

Arlington Aquatics Committee
Meeting Minutes - January 16, 2019
Washington-Lee Aquatics Center

Call to order: 7:10 pm

Attendees: Members: Janet Eichers; Don Hesse; Cynthia Hilton; Marilyn Judson; MacKenzie Kearney; Guy Land; Ljudmila Mladenovic; Ron Kampeas. Staff: Helena Machado; Jennifer Lainhart

Members not in attendance: Kristi Sawert

Chair's Comments:

Introduction of Howard Seamens, who has applied for appointment to fill the current vacancy.

Approval of minutes

Minutes for Meeting held on December 4, 2108 were presented and approved as amended.
Minutes approved (7) "yes"

Public Comment: No public comment.

Long Bridge Fees Working Group Fee Proposal Comments
(Jennifer Lainhart)

- Staff presented the fee model proposed and under consideration by the LB Working Group on Fees.
 - 2013 study (B&D Model) is the basis for the fees and projected revenue.
 - APS Fees are included as well as other Benchmarked local facilities.
 - General Admission charged 25% over for non-resident; 30% discount for passes/membership.
 - "School year" passes in response to members who belong to outdoor swim clubs.
 - (two handouts)
- Discussion/Questions:
 - Children fees different from APS current policy; free admission; policies to be developed.
 - How will all facilities passes be handled? LBP passes will be the top tier pass and will provide access to the other fitness facilities.
 - Fees are being discussed now and will be published ahead of opening to allow for advance sales and budget projections.
 - Discussion about reciprocity with AP. Two members strongly support that this option should be discussed furthers (create an EZ pass type of system that can be used across all County facilities).
 - Will memberships be sold only at LB or can they be purchased at other facilities? Staff believes that they are currently available at any facility.
 - Crystal City business development suggested that businesses in CC pay resident fees; this was not decided and is being considered. AC suggested the option of a corporate memberships that companies could purchase for their employees rather than the individual employee. The benefit should go to the entity paying the taxes to Arlington,

not the individual workforce member. Suggest further exploration of exiting models that can be applied including access during non-prime time. Business patrons may help LBP meet cost recovery targets and keep tax support overall down.

- Members support for the proposed structure's multiple choices for purchasing admission so that different user needs can be met. What is the "matinee" fee? Will these fees be offered year-round? What time is it? Matters still to be determined.
 - What is the projected overall cost to run the facility? Can Aquatics be separated? Projected cost was included in the original estimates for the project. Pool costs will not be separated. Fees collected will include access to more than the pool(s).
 - Fees are not based on cost recovery goals; cost recovery is not the goal of the proposed fees. Fees are only based on benchmark and survey conducted by ETC and the 2013 B&D Study.
 - The LBP Working Group made no attempt to align the fees with Cost Recovery Pyramid at this time.
 - Tax support for other facilities was not considered by the LBP Working Group in determining fees for this facility.
 - Members wondered about possible Corporate sponsorships to offset operating costs. Staff was not able to address this issue at this time.
 - Advance sales for rentals are being considered, including special events like swimming and diving meets. Rental fees were not part of the charge for the LB Work Group on fees and were not discussed.
 - In July 2017, county published an estimate that projected \$3.19 M in revenue and \$4.25 M in expenses. (Approximately 25% tax support)
 - How do fees compare to *The St James*? *The St James* fees are significantly higher. This is a new private (membership only) large scale, athletic facility, located in Springfield, VA (Edson Industrial Park area). It is an elite sports complex that contains a 50 meter all deep pool and a small water park.
- Recommendations and feedback from the committee are due to the LBP Working Group by the end of the month. Ms. Hilton will draft comments and distribute to the AC for edits.

2018 AC Annual Report (Cynthia Hilton)

- Sports Commission (SC) has requested a report of AC's annual activities from inclusion in the SC's Annual Report to the School Board.
- Draft was submitted for consideration by the Committee.
- Report will be sent to SC chair - Approved 9-0

Old Business

- Check on starter status at Wakefield (LM). Ms. Machado responded that there was no problem with the starter. Additional post meeting discussion revealed that the issue of concern is the use and type of harness available at the pool which provides only two timing ports - button and pad. APS will explore a different harness for the more advanced meets and replace existing if funding permits.

New Business

- Upcoming Meetings (7-9 PM)

- February 5 WK
 - March 6 at YT
 - Public Forum - March 20 Washington-Lee Little Theatre
 - April 3 WL
- Mark DiFerranti (new County Board member) is the Liaison to the SC and the Aquatics Committee; Reed Goldstein is APS liaison to Facilities Advisory Committee (and the Aquatics Committee). They will be invited to the Forum.
 - Janet Eichers (liaison to SC) reported on a conversation with Shirley Rockwell (SC chair) regarding continuing to serve on both committees. Ms. Eichers would like continue to serve as an AC member, but not continue to serve on the SC once her term ends.
 - The SC Chair wants to meet with AC Chair to discuss other options for the way the AC and SC function. Several options for consideration including:
 - Aquatics Committee by-pass the SC
 - Elevate AC to Commission
 - Structure as a Committee of the Parks & Recreation Commission
 - Aquatics is unique due to the APS/DPR collaboration
 - Committee wants to have further discussion on the options to re-organize the structure of the AC
 - Committee requests that staff check options for AC structure
 - Further discussion at the Feb Meeting
 - Staff will check on the status of the Charter approval
 - Don Hesse, who term expired in NOV, announced that he would step down when a replacement was named.

Adjourn

Meeting adjourned 8:35 pm

Attachments:

Proposed fee table

Fee Descriptions

Annual Report contribution