



Announcement of Meeting Aquatics & Fitness Board Regular Meeting Minutes

802 N Blue Mound Ave
Luverne, MN 56156
www.cityofluverne.org/laf

Monday, July 8, 2024

4:00 PM

Council Chambers

A. CALL TO ORDER

Present Jerry Jensen, Carol McClure, Caroline Thorson, Madilyn Oye, and Summer Phelps

Additional Jill Wolf, Sam Honerman, Tyler Reisch, and Jessica Mead

B. OATHS OF OFFICE

Madi Oye - Term Expires January 2026

Summer Phelps - Term Expires January 2026

Wolf conducted the oaths of office.

C. TERMS

Vacant, January 2025

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Caroline Thorson, January 2025

Carol McClure, January 2026

Jerry Jensen, January 2026

Thorson reported receiving board resignations from Iverson and Ossenfort. Thorson thanked both members for their service to the board. Thorson asked members to send recommendations for new members to the City Administrator.

D. APPROVAL OF REGULAR/SPECIAL MEETING MINUTES

D.1. [2024-196](#) May 13, 2024 Pool Commission Regular Meeting Minutes

A motion was made by Oye, seconded by Phelps, that the Minutes be approved. The motion carried by a unanimous vote.

E. ATTENDANCE REPORT

Honerman distributed an updated attendance report which included further detail of the types of attendance for the month of June. Discussion followed on the availability of guest passes and e-bike rentals. Thorson thanked Honerman for the updated report and looks forward to the new point-of-sale offering reports in an efficient way.

F. FINANCIAL REPORT

F.1. [2024-197](#) LAF Financial Report as of June 30, 2024

Reisch distributed a financial report through June, 2024. Compared to 2023, overall projecting revenues to increase, payroll has decreased and other expenses have increased due to one time expenditures. Projecting an updated subsidy for 2024 to be approximately \$5,000 less than 2023. Honerman has been following different managerial scheduling processes. Wolf reported that the draft report from Abdo will be used by staff to create a final report that will be useable for the board.

G. FACILITY ACTIVITY UPDATES (LAF, Sam Honerman)

Honerman reported private swimming lessons are very popular this summer and thanked the water instructors for an outstanding job. A couple new classes have been added recently; one free pop-up hot yoga class was offered with 15 in attendance, chair volleyball on Tuesdays and Thursdays and aqua board blast balance on Tuesdays for half an hour. Honerman reported that usually fitness classes do not have high attendance in the Summer. Discussion followed on how memberships are used; those with land memberships get land classes included in the membership, those with water memberships get water classes included in the membership. Discussion followed on considering an addition of aerobics membership option.

H. OPERATIONS UPDATE (City Administrator, Jill Wolf)**H.1. [2024-206](#) Advertising**

Wolf reported that the City has been implementing a consistent, uniform brand for all city departments. A small internal committee has been working on consistent marketing themes for each week in the Summer. Anything that needs to be marked is sent to Van Grootheest. Thorson suggested advertizing the guest pass that is available to purchase at LAF. Oye suggested creating clean and fresh templates for LAF to use as well. Discussion followed on the use of Instagram, as that is a popular social media application for the younger population.

H.2. [2024-207](#) Programming

Honerman developed and distributed a summary of the ideas that came out of the strategic planning session that was conducted on June 10. Wolf asked the board to take it home to digest it and provide feedback at the next board meeting. Honerman also distributed attendance numbers for water and land courses for informational purposes. Discussion followed on recruiting new lifeguards and creating tik tok videos to market the position.

I. BOARD DISCUSSION - ADDITIONAL ITEMS**J. ADJOURNMENT**

A motion was made by Oye, seconded by McClure, to adjourn the meeting at 4:40 p.m. The motion carried unanimously.

Submitted by,
Jessica Mead
City Clerk