

City of Westlake
Parks and Recreation Commission Minutes
Tuesday February 12, 2008
7:30 pm

I. Opening and Roll Call

The meeting was called to order at 7:35 pm by Ron Stephenson.

Present: Dale Smith, Ron Stephenson, Tony Jones, Regina Orange, Bob DeMinico, Mike Rump, Don Cisar, Karen Carpenter, Bret Smith & Les Knoll.

Absent: Tom Fattlar, Nan Baker, Tom Mays

A. Minutes

Regina made a motion to approve the January 2008 minutes. Tony seconded, approved unanimously.

B. Correspondence.

None

C. Petitions from the Public

None

D. Director's Report

Mike presented his report to the committee. There were a couple of additions.

1. The website is now redesigned. Mike asked everyone to take a look at the new format and would welcome their feedback. Dale's picture has been taken and will be added to the recreation commission staff.
2. Mike congratulated Dale on his participation in the Slam Dunkers program and added that Gina is looking to incorporate a fitness class in the DEN in the next session for special needs. Dale said that the Slam Dunkers program ran for more weeks than last year due to the parents asking for more. Next year they anticipate expanding even more.
3. Goal is for the lights at Clague to be up and running by Memorial Day.
4. The Father/Daughter Dance is on the city's cable channel & website for all to see.
5. We received our new Infield Pro machine for the ball fields.

Ron asked when the lights are installed at Clague, could a light be put by the flag pole at C-4. Mike said we could look into the possibility but he's not sure if there is an electrical outlet in that area.

E. Old Business

None

II. Peterson Pool Year End Report:

A. Don and Karen handed out the Peterson Pool 2007 report.

- i. Overall it was a successful year as Peterson Pool ended in the black.
- ii. Weather was good
- iii. Concessions were down from last year – will reevaluate the type of products sold and prices
- iv. Program fees were raised last year but there was no decrease in participants
- v. New Pool parties & dive-in movie were successful.
- vi. Dog Day afternoon has grown again this year – was a huge success
- vii. In 2008, they will be implementing a new morning minnow program
- viii. Feasibility survey was done last year to study Peterson's options. The 2008 plan is to maintain fiscal responsibility until a direction is determined.

Mike thanked Don & Karen for a job well done at Peterson Pool.

Mike mentioned that one reason that the concession stand made less money was that we did not open it on the 4th of July Party in the Park. We had outside vendors. In 2006, the concession stand was open.

Tony asked that with the new pools in the area, would they impact the numbers next year? Don didn't think that it would be a problem.

Tony asked for specifics on the concession stand numbers. Don explained that they have tried changing products, adding new products that didn't move (granola bars etc), popcorn didn't sell well this year and candy bars are at the top of the price range. It was hard determining what people would buy. Don said that they will also re-evaluate the hours that the ball field concession stands are open and only open them during the busy times (weekends) and not all week. Don also said that they didn't have a lot of surplus food left over - they sold what they had.

Tony asked that with any new renovations, what would be the status of the current debentures. Mike said that he had no answer for him at this time but it is a subject that has been discussed. A suggestion was made to re-issue the active debentures with new parameters. Mike estimates there are around 40 active debentures at this time. It's believed Peterson Pool originally sold 150 debentures for \$150 apiece.

Don asked if a motion could be made to increase non-resident day rates. There would be no change to the resident day rates.

A motion was made by Dale to increase the non-resident day pass rates by \$.25. Adult rates would increase from \$7.50 to \$7.75, youth rates would increase from \$6.50 to \$6.75 and children 3-6 years of age rates would increase from \$1.00 to \$2.00.

Motion was seconded by Regina. Motion passed unanimously. Don will follow up with memo for Council.

III. Meadowood Golf Course 2007 Year End Report

Bret & Les handed out the Meadowood Golf Course 2007 Report.

- i. Overall it was a successful season.
- ii. Weather in August hurt revenue. The temperatures were extremely high and there were many thunderstorms.
- iii. Compared to 2006, revenues were up and expenses were down.
- iv. \$50,000 of the city loan was paid back.
- v. Drainage on Yellow course is old and needs replacement.
- vi. 8 children's clinics were run this year (up from 6) and they had around 300 kids in the summer league. There were a lot of non-resident kids in the program.
- vii. Clubhouse rentals have doubled.
- viii. A new Family Days program will be implemented next year for families and their children to play together after 5pm on weekends.
- ix. A questionnaire was handed out last year to golfers asking for their input. As a result, 2 sand traps were rebuilt and a couple of holes in the fairways were filled in. A questionnaire will be handed out again next year.
- x. Les mentioned that they are having a major problem with salt water draining from the neighboring development into their irrigation system. The salt levels are extremely high and they were advised not to use the water on the courses. Les showed on a topographical map where they would like to re-route the water in 2008. The cost would be around \$15,000-\$20,000.
- xi. Bret mentioned that the golf industry as a whole is on a decline. There have been area golf courses that have either become very competitive in their pricing or have closed.

Mike thanked Bret & Les for all their hard work and what a terrific job they are doing trying to juggle everything.

Tony asked Les if the developer would help with the costs of diverting the rain water. Les said that during the initial development phase, they specifically asked to have the water diverted to the golf course so they wouldn't have to buy extra water. They just didn't anticipate the salt levels being as high as they have become.

IV. Westlake Recreation Center 2007 Year End Report

Bob handed out the 2007 Westlake Recreation Center Report

- i. This year we ended with around 14,000 members comprising of over 5,200 memberships. This is approximately 300 less memberships than last year.
- ii. We had over 700 programs run which is more programs than last year
- iii. Fitness Room:
 - i. 29 new pieces of cardio equipment were purchased last year. We now have 75 pieces.
 - ii. Gina & Jacky do a terrific job getting members involved with various incentive programs.
 - iii. Our aerobics classes continue to hold their own in attendance - that is significant considering our competition.
 - iv. Over 900 children went thru our DEN program and incentive programs were designed to encourage continued participation.
- iv. Aquatics:
 - i. Approximately 25% of our members and guests used the pools last year.
 - ii. Our Learn to Swim program had over 2500 participants.
 - iii. Aqua therapy is growing stronger and new programs are being considered.
 - iv. We hosted 13 swim meets last year including the Southwest Championship.
 - v. We hosted a canoe/kayak demo day then followed up with kayaking classes in the pools.
- v. Athletics:
 - i. We had over 143 adult softball, basketball & volleyball teams last year comprising of around 2000 participants.
 - ii. 1700 children were involved in our youth basketball, softball, and t-ball, volleyball, tennis, football & golf classes.
 - iii. VIP Special Needs program grew again last year. We now host VIP Baseball, TOPS soccer, Slam Dunkers Basketball and swimming classes.
 - iv. We hosted many summer sports camps last year and the requests are coming in strong for this year. Our 7-week day camp was changed to full days instead of half days which was a big success. We added a pre-school day camp.
- vi. Programming/Special Events
 - i. Our fall festival attracted over 1700 participants due to the terrific weather. In 2006 we had snow & hail and the event was cancelled.
 - ii. We hosted our first "Westlake Corporate Challenge" and had 7 teams compete over a 4-day event. We will host another challenge this year and so far the response has been favorable.
 - iii. We hosted a Family Fishing Derby, Children's Book Swap and Big Rig Exhibition all together on one Saturday in September and it was terrific to see the turn out.
 - iv. The parents night out program quadrupled
- vii. Revenue & Expenses
 - i. 2006 was our best year ever mainly because of the new addition and it was hard to match that.
 - ii. Even though memberships were down, our usage was up. Members are using the facility more than last year. We had an increase in family membership packages
 - iii. Employee benefits had a significant increase this year – they are up 26% from 2005
 - iv. We had some major expenses in maintenance. Our building is 10 years old so we had to replace some equipment.

Mike thanked Bob for all his hard work in keeping the center running smoothly. Bob did an excellent job last year trying to control the expenses and it shows. The only things that he would add to the report are:

- a. The birthday party packages are doing well because we expanded the packages to include more participants and the larger parties are doing quite well.
- b. Family memberships seem to be our strength and we are going to focus on more ways to have family participation.

Tony asked if we are aggressively going after corporate members. Mike said that Bob & Brenda have been calling on companies and visiting them, but we either aren't getting through to the right person or the employees are not interested. The Corporate Challenge has helped getting the word out.

Mike said that our biggest corporate company Hyland Software has changed their benefit package to their employees. Instead of buying a membership to the Westlake Recreation center for every employee, employees now have a choice where to join and Hyland reimburses them.

Tony asked if it would be feasible to make Meadowood Golf Course part of the membership package. Mike said that we've never had memberships to the golf course. Bret said that they have discussed doing a business/golf membership package but after talking to other courses, has chosen not to put one together.

Regina asked if there was any talk about changing the College Rate. She said that Rocky River has added a \$75 summer college rate to their membership and would be consider a summertime rate not dependant upon another membership? Mike said that at this time we would continue with the College rate that we have – one that is dependent on a family or couple membership. Otherwise, residents can do the 3 month membership.

Tony asked on our membership policy, that if a senior citizen did not live in Westlake, but their family did, could they get a membership through their family? This is mostly in cases where the grandparents are taking care of the grandchildren during the week days. Bob said that at this time, they could not. If the seniors worked in the City of Westlake, they could through our corporate package.

Overall, Mike said that we were doing well considering the competition in the area. Since 5 Seasons renovated and expanded their fitness room, residents who had membership to both are staying at 5 Seasons as their fitness room can now accommodate more people.

Membership Policy Change

Bob handed out a memo for a change in membership policies for the commission to consider. He said that we are getting many inquiries and maybe it was time to expand our policies. This memo was only for consideration and a discussion of the policies would be at another meeting.

V. Adjournment

A motion was made by Tony to adjourn the meeting at 9:30 pm. Regina seconded, passed unanimously. The next meeting will be on Tuesday March 11, 2008 and we will hear 2007 year end reports from the Westlake Soccer Association, Westlake Football Association and the Westlake Waves Association.