

## CECSAC Meeting Minutes - 10/23/13

In attendance:

Elizabeth Mylroie  
Fred Sturtevant  
Deb Butterworth  
Nikki Dresser  
Trish Brigham  
Russell Packett  
Andrew Kemp \*

The meeting began with a guest presentation by Elizabeth Carroll and Barbara Rumo - two senior members of the CE community who use the pool frequently. They read a letter written and presented to the CECSAC over the summer by email concerning the decision to suspend the senior discount from CECS programs beginning in January of 2013.

Questions they posed:

- expectation from eliminating the discount?
- how much revenue was gained from the elimination?
- wondering why the quarterly pool fee increased for seniors 37% while the fitness center fees decreased?

Their key stated points:

- as seniors they are less stressful on the infrastructure
- it is disrespectful to seniors to not have a senior discount

Their requests:

- recognition of seniors in the next brochure
- tie the recognition to decreased fees
- want the change explained more clearly in the brochure
- want Commission decisions to be better communicated
- 37% increase in pool quarterly membership fees reduced

Fred lead the discussion with the guests. He clearly explained that the decision was in no way meant to be disrespectful and that it had been made a year prior and had effected programs beginning in January 2013. If the decision creates monetary hardship, there is a scholarship program to address those needs. It was also explained that the pricing of the fitness center is a separate issue as the goal is to increase use so that it can remain open. The guests were assured that the Commission would discuss the issue again.

After the guests left, the issue was discussed. The unanimous decision of the Commission was that while it was appreciative of the guests decision to come and speak to us and let us know their views, the Commission is not changing the policy. There is no senior discount. It made revenue too unpredictable for programs as it was hard to predict numbers and total fees collected. What's more, many in the community may have need for a discount and the scholarship program is meant to address that financial burden for the community. Lastly, there are programs that are for seniors only.

As for recognition, the Commission decided that it would draft a letter of thanks to the guests, reiterating the decision of the commission and making sure that the commission meeting minutes were consistently posted on-line and that meeting time and dates were clear as well.

Other items:

An idea was presented to give away one (1) visit to the fitness center when patrons sign up for a program at the pool. This could increase numbers.

Andrew Kemp presented on the pool as its Director.

He reiterated that the pool and the fitness center are separate entities and that the focus is separate.

The focus for the pool is efficient use and filling it with programming at all times. Scarborough and CMA are the biggest pool users creating the most revenue. The pool is an asset to the community and we need to plan for longer term budgets and maintenance. To that end, Andrew looking into having sponsorships and vending at the pool, but as it is a school entity, it falls under the food service contract of the school system and therefore the pool cannot raise its own funds there: no vending machines, no concessions at events, etc. Andrew continues to look for other ways to increase revenue.

The focus at the fitness center is to increase numbers by giving deals, discounts, adding better equipment, TV's, longer hours. It appears to be working.

General Discussion:

Programs are well attended and running smoothly. New fitness center members are getting 3 personal training sessions with their new membership.

Minutes from the September meeting were approved.

Trish updated us on the effort to see if local Senior Centers would want to use our fitness center. She received no response from Cape Seniors and Cape Memory Care but Kathleen Wiley at Kindred Health Care seemed interested and may want to bring a group to the pool.

Future Meeting Dates:

All meetings are on Wednesdays at 6:30pm in the CECS Meeting Room:  
12/4, 1/15, 2/26, 4/2, 5/21, 6/18