

**RECREATION ADVISORY BOARD
MEETING MINUTES
FEBRUARY 9, 2015**

Board Members Present: Hutch Kerns – Chair, Josh O’Conner - Vice Chair, Bob Pierce, Kim Reed, Barry Mundt, Pat Denney, Todd Dunnuck

Staff Present: Roderick Simmons – Director, Debbie Ivester – Assistant Director, Judith Scott – Administrative Assistant, Sandra Travis – Program Supervisor, Mark Halstead – Program Supervisor, Christy Bass – Business Services Supervisor, Allison Dains – Program Supervisor, Laura Loftis – Manager, Lee Dansby – Recreation Center Director, Frank McGowan - Strategic Planning & Performance Manager

City Council Member: Chris Pelly

Hutch called the meeting to order at 12:33pm

1. Approval of January Minutes

Todd motioned to approve the January minutes. Pat seconded and the motion passed with all in favor.

2. Parks & Recreation Department Fees & Charges Study

Frank McGowan, Strategic Planning & Performance Manager in the Finance Department introduced Courtney Ramos with Matrix Consulting Group who is contracted by the City to conduct the fees and charges study.

The overall cost recovery table deficit is revenue minus expense. Hutch asked if this includes facility maintenance. Maintenance is not budgeted as part of the program. The overall cost recovery does include human resources and information technology.

Courtney explained the direct cost recovery targets direct cost recovery, which is more important than overall cost. Barry inquired as to Vance After School recovery at 107%. Vance has high participation levels.

As an example, admission for swimming pools is currently \$3. The cost recovery would be \$6. Other jurisdictions charge \$5 to \$6. There are different price points for seniors, children and adults.

If one pays the daily fee at the Food Lion Skate Park, it would average \$28 per month. With an annual pass, it is \$5 per month.

The Tennis Center’s annual passes are below average. In the study, only clay court facilities were included. There were both private and public comparisons.

Matrix's recommendation is to adopt a policy on annual fee adjustments.

Pat asked if there was an opportunity to increase participation. Matrix didn't analyze marketing strategy, but looked at capacity at pricing out programs.

Josh asked if there was information on demographics of who uses facility, income, etc. Chris inquired as to the impact on attendance if there's a fee increase? On the Tennis Center, we don't think a marginal increase would result in drop off.

Hutched asked how programs fit into the Current Pricing Pyramid. Roderick responded it is not laid out in this format, but there are systems to identify if a program is an inner city and center based programs. All programs would fit into the pyramid.

Debbie stated the consultant will be making the presentation to City Council Finance Committee on February 24, 2015.

Bob asked if this is something that requires a vote or recommend. Roderick said the process will go to Finance Committee and fee recommendations will go before the full City Council.

Frank explained this report is a draft, and if RAB has any suggestions to get them to Debbie. There will be a final document in a month. Barry asked if the final report will stress fee structure. It will not. It will provide recommendations. Roderick stated fees will stay the same until the process is finished. Chris stated City Council members are in sync with the recommendations.

Josh is concerned with the assessment of programs and what populations they serve. We may want to request Council to subsidize if it's lower income programs.

Hutch asked if anyone is interested in attending the Finance Commission on February 24 at 3:00 PM. The meeting will be in City Hall in the first floor conference room.

Bob motioned to accept the report and go forward. Kim seconded and the motion passed with all in favor.

3. RAB 2014 Goals Report

No report.

4. Director's Report

- Winter athletic programs such as basketball are done for the season.
- Stephens Lee Center gymnasium is under renovations and will open in a few months.
- Staff is on a Memo of Understanding with the Friends of the Nature Center and with Asheville Greenworks for the future White Fawn park site. Hutch recommended getting the advisory board involved with the Nature Center in making recommendations. Roderick will determine how best to navigate it.

5. Other Business

Debbie introduced the RAB membership roster and that several members' terms are scheduled to expire on June 30th. Hutch's two terms will also end at the same time. Ashley and Barry are ending their first three-year term. Bob and Forest are finishing unexpired terms. Debbie will contact each person to see if they wish to renew.

The RAB meeting in March will be at the Shiloh Center in the library.

6. Adjournment

Bob motioned to adjourn. Pat seconded and the motion passed with all in favor.

Meeting adjourned at 1:33 PM.