

Recreation Committee Meeting Minutes

4:30 pm

May 8, 2019

Present: President Susan VanderVeen & Commissioner Jay Moffat

Staff: Nicole Vickers, Kelly Wales, Claire Gornicki, Elliott Bortner, Sarah Sielisch, Mike Hay, Beth Keen, Jake Kaplan, Jim Huetson

Absent: Hannah Sterricker

- Supt. of Recreation Nicole Vickers welcomed Ms. VanderVeen and Mr. Moffat. She explained that the meeting would cover Fall 2018 and Winter 2019 seasons, as well as the yearly goals for the recreation department. She continued to remind the board that the numbers were reflective of direct costs associated with each program area, and that if indirect costs were factored in most programs would be closer to breaking even. Ms. Vickers then asked the supervisors to present their reports for both Fall and Winter.
- SPRC Customer Service Manager Mike Hay: Mr. Hay's responsibilities include managing the front desk staff at SPRC, overseeing the Parent's Night Out program, booking our Birthday Parties, as well as, managing that staff. **Fall 2018:** Mr. Hay explained Parent's Night Out experienced a large increase due to growing popularity and more offerings. Ms. VanderVeen and Mr. Moffat suggested offering more and partnering with local businesses during the holiday season. **Winter 2019:** Parent's Night Out continued to see growth, as did the birthday party program. Mr. Hay also commented on the importance to follows trends to keep birthday party themes popular.
- Recreation Supervisor Kelly Wales: Ms. Wales' responsibilities include Kids' Zone, Summer Camp, Day-off Trips, and supervision of Ms. Gornicki's programs. She explained that this report covers more of Claire's responsibilities, but that they work in conjunction with one another to cover all of their program areas.
- Recreation Coordinator Claire Gornicki: Ms. Gornicki oversees Teen programming, Day-off Trips & some Special Events. She also assists Ms. Wales with Kids' Zone, Specialty Camps and Summer Camps. **Fall 2018/Winter 2019:** Teen programming saw a decrease in participation. The Babysitting for Success course was cancelled due to low enrollment. Although expanded program choices are being offered, staff still struggles with garnering interest. The Day-Off Trip program also saw a decrease, but still remains a popular option. Two less Day Off Trips were offered due to the holiday calendar.
- Recreation Supervisor Elliott Bortner: Mr. Bortner's areas of responsibility include overseeing the Stephen D. Persinger Recreation Center, the Cultural Arts program, as well as Men's Basketball and Co-ed Volleyball Leagues, and some Special Events. **Fall 2018:** Halloween Apocalypse saw a decrease in participation, but it was noted we did have an early snowfall the day of the event. Staff intends to revamp this event for the upcoming Fall season. Hello Santa remained equal in number of participants. Pickleball has seen great success, and numbers are reflected in the General Athletics category. Both the adult volleyball and basketball leagues ran well, with one less team respectively. Cultural Arts successfully completed four productions in the Fall season, 2 youth and 2 adult. **Winter 2019:** Pickleball continued to see growth and hosted the inaugural tournament. Adult leagues maintained similar numbers to the year prior. Playhouse 38 held one of the largest youth productions to date, Mary Poppins Jr.
- Recreation Coordinator Jake Kaplan: Mr. Kaplan's areas of responsibility are Toddler, Youth, Adult, Family, AOA, concessions for the pools, as well as assisting with special events. **Fall 2018:** Toddler classes experienced lower cancellation rates, and higher revenues. Efforts were made to increase in-house program offerings, as well as increase evening and weekend programs. Youth programming

numbers saw a slight increase in participation. Again, focus remained on increasing evening and weekend classes, in addition to, expanding in technology, etiquette, art, and cooking classes. Adult programming was up mainly in response to new dance programs and the re-introduction of knitting. **Winter 2019:** Toddler classes were comparable to last year, new parent/tot programs experienced success along with increased participation in contracted music classes. Youth classes saw a slight decline, mainly in reference to less participation in cooking classes. Art programs saw an increase, most notably in relation to a newly introduced spring break camp. Adult programs saw an increase in participation and a lower cancellation rate; this is attributed to the introduction of technology classes.

- Recreation Supervisor Beth Keen: Ms. Keen is responsible for Dance, Cheer, Contracted Athletics and our Senior Trips. **Fall 2018:** Dance participation increased, and net revenue remained similar compared to the year prior. Volleyball numbers were strong for the Fall season. Basketball programs remained strong despite the loss of the Bulls Basketball Camp. AllStar sports classes remained similar to the year prior. Martial Arts saw a decrease in participation, however, the numbers are still strong with positive survey results. Senior Trips experienced growth in participation, and we continued to seek new and exciting options. **Winter 2018:** Dance numbers grew, including an additional 8 students in Company. AllStar sports was down slightly, however, net profit remained similar to the previous year. Martial Arts experienced a decrease; staff is looking for methods to increase participation. New softball pitching camp proved to be successful, and staff hopes this trend will continue.
- Recreation/Aquatic Supervisor Sarah Sielisch: Ms. Sielisch is responsible for Friendship Station Preschool, for overseeing both Sunset & Mill Creek pools & many Special Events. **Fall 2018:** Halloween Hayday had a significant increase in participation this past year. Pizza Palooza remained strong offering families a free evening of entertainment and dinner. Harvest Hustle saw a minor decrease in participation; staff is looking to revitalize the event. The Polar Express Story Time Train had similar numbers compared to last year in terms of participation; overall net profit decreased due to increased expenses. **Winter 2019:** The Super Shuffle saw a small decline in participation, mainly due to weather. Staff is looking forward to the upcoming 10 year anniversary of the Super Shuffle. Just Dad 'N Me saw a decrease in participation, however, still remained popular with over 1,000 people attending. The Mom and Son event grew greatly in participation with over 500 people in attendance.
- Ms. Vickers reviewed the goals from 2018-2019, highlighting completed projects from the past year. She went on to review the upcoming goals for 2019-2020. Both President VanderVeen and Commissioner Moffat thanked the staff for their hard work over the past year. Ms. Vickers closed the meeting by thanking the board and staff for their time and attention.

Secretary