

## Long Bridge Aquatic & Fitness Center Fees Working Group

### Meeting 2

Wednesday, May 23, 2018 @ 7:00 PM

- I. Welcome –
  - a. Paul Holland with a moment of silence for Carrie Johnson who recently passed
  - b. Board Members, Christian Dorsey Comments; exciting, unique facility, ground breaking...
- II. Introductions
- III. Presentations
  - a. Meeting 1 Follow-Up Items
    - i. J. Rouse Swim Center
      - 1. Question: What are private gym estimate square footage? P. Lusk ~ 25,000 sq feet but varies
    - ii. DPR Fitness memberships
    - iii. Community Center Room Rentals
    - iv. DPR Fitness Spaces (current)
  - b. 2004 Survey
    - i. Reminders: We will push out three surveys: Statistical via mail/email, index for pools/fitness, & business community (will be able to get some to civic association, metros and parks)
    - ii. All 2004 questions need refined to reflect what is in building and not what people might want (i.e.; we know what will be in the building)
    - iii. Can ETC compare results? Possible, but we may have refined questions
    - iv. Refinements include:
      - 1. Activities that will be in building
      - 2. Include pool location/possible map with description of facility (can we do a heat map?)
      - 3. Focus on what they would pay for
      - 4. Do we include options such as sports outside and travel programs in payment options (e.g.; travel participants pay more but may also want to use the facility while child is outside)
      - 5. Survey should include a scale or discussion of what other jurisdictions charge for reference (we will have to “deal” with DC not charging for various reasons)
      - 6. Would the results drive programming decisions? Yes they could, particularly for non aquatics programming (e.g.; fitness)
      - 7. Consider lower NR fee or time of day fee to encourage 5-8am use
      - 8. Ask questions if they currently hold a pass
      - 9. Discount options for joining LB and wanting access to other facilities
      - 10. What about APS reciprocity and vice versa

11. Build in future flexibility (i.e.; consider reviewing 2 yrs after open)
  - a. Will this be impacted by possible pool at Career Center site

#### IV. Considerations & Notes

- a. Talk to others about TR options in class pool
- b. Need to ensure paying members are not pushed out by rentals –
  - i. We will focus on community in the facility first and AAC is considered part of the community
  - ii. Facility has ability to do minimal or some lane rentals and leave many open to members
- c. No snack bar, but option for events to sell food and food trucks outside
- d. Reminder that we are not expected to be \$ for \$ on cost recovery, but will increase over time
- e. Should we consider an all access pass to all pools? (might be low demand)
- f. Consider introductory pricing and bargain rate or “sales”
- g. Consider “try it” options in pricing for classes and limited memberships at first
- h. Ask ETC about language ability in survey (i.e.; ask survey in multiple languages)
- i. Survey is planned to go out in August (we can delay our in person surveys if low “traffic” due to time of year)

#### V. Action Items

- a. Provide membership data when fees changes (fitness) (DPR)
- b. Share POPS survey data (DPR)
- c. Look at Libraries recent survey (workgroup)
- d. Review survey options online (workgroup)
- e. June 1<sup>st</sup> – send survey comments to Pete
- f. June 19<sup>th</sup> – next meeting with consultant