heater problems. There is a need to keep the pool at a full level of water. One member inquired as to whether the **sauna** was cleaned or disinfected on a scheduled basis.

V. **Marketing Plan Update**: Shirley asked about feedback to her marketing plan that had been sent to us earlier. There was much data of interesting value to consider. Duane had some specific feedback and ideas that he noted or observed from reading the data:

- 1) He wondered about the level of revenue the **Activation Fee** brought to The Hallett and to consider if this is worth it to keep or if it should be advertised to the public that it is not existent to our facility.
- 2) Maybe get some **outstate statistics** to consider.
- 3) Can we **increase room use or classes or maximize the use of the center** during special events with more things available to increase revenue for those coming in; especially on weekends during the hockey season? If an average of \$2 was gained from every visitor into the facility, there would be quite a gain in revenue to The Hallett. Could there be more **selling of clothing** or items with the concession stand or an area to have a **pro shop** concept of selling? Possibly see how other facilities' pro shops do.
- 4) Advertising budgeted is below average compared to the average business budget. From his experiences one and a half to two percent of the average business' budget is spent on advertising. The Hallett spent .82% of their budget last year. Would there be any benefit to increasing the advertising budget?

There was much good discussion from these ideas. It was noted that we do have a website and we are on Facebook.

Air Exchanger Quote: One bid was for \$120,700. It was to be placed on the ground.

The Hallett Center Fundraising Board minutes and our Advisory Board minutes are posted on our website.

Doug introduced the titles and job descriptions for the position of **Chairman, Vice- Chairman, and Secretary**. After reading and discussing them they were unanimously approved to be current and accurate. Jackie will prepare and have ready for the next meeting the current dates of members joining our board and the dates elected for the three aforementioned positions: Chairman, Vice Chairman and Secretary.

Next Meeting: Monday, January 28th, 2013 at 5:00 p.m.

Future Agenda Items: Building Engineer Goals, Reviewing dates of advisory committee members coming on to the board, and the dates when the secretary, chairman and vice chairman were voted upon, election of new vice chairman, and any other offices that need to be considered for re-election. Checking By Laws for the guidelines will be looked at for the January meeting.

Virg made a motion to adjourn/ seconded by Duane.

Thanks for everyone's attendance and input!

Respectfully Submitted,

Jackie Nornes
Secretary