

LAF ROCKS

Quarter-Year (Q1-2025)	Rock Description	Task Name	Duration in Months	Start	Finish	Assigned to	Status	Notes
			3	10/01/24	12/31/24	Sam		Trying out cross-fit teens; 5 signed up Healthy meal prep assembly with Buzzy for Q1 Phone app tech day Intro to weight room Class for little kids for land and pool
Q4-2024	Determine potential new programming for 2025 for elementary, teens, 18-30 and 31-60	New Programming					Brainstorming	Working with Steph on ideas for New Years Resolutions
Q4-2024	Determine potential list of new fitness instructors/trainers for each class/program	New Programming	3	10/01/24	12/31/24	Michelle	Brainstorming	4 on a list
Q4-2024	Launch monthly customer satisfaction surveys	Customer Satisfaction	3	10/01/24	12/31/24	Jessica	Research	Waiting for quote
Q4-2024	Launch marketing campaign for new programs	Marketing	3	10/01/24	12/31/24	Michelle	Development	Henkin Shultz--training phase I by mid-December
Q4-2024	Update instructor recruitment program for 2025	Instructors	3	10/01/24	12/31/24	Sam	Launched	City will pay for certification/training and reimburse lifeguard training
Q4-2024	Launch programming survey	Customer Satisfaction	3	10/01/24	12/31/24	Jessica	Research	Waiting for quote
Q4-2024	Determine monthly challenges for 2025	New Programming	3	10/01/24	12/31/24	Jill	Brainstorming	50 theme for anniversary; monthly 50 challenges
Q4-2024	Use Lifeguards to rotate into front desk duties	Personnel	3	10/01/24	12/31/24	Sam	Development	Still using customer service during busy times
Q4-2024	Re-negotiate Sanford PT Contract	Revenue	2	11/01/24	12/31/24	Tyler	Research	Jill will talk to Tyler
Q4-2024	2025 LAF rate structure	Revenue	2	11/01/24	12/31/24	Tyler	Research	Jill will talk to Tyler