

March 20, 2012

Council & Mayor Dell' Aquila,

I personally am very excited that the City is performing a review of the Recreation Center. A new set of eyes and opinions can do nothing but good and get us back to the \$200,000 deficit upon which the facility was planned for or better. Also, I am glad that our hired consultant is open to comments and suggestions in "building a great team together (to) accomplish the goals".

With that, I have previously sent an analysis to Council and the Administration on the staffing, hours, and closing certain sections of the pool. I hope that was helpful. I have also been brainstorming and have an array of other thoughts that I wish to offer for everyone's consideration. They are in no way all inclusive. They are observations, ideas, and common sense. In no particular order please consider the following:

-----I have felt and have been quite vocal that the four full time positions were not necessary and should be reduced to one full time director and supported by a part time supervisor in some specific areas (i.e. aquatics, recreation, maintenance, front desk/child care, etc.). With the recent termination/ layoffs of three of the four positions, reorganization is certainly a step closer to a more efficient/cost justified operation. At this time I would hope and support a part-time concept for all except the Director.

-----The Rec Center is open for 95.5 hrs/week. Obviously adjusting hours to a lesser amount would save significant dollars. Also, those hours can be adjusted by season (i.e. people working out in the summer are less than other seasons).

-----Review and possibly re-bid all contracted services. Determine if any can be done in house or by other City resources (Service Dept., Engineering Dept. ...).

-----Be more disciplined/structured on the entry of people to the Rec Center. I and others have witnessed non-members averting the front desk check in and also people being let in from emergency exists.

-----This is an easy one. Everyone will tell you how the lights are always on. Well for probably 95% of the time, that is correct. The Rec Center was designed for the use of natural light in just about every area. Also, existing lighting is on specific banks that are specific to applicable darker areas. It seems that the natural lighting and the specific banks can be much better utilized.

-----Speak to all the utility company providers regarding rate and volume discounts. This is over and above the most recent energy audit performed.

-----Place suggestive signing in the workout areas that instructs people to limit their use of paper towels used to wipe off equipment. There are people that will roll out 6' of paper every time they use a machine.

-----I have heard members are not taking pay classes because they are being conducted in the gym and are embarrassed about being on display. We have a state of the art aerobics room that is available and could have accommodated the class.

-----The current Rec Center brochure is stale/drab and is confusing. The most recent publication even included a crossword puzzle about storm water runoff! How about the inclusion of an index to help people focus on what they need?

-----The presentation included targeting Parma and North Royalton. I would add Broadview Heights for multiple reasons.

-----Offer multiple year memberships (2-3 years). Consider a small refund if a person moves after one year or is disabled with a Doctors excuse.

-----The post card informing an existing member that their membership is expiring is not always sent.

-----Corporate memberships are dismal. Specific and consistent marketing is necessary. Consider offering a discount if multiple employees all sign up at the same time (i.e. 5% for two, 10% for three etc.)

-----Pool party rates (\$60 / \$90) seem to be for an unlimited number of participants. Increase the rate if there are over xx number of people.

-----Adult programs should be offered more than once a week. Of course they must be cost justified.

-----Consider allowing volunteers to man the front desk. Many seniors have already offered. Duties would be standard verification of membership upon admittance, answering questions, etc. No computer access.

I look forward to further discussions about this.

Thank you,