

Tukwila Pool Advisory Committee

November 6, 2013

Minutes

Tukwila Community Center Meeting Room "B"

Call to Order: Dave Puki 7:05 am

Attendance: Kay Mulliner, Dave Puki, Vanessa Zaputil, Vicky Carlsen, Peggy McCarthy, De'Sean Quinn, Kim McCoy, Stephanie Gardner, Jacque Carroll Jeri Frangello-Anderson

Approval of October 2, 2013 minutes: Vanessa made motion to accept minutes as presented and Kay seconded.

Business Item 1) Discussion and recommendations for the 2014 proposed budget:

Peggy and Vicky (Tukwila City Finance Department) were in attendance at the Saturday November 2, STP meeting and commented that there had been a comment made about more transparency regarding the accounting. Peggy indicated that they intend to provide more financial information in a timely manner. The plan is to offer monthly financials to the board.

Dave asked if there had been any revisions provided by staff regarding the budget. Vanessa had emailed the small list of adjustments that were provided by Stephanie per direction from the MPD Board.

\$45k for Executive Director

\$50/\$100 k for CIP and Life Cycle Replacement

\$140k for Extra Labor

\$10k for Advertising

Dave mentioned he has a better understanding for the benefits of advertising and how events being promoted by the pool helped with Kay Mulliner raising \$525.00 for the Pool Scholarship Fund at the 40th Anniversary celebration at the pool. The whole event produced over \$1700.00 for the Scholarship Fund. TPAC tabled discussing the pool advertising and marketing for the month to be able to review further the recommendations from the KJ Design report. Vanessa asked De'Sean if there was any more information regarding the Scholarship accounting performance. De'Sean indicated staff has been given the questions needing answers to help with the recommendation of how much should be budgeted for the scholarship fund.

Advertising: MPD board made the recommendation to increase the advertising budget from \$3,000 to \$10,000. Kim made mention that KJ Design recommends a multi-media approach to advertising. Kim also commented that possibly getting volunteers to take flyers around to the local community around

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the pool could help promote the pool , also using the Tukwila Reporter as an advertising resource. The demographics of our area does make it a challenge for multi-media advertising. Kim noted that the school district has found that the best form of communication is by texting. Vanessa indicated that what the return on investment would be for increasing the advertising budget. A tracking procedure would be a great help in regards to patrons that come to the pool to find out how they heard about the pool. If the advertising budget is increased it would be great to be able to see an increase in revenue. Vanessa noted that Karen from KJ Design really likes the idea of radio advertising, but this kind of advertising is a challenge for our demographics due to the various languages. Peggy asked what are our target areas, business, citizens, events. We would like to target all these areas and increase the membership at the pool. De'Sean suggested marketing by buckets looking for a ROI for all groups we are trying to reach. This may help with seeing what has worked and what areas need improvement. Kay commented that reaching out to other pools and schools around Tukwila that use our pool. For example when the Rainier Beach Pool was closed for renovation used our pool. There are a lot of people that use the Tukwila Pool that don't live in Tukwila. Kim made the recommendation to go with the minimum that KJ Design proposed for marketing and advertising of \$30,000. There was discussion on the need for a more detailed marketing plan in place before allocating large amounts of funds. Jeri indicated that 3,000 for marketing and advertising was too low and agreed that the \$10,000 figure seemed a much better figure. There was indicated made by Stephanie that there is a current marketing plan and indicates that is sounds like the need for a working marketing plan to help see the revenue that will be generated by the increased advertising and marketing budget. Dave indicated that it would be helpful to have a list of events for the year that can be consistent year in and year out that can be planned and budgeted for.

Vanessa made the motion to put the following recommendation to the board regarding the Advertising and Marketing budget.

“ TPAC recommends that a minimum of \$10,000 be allocated for Marketing. Develop a detailed marketing plan to identify ROI and implementation. Percentage of increase of the revenue during the year could be added to the Advertising budget during the year.”

Kim seconded.

CIP and Life Cycle Replacement: 50/100 K for CIP and Life Cycle Replacement

Vanessa indicated that she remembered that we had a 20 year budget and referencing back to this plan, it appears that \$207,000 was already provided for. With this figure accounted for, you would be looking at only \$37,557 a year for the 17 year plan. So instead of funding at \$50,000 you would only need to fund at \$ 37,557.

De'Sean exited meeting at 8:00

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Vanessa stressed concern about 2 separate Life Cycle Replacement plans. A 20 year plan includes roof, HVAC controls etc. and a 17 year plan that has smaller ticket items listed. Jacque asked for clarification between pool replacement and CIP and Life Cycle Replacement. Life cycle replacement refers to items that will need to be replaced within the life of the pool and keep it operational.

Dave indicated that we will not be able to get the full agenda, since it is now 8:16 am. We will have to table Business Item 2) KJ Design, Jeri made a motion to table the KJ Design Pool Evaluation in order to accommodate the customer feedbacks/suggestions. Kim seconded.

Vanessa made the motion

For the following TPAC recommendation:

“We recommend funding life cycle replacement 17 year plan at the lower amount of \$ 50,000 per year level keeping in mind that over \$200,000 is already allocated and provided for in the 20 year budget plan”

Jeri seconded

Further budget items, Vanessa mentioned increased revenue. In regards to paying employees they are happy and they encourage more patronage. Relationship building is very important if people experience a positive experience. Increasing employee wages should also increase revenue.

Business Item 3) Review Customer Feedback:

Vanessa indicated that there were 13 suggestion cards were submitted. A printout was provided to all members and staff. Two feedback cards required response, ID #1 and #7 will need to response. Vanessa did talk with Malcom regarding #6 toddler slide, are slide doesn't meet water level. Dave read the verbiage provided by Snure Law Offices in regards to Responses to or implementation of suggestions. TPAC has been given no direction to following the memorandum. TPAC is under the assumption that we should be following this recommendation. Vanessa suggested that we forward this spreadsheet with all the contact information and all suggestion card copies to the board for their review and action. Dave asked that the board create a business item on the agenda so that the issues can be addressed. One of the comments will need to go to legal to determine the boundaries.

Kim made motion for Vanessa to forward suggestion cards to the MPD Board and Kay seconded.

Vanessa made motion to adjourn, Jeri seconded.

Meeting adjourned 8:30am

ID	Date	Suggestion
1	10/22/2013	Teaching. Teacher not correct students when they doing wrong or bad technique. It's not just happen in one or two sessions or classes. It happens many times with different teachers different level. It's seem like teachers did not put their hearts and minds into their classes.
2	10/27/2013	Female Swim. I'm so thankful Female Swim has started. I fought for it! I'm just worried it might not last as long as I had hoped! We'll certainly take advantage of it!
3	10/27/2013	Parking. Due to a football game there was no pool parking because football fans took the parking. Please enforce the parking.
4	10/27/2013	My shower only stayed on for 7 seconds at a time. How about you set them for 30 seconds?
5	10/21/2013	Pool Staff. I just want to say how wonderful the full and part time staff are to me and my kids. They mak the pool feel like a second home. Great job guys!
6	10/22/2013	Advance Level of Pool. (Make Better). I think you should add a little slide in the first ½ of the pool. This is to occupie kids. Also add more books with harder levels. In the lobby that is.
7	09/12/2013	I came to evening class (Water Aerobics). Approx 15 in the pool. I went in + we had (no instructor). Was not told at front desk so I lead the class. I have CPR but NO training in teaching the class. It would have been nice to be told at FRONT DESK that We had NO instructor.
8	10/08/2013	Shoes on Pool Deck. Public + kids coming in, just go past Blue Poles and chains walk all around the pool – with street shoes on-- No one stops them. Lifeguard doesn't say anything
9		MPD board preident Seal should step down due to a conflict of interest. She has a family member employed at the pool and can't be objective.
10	10/13/2013	Guards should not eat on Deck – set an example please no food at life guard stand.
11	10/01/2013	Name tags for staff! Or pictures on wall to identify.
12	09/26/2013	Fix the door by the women's locker room – its been broken for OVER a Month! Not very energy efficient if doors are always open!
13	09/24/2013	Make Abbey the evening lead she runs the place and should be compensated. She is always happy and helpful to pool users and other staff!