

AGENDA
AQUATIC BOARD
Tuesday ~~April 21~~ May 24, 2016
Room 224 – 4:00 p.m.

- A. Call to Order –
- B. Roll Call
- C. Agenda Changes -
- D. Public Participation on Non-Agenda Items – [Mr. Greg Gary Miller](#) emailed and plans to attend
- E. Approval of Minutes – April ~~21~~ 27, 2016
- F. Director’s Report – Kirk Duncan -
 - a. New Pass Sales/revenue to Date
 - b. Radio Marketing Plan
 - c. DPAC Food Service
 - d. Rotary Day at the Pool – July 9th
- G. Unfinished Business
 - a. Review and update Punch List from 2015 –
 - b. GSC Masters Proposal
- H. New Business
- I. Committee Reports:
 - 1. Board Development/Governance Committee – P. Watt –
 - 2. Operations Committee – M. Mertz
- J. Board Comments
- K. Adjournment
- L. Proposed Next Board Meetings: 4th Tuesday of Each Month at 4:00 p.m.:
 - a. 6/21/16 – 4pm DPAC - Operations Committee
 - b. 6/28/16 – 4pm Room 224 – Full Board
 - c. 7/19/16 – 4pm Valley Library - Operations Committee
 - d. 7/26/16 – 4pm Room 224 – Full Board

CBJ Aquatics Board Masters Swimming Proposal

05/17/16

On 4/29/16 the Masters Subcommittee of the City and Borough of Juneau (CBJ) Empowered Aquatics Board met to discuss pricing for the Glacier Swim Club (GSC) Masters Swimming group. Present were: Tom Rutecki (Aquatics Board member), Chris Krenz (Masters Swimming rep), Ritchie Dorrier (Aquatics Board), Julie Jackson (CBJ Aquatics Mgr), Kirk Duncan (CBJ Parks and Rec Director).

Current pricing for Masters Swimming is such that GSC projects they will incur about a \$5,000 loss for fiscal year 2016. Pricing is based upon a complicated formula that means Masters swimmers each pay significantly more than other similar user groups. GSC has indicated they can no longer subsidize the Masters program, and if there is no action taken they may have to discontinue the program all together.

The committee proposes changes to the price structure, **beginning July 1**. We propose that Masters swimmers will purchase pool passes at the regular user rates, and that they will arrange their own agreement with GSC for coaching. We propose that during April-May of 2017 that representatives from CBJ, the Masters program and the Aquatics Board meet again to evaluate the proposed changes.

This change would mean a possible decrease in revenue for the CBJ Aquatics facilities of \$14,500 in the fiscal year. However that loss could be offset by the development of new pool users. It was agreed that Julie and Chris will develop some benchmark measurements in order for us to quantify areas of success.

Thorough Period 10

ABP	FY 15	FY 16	DPAC	FY 15	FY 16
Swim Fees	\$ 40,737	\$ 29,901	Swim Fees	\$ 127,003	\$ 140,335
Lessons	\$ 21,736	\$ 17,583	Lessons	\$ 34,356	\$ 31,715
Swim Team	\$ 30,710	\$ 12,582	Swim Team	\$ 27,681	\$ 23,232
Multi Visit Pass	\$ 19,285	\$ 20,913	Multi Visit Pass	\$ 27,774	\$ 49,451
Monthly Revenue	\$ 58,459	\$ 43,922	Monthly Revenue	\$ 9,356	\$ 21,971
Annual Revenue	\$ -	\$ 27,423	Annual Revenue	\$ 37,374	\$ 50,509
Vending	\$ 4,166	\$ 2,981	Vending	\$ 6,199	\$ 8,274
Minor Violations	\$ 1,065	\$ 1,135	Minor Violations		\$ 60
Merchandise Sales	\$ 849	\$ 1,439	Merchandise Sales	\$ 8,700	\$ 11,470
Facility Rental	\$ 10,043	\$ 12,869	Facility Rental	\$ 13,016	\$ 11,857
Misc. Sales			Misc. Sales	\$ 2,871	\$ 3,552
Locker Rental	\$ 2,237	\$ 1,785	Locker Rental	\$ 3,672	\$ 2,254
Cash Over/Short	\$ (27)	\$ (103)	Cash Over/Short	\$ (33)	\$ (28)
Total Revenue	\$ 189,260	\$ 172,430		\$ 297,969	\$ 354,652
Salaries	\$ 259,549	\$ 263,193	Salaries	\$ 389,867	\$ 461,258
Overtime	\$ 245	\$ 2,192	Overtime	\$ 6,294	\$ 9,201
Accrued Leave	\$ 23,484	\$ 26,746	Accrued Leave	\$ 17,099	\$ 7,752
Benefits	\$ 95,249	\$ 88,050	Benefits	\$ 160,177	\$ 159,081
Works Comp	\$ 7,500	\$ 7,500	Works Comp	\$ 9,750	\$ 9,750
Engineering Workforce	\$ 77		Engineering Workforce	\$ 693	\$ 143
Total Personnel Services	\$ 386,104	\$ 387,681	\$ -	\$ 583,880	\$ 647,185
Mileage	\$ 798	\$ 1,093	Mileage	\$ 655	\$ 814
Travel and Training	\$ 153	\$ 1,071	Travel and Training	\$ 418	\$ 3,210
Total Travel and Training	\$ 951	\$ 2,163	Total Travel and Training	\$ 1,073	\$ 4,024
Telephone	\$ 3,626	\$ 3,643	Telephone	\$ 4,460	\$ 4,422
Printing	\$ 274	\$ 362	Printing	\$ 471	\$ 1,339
Advertising	\$ -	\$ 2,222	Advertising	\$ 2,117	\$ 5,359
Electricity	\$ 29,026	\$ 28,925	Electricity	\$ 136,179	\$ 142,765
Fuel Oil and Propane	\$ 71,491	\$ 46,059	Fuel Oil and Propane		\$ -
Refuse Disposal	\$ 3,285	\$ 3,697	Refuse Disposal	\$ 4,646	\$ 5,165
Water Service	\$ 2,330	\$ 2,396	Water Service	\$ 4,047	\$ 4,955
Wastewater Service	\$ 8,221	\$ 8,634	Wastewater Service	\$ 14,279	\$ 17,855
Repairs		\$ 149	Repairs	\$ -	\$ -
Maintenance Contracts		\$ -	Maintenance Contracts	\$ 162	\$ 70
Building Maintenance Charges		\$ -	Building Maintenance Charges	\$ -	\$ -
Fleet Reserve	\$ 8,333	\$ 10,417	Fleet Reserve	\$ 12,500	\$ 12,500
Special Insurance	\$ 2,250	\$ 2,250	Special Insurance	\$ 10,750	\$ 10,750
General Liability	\$ 4,000	\$ 4,000	General Liability	\$ 5,250	\$ 5,250
Dues and Subscriptions	\$ 375	\$ -	Dues and Subscriptions	\$ 375	\$ -
Contractual Services	\$ 30,620	\$ 81,385	Contractual Services	\$ 1,319	\$ 30,246
Interdepartmental Charges	\$ -	\$ -	Interdepartmental Charges	\$ -	\$ -
CBJ Engineering	\$ -	\$ -	CBJ Engineering	\$ -	\$ -
Bank Card Fees	\$ 2,904	\$ 2,616	Bank Card Fees	\$ 4,865	\$ 6,136
Postage and Parcel Post	\$ -	\$ 881	Postage and Parcel Post	\$ 5	\$ 881
Total Services	\$ 166,734	\$ 197,636	Total Services	\$ 201,425	\$ 247,694
Office Supplies	\$ 1,653	\$ 2,166	Office Supplies	\$ 1,587	\$ 2,254
Inventory	\$ 522	\$ 644	Inventory	\$ 4,396	\$ 5,999
Uniforms and Safety Equipment	\$ 374	\$ -	Uniforms and Safety Equipment	\$ 818	\$ 1,007
Materials and Commodities	\$ 10,748	\$ 7,693	Materials and Commodities	\$ 19,042	\$ 14,479
Safety Programs and Equipment	\$ 790	\$ 653	Safety Programs and Equipment	\$ 1,983	\$ 3,210
Gasoline and Oil	\$ 4,932	\$ -	Gasoline and Oil	\$ -	\$ -
Chemicals	\$ 2,578	\$ 4,952	Chemicals	\$ 9,203	\$ 9,674
Minor Equipment	\$ 782	\$ -	Minor Equipment	\$ 2,209	\$ 297
Minor Fixtures		\$ -	Minor Fixtures	\$ -	\$ -
Minor Software		\$ -	Minor Software	\$ 17	\$ -
Total Commodities and Materials	\$ 22,379	\$ 16,108	Total Commodities and Materials	\$ 39,254	\$ 36,920
Total Expenses	\$ 576,169	\$ 603,588		\$ 825,631	\$ 935,824
General Fund Support	\$ (386,909)	\$ (431,158)		\$ (527,662)	\$ (581,172)
FY 16 Variance		\$ (44,249)			\$ (53,509)

Point of Sale Report May 23-2016
ABP FY 15

Account Name	Total Cash Payment	Total Check Payment	Total Card Payment	Total Cash, Check, Card
AGB 10 Visit Punch Pass	\$ 1,229.89	\$ 1,574.19	\$ 14,912.59	\$ 17,716.67
AGB Daily Pass	\$ 26,979.34	\$ 778.44	\$ 14,534.37	\$ 42,292.15
AGB Gift Card Sold	\$ 0.00	\$ 0.00	\$ 150.00	\$ 150.00
AGB Lessons/Programs	\$ 2,094.98	\$ 3,175.07	\$ 16,864.87	\$ 22,134.92
AGB Locker Rent	\$ 2,335.15	\$ 0.00	\$ 0.00	\$ 2,335.15
AGB Monthly Pass	\$ 1,927.51	\$ 7,534.84	\$ 43,286.10	\$ 52,748.45
AGB Pro Shop Sales	\$ 302.35	\$ 0.00	\$ 579.57	\$ 881.92
AGB Rentals	\$ 1,116.37	\$ 219.04	\$ 10,443.26	\$ 11,778.67
Customer Account	\$ 0.00	\$ 45.00	\$ 0.00	\$ 45.00
DPAC 10 Visit Punch	\$ 27.00	\$ 102.86	\$ 1,780.65	\$ 1,910.51
DPAC Annual Pass	\$ 720.51	\$ 765.17	\$ 3,130.01	\$ 4,615.69
DPAC Daily Pass	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
DPAC Pro Shop Sales	\$ 9.52	\$ 0.00	\$ 37.14	\$ 46.66
DPAC Programs/Lessons	\$ 0.00	\$ 19.05	\$ 108.00	\$ 127.05
DPAC Rentals	\$ 0.00	\$ 0.00	\$ 34.29	\$ 34.29
Expired Credit Account	\$ 0.00	\$ 15.75	\$ 0.25	\$ 16.00

ABP Sales \$ 36,742.62 \$ 14,229.41 \$ 105,861.10 \$ 156,833.13

DPAC FY 15

Account Name	Total Cash Payment	Total Check Payment	Total Card Payment	Total Cash, Check, Card
AGB 10 Visit Punch Pass	\$ 271.83	\$ 86.84	\$ 1,772.32	\$ 2,130.99
AGB Daily Pass	\$ 0.00	\$ 0.00	\$ 25.74	\$ 25.74
AGB Lessons/Programs	\$ 59.52	\$ 438.07	\$ 413.97	\$ 911.56
AGB Monthly Pass	\$ 165.07	\$ 358.74	\$ 5,491.85	\$ 6,015.66
Customer Account	\$ 0.00	\$ 108.00	-\$ 20.75	\$ 87.25
DPAC 10 Visit Punch	\$ 3,275.45	\$ 1,455.96	\$ 21,475.65	\$ 26,207.06
DPAC 3 Month Pass	\$ 473.16	\$ 511.75	\$ 3,837.31	\$ 4,822.22
DPAC Annual Pass	\$ 499.92	\$ 2,960.53	\$ 29,416.46	\$ 32,876.91
DPAC Birthday Party Packages	\$ 427.14	\$ 0.00	\$ 3,013.95	\$ 3,441.09
DPAC Daily Pass	\$ 65,628.79	\$ 9,738.26	\$ 55,517.56	\$ 130,884.61
DPAC Locker Rental	\$ 3,721.66	\$ 0.00	\$ 10.75	\$ 3,732.41
DPAC Monthly Pass	\$ 1,047.24	\$ 98.58	\$ 3,364.25	\$ 4,510.07
DPAC Pro Shop Sales	\$ 3,533.02	\$ 367.76	\$ 5,228.07	\$ 9,128.85
DPAC Programs/Lessons	\$ 1,937.24	\$ 6,332.27	\$ 28,259.52	\$ 36,529.03
DPAC Rentals	\$ 1,298.45	\$ 2,162.92	\$ 10,391.34	\$ 13,852.71
DPAC Vending	\$ 0.00	\$ 0.00	\$ 45.24	\$ 45.24
Expired Credit Account	\$ 0.00	\$ 11.00	\$ 0.00	\$ 11.00

DPAC Sales \$ 82,338.49 \$ 24,630.68 \$ 168,243.23 \$ 275,212.40

Total Sales

Swim Team \$30,711
 Swim Team \$27,681
\$490,438

ABP FY 16

Account Name	Total Cash Payment	Total Check Payment	Total Card Payment	Total Cash, Check, Card
AGB 10 Visit Punch Pass	\$ 1,070.39	\$ 663.15	\$ 9,579.83	\$ 11,313.37
AGB Annual Pass	\$ 525.07	\$ 916.72	\$ 9,741.73	\$ 11,183.52
AGB Daily Pass	\$ 15,986.20	\$ 704.53	\$ 11,596.77	\$ 28,287.50
AGB Gift Card Sold	\$ 0.00	\$ 178.00	\$ 412.00	\$ 590.00
AGB Lessons/Programs	\$ 967.49	\$ 1,978.56	\$ 11,767.54	\$ 14,713.59
AGB Locker Rent	\$ 1,576.98	\$ 10.75	\$ 58.25	\$ 1,645.98
AGB Monthly Pass	\$ 1,197.93	\$ 3,129.66	\$ 21,522.40	\$ 25,849.99
AGB Pro Shop Sales	\$ 464.01	\$ 27.38	\$ 794.48	\$ 1,285.87
AGB Rentals	\$ 528.92	\$ 1,317.57	\$ 9,761.22	\$ 11,607.71
Customer Account	\$ 0.00	\$ 65.50	\$ 119.88	\$ 185.38
DPAC 10 Visit Punch	\$ 152.39	\$ 126.78	\$ 2,796.60	\$ 3,075.77
DPAC 3 Month Pass	\$ 0.00	\$ 0.00	\$ 317.58	\$ 317.58
DPAC Annual Pass	\$ 627.12	\$ 1,726.72	\$ 16,137.67	\$ 18,491.51
DPAC Daily Pass	\$ 0.00	\$ 7,645.50	\$ 0.00	\$ 7,645.50
DPAC Monthly Pass	\$ 647.92	\$ 260.22	\$ 3,359.93	\$ 4,268.07
DPAC Pro Shop Sales	\$ 49.76	\$ 0.00	\$ 14.29	\$ 64.05
DPAC Programs/Lessons	\$ 59.52	\$ 54.00	\$ 0.00	\$ 113.52

\$ 23,853.70 \$ 18,805.04 \$ 97,980.17 \$ 140,638.91

E-Trak Sales
 from 4-20-16

\$15,176.64 \$ 26,490.01
 \$ 11,183.52
 \$ 28,287.50
 \$ 590.00
 \$ 14,713.59
 \$ 2,131.42
 \$ 25,849.99
 \$1,013.90 facility rental \$ 2,299.77
 \$ 11,607.71
 \$ 185.38
 \$ 3,075.77
 \$ 317.58
 \$6,061.80 \$ 24,553.31
 \$3,074.24 \$ 10,719.74
 \$1,978.93 \$ 6,247.00
 \$38.33 \$ 102.38
 \$82.41 \$ 195.93

\$ 0.00
\$ 168,550.60

DPAC FY 16

Account Name	Total Cash Payment	Total Check Payment	Total Card Payment	Total Cash, Check, Card
AGB 10 Visit Punch Pass	\$ 707.53	\$ 295.36	\$ 7,741.03	\$ 8,743.92
AGB Annual Pass	\$ 583.01	\$ 796.00	\$ 14,437.54	\$ 15,816.55
AGB Lessons/Programs	\$ 272.70	\$ 1,240.41	\$ 5,044.85	\$ 6,557.96
AGB Monthly Pass	\$ 1,783.32	\$ 1,265.65	\$ 15,252.15	\$ 18,301.12
Customer Account	\$ 0.00	\$ 5.25	\$ 133.20	\$ 138.45
DPAC 10 Visit Punch	\$ 2,412.62	\$ 1,109.89	\$ 41,576.52	\$ 45,099.03
DPAC 3 Month Pass	\$ 198.29	\$ 502.47	\$ 3,797.52	\$ 4,498.28
DPAC Annual Pass	\$ 960.10	\$ 2,473.28	\$ 27,524.85	\$ 30,958.23
DPAC Birthday Party Packages	\$ 142.38	\$ 142.38	\$ 3,409.82	\$ 3,694.58
DPAC Daily Pass	\$ 69,839.84	\$ 1,100.00	\$ 66,200.54	\$ 137,140.38
DPAC Gift Card Sold	\$ 5.25	\$ 0.00	\$ 49.50	\$ 54.75
DPAC Locker Rental	\$ 2,302.85	\$ 1.00	\$ 2.25	\$ 2,306.10
DPAC Monthly Pass	\$ 1,815.32	\$ 431.20	\$ 9,009.93	\$ 11,256.45
DPAC Pro Shop Sales	\$ 4,274.86	\$ 547.15	\$ 6,327.93	\$ 11,149.94
DPAC Programs/Lessons	\$ 2,005.06	\$ 5,178.98	\$ 20,947.00	\$ 28,131.04
DPAC Rentals	\$ 267.83	\$ 1,653.43	\$ 9,137.46	\$ 11,058.72

\$ 87,570.96 \$ 16,742.45 \$ 230,592.09 \$ 334,905.50

\$33,789.27 **\$ 368,694.77**

\$61,700.96

Swim Team \$537,245
 Swim Team \$13,840
 Swim Team \$25,559
\$576,644

\$105,199.84
24.35%

Marketing Committee

Purpose: The Marketing Committee's goal is to promote a Swimming Pool Culture in Juneau though greater pool use.

Marketing Committee Objectives and Activities:

1. Identify and quantify past Aquatics facility users and user groups and potential new users through existing use statistics, new point of sales statistics, and surveys of users and community households.

A. Get aquatics user reports for July through March 2015 and complete report on historical pool use. Get point of sale statistics beginning in March.

<u>WHAT</u>	<u>WHO</u>	<u>by WHEN</u>
1) Get user reports for July – March 2015	Julie/Parks & Rec	March
2) Start capturing POS stats April	Greg/ Parks& Rec	
3) Complete historical pool use report	Greg	April/ May

B. Survey Juneau Households regarding current and potential pool use. (FY 16-FY17)

<u>WHAT</u>	<u>WHO</u>	<u>by WHEN</u>
1) Devise survey.	Greg/Mkt Comte	May
2) Estimate cost of printing, mailing and data entry.	Parks/Rec	
3) Analyze survey results and prepare report.		
4) Suggest improvements in Marketing to current and suggested users and groups.		

2. Review and suggest improvements to Parks and Rec. promotional plans for Aquatics facilities and evaluate the budgetary limitations for promotion.

<u>WHAT</u>	<u>WHO</u>	<u>by WHEN</u>
1) Meet with Kirk & Julie to determine current advertising activities.	?	April

2) Consider if there are better ways to make citizens more aware of Juneau’s pools and generally promote swimming as an activity.

? April

3) Suggest and approve additional advertising goals and costs.

? April

3. Review Parks & Recreation fees for individuals, business, government and nonprofit organizations and suggest changes that may encourage greater pool use.

<u>WHAT</u>	<u>WHO</u>	<u>by WHEN</u>
-------------	------------	----------------

1) Identify current and potential business, government and nonprofit users and estimate numbers who may qualify for special fee structure.

? April

2. Refer to Finance Committee for decision on special fee structure. April

4. Review existing pool use programs for best practices and propose new programs and activities that may encourage greater pool use.

<u>WHAT</u>	<u>WHO</u>	<u>by WHEN</u>
-------------	------------	----------------

1) Identify current pool use programs, number of users, characteristics (age, etc), time-of-day desired use and prepare a reference handbook for use by Pools Manager and Aquatics Board. (eg. GSC, lap swimmers, school district, etc.)

Julie /Board ?

2) Identify aquatics related programs in use by other cities, and gather information on their promotion.

Tom ?

3) Identify new potential programs or user groups, identify contacts and discuss possible use with contacts. (eg. Kayak Club, Scuba Divers)

? ?

4) Devise suggested targeted advertising for each user group.

? ?

5. Suggest material improvements at Aquatics facilities which would make for a better pool facility experience and increase revenues. (e.g. adding coffee and food)

(Activity referred to Finance Committee)

6. Identify obstacles to increasing pool usage and suggest changes to eliminate obstacles (such as fee structure, etc.)

WHAT

WHO

by WHEN

1) Review community complaints regarding limitations relative to pool use.

2) Personnel resources. (eg. guards, instructors, trainers)

3) Consider physical condition of pools that may limit or discourage pool use. (eg. Temperature of pools, physical condition of ABP, diving boards, rope swing)

Juneau Aquatics Board Master Punch List

Updated: May 23, 2016

Operation and Marketing

- Develop and Implement a radio advertising plan for the pools
- Develop food service at DPAC
- Implement a consistent plan for attracting youth to the pools consistent with Gaguine Foundation Wishes
 - Summer Youth in the Pools plan
- Install a second diving board at DPAC
- Understand user group demographic and use data from new POS system
- Establish guidelines for corporate participation
 - cooperative agreement with Alaska Club and/or Pavitt's
 - wellness programs for employees and families
 - possible recruitment activities for corporate participation
- Monitor management's evaluation of the best staffing mix for both pools
- Master agreement for pool user groups
- Survey Juneau Households regarding current and potential pool use (devise, determine funding needs, implement survey, analyze results)
- Use Delta Airlines Funding at AGB
-

Governance and Ongoing

- Engage and inform Assembly on actions of the AB
- Monitor Reauthorization of AB and suggest changes to the Assembly
- Monitor board term expirations and attract potential candidates that fit with board needs for evaluation by the Assembly
- Monitor effectiveness of rate policy and rates in effect at the pools and make changes as necessary
- Monitor financial results of the CBJ Aquatics operation including allocated overhead and maintenance costs
- Monitor and continue to develop advertising and marketing plan for the pools
 - Monitor existing pool users and gaps for areas / potential users to improve use
-

This is an internal document only for discussion purposes only.

Please do not share with staff or the public at this time

Youth in the Pools Program

Summer 2016

All youth in Juneau ages 8 to 18 can get a 10 visit punch pass good from the ending of the school year in May of 2016 and the pass will be good until the first day of school in August of 2016. The youth will need to check the schedule to see when the facility is available for open swims.

In order to take part in this great new Parks and Recreation program, the youth must qualify for the "free or reduced lunch school based program". The youth do not need to bring to "prove" that they qualify. Their parents simply need to sign a registration form that certifies that the youth do qualify and the adult will also be signing a liability waiver and a photo release.

Max – The Gaguine Foundation will receive 125 10 visit punch pass for \$5,000. Do you want to reach out to John Gaguine to see if he approves this or should I ask Bob stores to ask him. We should probably run the idea of the free and reduced criteria past Phil to see what he thinks and I can do that if we think this program sound good

If whatever reason, I like to the 10 visit pass but we could do a different product if that is the will of the group. While we are not providing transportation as Tom would like to see, we are at least starting this program and we can see how it works