

**MINUTES**  
**AQUATIC BOARD**  
**Tuesday, March 22, 2016**  
**City & Borough of Juneau – Room 224 – 4:00 pm**

- A. **Call to Order at 4:03pm** by Chair M. Mertz
- B. **Members Present:** Ritchie Dorrier, Tom Rutecki (arrived 4:21pm), Joe Parrish, Pat Watt, Beth Weldon, Greg Williams, Max Mertz **Members Absent:** None  
**Liaisons Present:** None  
**Liaisons Absent:** Phil Loesby - Juneau School District, Debbie White – CBJ Assembly  
**Staff Present:** Julie Jackson- Aquatics Manager, Kirk Duncan - Director of Parks & Recreation  
**Guests Present:** None
- C. **Agenda Changes** – None
- D. **Public Participation on Non-Agenda Items** – None
- E. **Approval of Minutes:**
- February 16, 2016 –  
**P. Watt** – requests adjustment to “Section F) Director’s Report” to elaborate on the board’s involvement in capital projects going forward. Minutes will include “The Aquatics board would like to be involved in the CIP process from the onset.”

*With changes B. Weldon motions to approve, **Approved.***

- F. **Director’s Report** –Kirk Duncan/Julie Jackson
- K. Duncan provided mock-ups of the Dimond Park sign to be installed. This project was a collaborative effort between CBJ departments and the process began prior to the formation of the Aquatics Board. Moving forward, the Aquatics Board will be informed of and involved in future CIP projects and funds to be spent.
  - **New Pass Sales to Date – K. Duncan** –  
K. Duncan provided daily revenue update through the current week – up 4% over last year.

Aquatic division is working with systems/reports which are not well suited for working towards our goals. Two priorities: drive sales and watch labor. We are developing a bi-weekly tracking tool to compare revenue and labor costs. Further explanation and discussion of the difficulties of the current point of sale and credit card systems took place.

New Point of Sale system (Etrak) goes live the week of April 18<sup>th</sup>.

- Marketing Discussion – Staff are continuing to develop ideas and strategies looking forward to receiving ideas from board members and work with groups in town to develop marketing strategies.
- P. Watt – requested update on the website. J. Jackson provided updates on the new online calendar and consolidation of the two pools’ websites into one. Juneaupools.org will be the new domain name when info for both pools when information is migrated to DPAC’s current page (the new home for all Juneau Pool info).
- M. Mertz asked about the backer-board marketing at Treadwell. Discussion over potential advertising/sponsorship for Aquatics.

- Gaguine Scholarship – plan for marketing
  - Gaguine Foundation – K. Duncan – Aquatics can offer \$5,000 of free youth access for the community. Board discussion of how to implement and provide access followed. T. Rutecki mentioned transportation/physical barriers is something to consider in addition to addressing the financial barriers. M. Mertz & K. Duncan will confer with P. Loesby to discuss further.
- Use of Delta Airlines funding for ABP – Discussion of utilizing funds tied to school or issuing 10 visit passes.
- Schedule Rotary/Chamber meetings – K. Duncan scheduled to join Glacier Valley Rotary in June 2016

**G. Unfinished Business – Julie Jackson**

- Cancer Connection – J. Jackson touched base with Mark, however he is out of town until early April. He requested information regarding “accessibility” rates. Conversation is ongoing.
  - Review & Updated Punch List - M. Mertz - Punch List discussion added to the agenda for the operations committee on April 17<sup>th</sup> to review and prioritize.
- G. Williams – provided an updated Marketing Committee list of tasks/objectives for board to review and discuss at next Operations Committee meeting.
- Discussion over board members moving forward to review and prioritize objectives and the importance on relationship between staff and board. Board confirmed merging of committees into a “Committee of the Whole”/Operations committee with a specific focus when appropriate. Committee Chairs still stand.

***Next Operations Committee of the Whole will meet April 17<sup>th</sup> – 4pm at Dimond Park Aquatic Center***

**H. New Business –**

- B. Weldon – requested updated on Triathlon group. Staff confirmed concerns were resolved.

**I. Committee Reports:**

- **Board Development/Governance** – P. Watt – Update on Annual Report Prep. Requesting all board member’s and staff input by April 1<sup>st</sup>. Draft to be completed by May 1<sup>st</sup>.

***Next Operations Committee of the Whole will meet April 17<sup>th</sup> – 4pm at Dimond Park Aquatic Center***

**J. Board Comments**

- K. R. Dorrier, G. Williams, J. Parrish, M. Mertz, B. Weldon – None
- P. Watt - Very excited for adult swim lessons. She and husband have signed up! Would like to see more publicity on Adult lessons. Talked with Julie about summer activities for kids.
- T. Rutecki – referenced discussion at Aquatics Board Retreat regarding the Aquatics Board converting to an Enterprise Board possibility in the future and feels it’s a good idea.
- K. Duncan – recommends adding strategies for and approach towards CIPs for AGB to the Board’s punch list.

**L. With no additional business before the board, M. Mertz adjourned at 5:22pm.**

Proposed Next Operations (proposed) Committee Meetings: 3<sup>rd</sup> Tuesday of each month at 4:00pm at DPAC/Valley Location:

4/19/16	Valley Location	5/17/16	Valley Location
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Proposed Next Standard Board Meetings: 4<sup>th</sup> Tuesday of each month at 4:00pm at City Hall/Downtown Location:

4/26/16	CBJ City Hall – room 224	5/24/16	CBJ City Hall – room 224
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