



# Announcement of Meeting Aquatics & Fitness Board Regular Meeting Minutes

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

Monday, October 14, 2024

4:00 PM

Council Chambers

**A. CALL TO ORDER**

**Present** Jerry Jensen, Carol McClure, Caroline Thorson, and Summer Phelps

**Excused** Madilyn Oye

**Additional** Jill Wolf, Jessica Mead, and Sam Honerman

**B. OPERATIONS UPDATE (City Administrator, Jill Wolf)**

**B.1. 2024-285 Organizational Assessment Presentation**

Wolf provided a brief historical overview of the LAF, emphasizing its historical importance to the community. A.O. Moreaux’s quote from 1938 was shared, underscoring the city’s long-standing commitment to providing recreation facilities for youth.

Process Evaluation Summary:

- Abdo conducted a three-phase process, including client assessments, a thorough evaluation of financial and operational procedures, and improvement recommendations. Wolf summarized the findings of the Proeval, Staffing Model, Rate Analysis, Programming and Use of Space.

Key Areas for Improvement:

- Employee Training & Cross-training: Recommendations for improving staff flexibility.
- Automation of Financial Processes: Streamlining processes through technology.
- Software Integration: The transition to RecTrac software has improved membership management and operational efficiency.

Staffing Adjustments:

- Cross-training of lifeguards and front desk personnel resulted in a reduction in Full-Time Employee (FTE) count from 4.12 in 2023 to 3.07 in 2024.

Cost Savings:

- The termination of the cleaning contract saved \$500 weekly, and staffing reductions contributed to subsidy reduction.

Policy and Procedure Enhancements:

- Implementation of updated Standard Operating Procedures (SOPs) to maintain consistent operations across the board.

LAF 2025 Work Plan Highlights

Key Goals:

- Increase overall membership by 5% by December 31, 2025.
- Maintain a monthly average 95% retention rate.
- Launch four new programs for elementary, teens, 18-30 and 31-60.
- Renegotiate the Sanford Physical Therapy contract.

Strategies:

- Marketing and promotions will focus on membership referral programs, digital marketing, and community outreach.
- Customer engagement will be enhanced with member-only events, exclusive perks, and feedback surveys.
- New fitness classes and specialized programs will be introduced based on community needs.

Timeline:

- Q1-Q4 2025: Each quarter will focus on different initiatives, including new program launches, marketing campaigns, and community engagement events.

Key Performance Indicators (KPIs)

- Wolf emphasized the importance of monitoring KPIs, such as membership growth, retention rates, class attendance, and customer satisfaction, to ensure progress toward the 2025 goals.

Staffing and Cross-training

- Abdo recommended continued cross-training for key roles, to enhance operational flexibility and improve service efficiency.

Future Strategic Initiatives

- Rate Adjustments: Continued review of pricing models to ensure financial sustainability.
- Revenue Generation: Discussions around optimizing contracts, introducing premium services, and hosting open-house events to attract new members.

**C. BOARD DISCUSSION - ADDITIONAL ITEMS**

**D. ADJOURNMENT**

A motion was made by Jensen, seconded by Phelps, to adjourn the meeting at 5:37 p.m. The motion carried unanimously.

Submitted by,

Jessica Mead  
City Clerk