

**1. Call to Order:** Paula Beck called the meeting to order at 7:07 pm.

1.1 Roll Call:

Board of Directors (BOD):

Paula Beck, Board President Chair (PB)

Rick Gano, Board Vice-President Chair (RG)

Hendy Appleton, Board Treasurer and Secretary (HA) joined via Google Meet

Claire Ferlan, Board Member (CF), joined 7:37 pm

Staff:

Melissa Georgesen, Aquatic Director (MG)

Jennifer Swink, Recording Secretary (JS)

Absent:

Neal Lucht, Board Member (NL)

**2. Follow-up from Board Retreat: Updating the Mission and Vision Statements**

2.1 PB told the BOD she wanted to start the discussion tonight from the beginning. Why was MAD and FOMP created? The community was told the tax dollars were to re-open the pool for water safety. What is the core mission? To provide an outstanding aquatic center for Molalla. PB said the tax base was told MAD needed .29 per 1,000 to provide an open pool with lifeguards and pool maintenance. PB said anything else is above and beyond the core mission. Now labor is more expensive. PB asked MG if the plus programs (inflatables, HS Swim Team, Water Fitness and Swim Lessons) cover their expenses? HA pointed out the tax revenue in Molalla is going up as well. PB said she believes the current problem is staffing; getting enough people and paying high enough salaries. The initial design for MAC was one full-time person. Do we have funds for another full-time person? MG acknowledged COVID has affected the lose of staff to full-time positions that offer benefits, others to college, moving and relocating. PB asked what can be done to make the part-time positions more attractive. MG is not sure what more she can do. She already allows for flexible work schedules and gives immediate time-off when asked. The start pay is higher than minimum wage at \$13.39 per hour; minimum wage is currently at \$12.75 per hour. Lead guards get a sliding pay scale dependent upon the years worked and raises received through the years. Lead guards make over \$15 per hour. JS agreed MG is very accommodating. HA suggested doing some promotions to hire and to use more volunteers. RG volunteers to help fill the gaps, but he is cautious not to take a paid shift if there is someone that would like to earn some money. HA mentioned adding a splash pad or hot tub for increased revenue. PB wants to be sure MAD is covering the core mission. MG told the BOD the current budget supports all of the 46 employees, which includes two volunteers, part-time salaries and one full-time staff. If MAD is looking to add one more full-time person it would need to tie that position into a program that would support it; bring in revenue. MG further stated if MAD brought in an additional full-time person now, MAC would need to take away several part-time positions. MG told the BOD MAC is doing what is currently budgeted.

PB then asked MG about maintenance plans for:

- HVAC System
- Pool Heaters
- Pump Systems
- Building & Roof

MG told PB if she wants a full diagnostic report she would need some time to prepare. PB did not want a report, she asked "Do we need a reserve fund for repairs and maintenance in the budget? Where are we now? What do we need to set aside?" RG said we need to be aware of wear and tear. RG pointed out that MG performs regular repairs and maintenance. MG told the BOD she setup a three-month rotation for preventative and maintenance. She pointed out again the locker room hot water heaters, which are original with the building, continue to require repairs. They may work for five more months or five more years. PB would like \$500,000 in reserve funds and then look to the future. RG said in the far future to build another pool would need a bond, more taxes and more staff. PB said for the near future MAD needs to make sure all repairs and maintenance are covered. We have the funds, but they are not in a separate line item in the budget.

PB asked, "What more can we do?" RG stated it has to be within our budget and tax base. MG and HA brought up the Board Retreat discussion on collecting information for the community. HA said it would be adding to the front desk responsibilities. MG added it would add to JS as the web master, as well. HA this would fall under more community outreach. MG said it could be a two-way street where community programs contact MAC with details and links and MAC would call community groups for details. HA said MAC could call organizations to have them put fliers on a bulletin board at MAC. MAC could compile an email list for ease of contacting every month. HA gave an example of a community outreach could be to churches helping to get information out about their VBS in the summer. PB wanted to hear other people's thoughts. The BOD asked about the shower program. MG told the BOD the grant for the shower program has ended. MAC would have to pay 100% of the cost if in-order to continue. MAC could partner with Foothills Church. The program hours were during our off-peak time. MAC provided towels and paid staff to launder them off-site. MAC staff had extra cleaning tasks with extra hot water being used. MG knows there is a need in the community, but she did not want to continue this program with the onset of COVID which could put staff at higher risk.

HA said in going forward there are two paths:

1. Collect information on other programs, then MAC could fill in the gap like indoor soccer, expand into other recreational areas that will cover its costs and/or look at grants for building our presence in the community. This could be a five-year plan to build up a good reputation and favor in the community.
2. Stay with status quo

HA suggested emailing a google survey.

CF told the BOD she had three friends recently ask about pickle ball. The Molalla tennis courts are the School District's. They are open to the public and they are redoing them. CF suggested having the pickle ball lines painted when they redo the tennis courts. There was discussion about who would run the pickle ball program because there is not city run activities and no city parks and recreation. MG said MAC could partner with the School District, but there would be costs involved:

1. Maintenance fees
2. Insurance
3. Use fee

HA suggested co-sponsoring with churches in the community for tournaments. Letting them do the leg work. MG said she ran a successful dodgeball tournament. HA said MAC could work with FOMP on tournaments. CF envisioned MAC getting to a point in the budget to put \$10,000 toward upkeep of the courts. PB could put money aside in the budget for community projects and programs. RG asked, "Who is going to organize and run the programs?" CF said Molalla Youth Sports started with one employee and 2 hours a day. MG is concerned about feedback; patrons questioning why MAC is running programs away from the pool. MG shared the inflatables are coming back. PB asked if there are things outside of the core mission that MAC can support in the community. Geri Monroe (GM) from FOMP (Friends of Molalla Pool) said they could possibly find volunteers with passion and not

take funds from MAD's budget. GM also shared that Canby just put in new pickle ball courts. PB said MAC needs to be able to market their programs so they can get more people in and receive more revenue. PB asked what can be done to push MAC's programs, what kind of marketing, how can MAC be more pro-active? HA said this is not the time to be concerned with marketing.

JS agrees with HA on building community, which she pointed out goes back to what MAD discussed at the Annual Retreat in November 2021. JS believes making MAC the hub for all community program information will bring people through the door. She shared from past experiences in Wyoming, in the lobby at their recreation center on the wall they had holders for all the local organizations to place their fliers with information along with the recreation center's fliers. They also would publish a seasonal brochure with all the details of programs available in the community. As someone who is new to the area it is very difficult to find information about events and activities. There is no one place to go to find information for Molalla. She believes being the hub for Molalla could be valuable. She hears some people are still not aware that Molalla has a pool. JS promotes MAC's programs and activities through email blasts to over 1,200 emails, regular Facebook/Instagram/Twitter posts, weekly updates to Molalla Pioneer "What's Up" section, continually updating the website and displaying slides on the digital board out front. JS pointed out FOMP has a bulk mail license that MAC can use to send out direct mailings. CF agreed. HA suggested getting volunteers to give away pool passes at the Farmer's Market and having a booth at the Celebrate Molalla. MG told the BOD MAC and FOMP share a booth at the Celebrate Molalla. HA asked what to do next to promote visibility and community engagement. CF suggested once a month invite a church for a free night. There are 12-15 churches in the Molalla area.

PB said we tossed around a lot of ideas tonight which can go one way or another, but we need to make sure the programs cover the costs. CF said CAT Transit buses which travel around town don't have any advertising on the outside or inside like other city transit buses. MAD could have a contest decorating the transit bus with advertising. HA likes that idea; it's thinking outside the box. CF will contact the CAT transit.

### **3. Upcoming Meeting**

3.1 Next Board Meeting 4th week, February 22, 2022, 7:00 pm in person or via Google Meet

**4. Adjournment** - RG moved to adjourn the meeting at 8:10 p.m. CF seconded. Motion carried, unanimously, 4-0.

RESPECTFULLY SUBMITTED:

Jennifer Swink  
Recording Secretary

Hendy Appleton  
Board Secretary & Treasurer