

**Montgomery Township
Community & Recreation Center Advisory Committee
Meeting Minutes
October 12, 2016**

The regular monthly meeting of the Montgomery Township Community & Recreation Center (Mont CRC) Advisory Committee was held Wednesday, October 12, 2016 at the Montgomery Township Community and Recreation Center. The members of the Mont CRC Advisory Committee in attendance included: Tony Ruggieri, Karin Bayer, Ally Gaylord, Audrey Schrader, Thomas Alesi, and Christine Wassel. Also present were: Stacy Crandell, Assistant to the Township Manager, Matt Reimel Mont CRC Program Director, Tom Gailey, and Floyd S. Shaffer, Community & Recreation Center Director

Regular Meeting

Call to Order: Committee Chair Ruggieri called the meeting to order at 6:31pm

Approval of Minutes: On a motion by Ms. Schrader and a second by Mr. Gaylord the minutes of were unanimously approved.

Public Comment: There was no public comment.

Old Business/Discussion Items

A general conversation regarding several themes that involved the Mont CRC. The topics discussed included:

- 1) Christine Wassel provided an update on the First Foundation Zumba Thon that was cancelled due to a small pre-registration for the event. A non-profit organization named, Camp Pals was mentioned as a possible new organization that the MontCRC might partner with in the future for a Zumbathon event.
- 2) A holiday tree lighting Ceremony was discussed. Mr. Shaffer and Ms. Schrader will meet to further explore the special event.

Focus Group Initial Report

Tom Gailey of Gailey/Murray Communications provided a Power Point presentation of the initial “Top Line” findings of the study results from the focus groups that were conducted by his firm over the last six weeks. The findings are to be utilized as part of the overall evaluation of the marketing and programming of the MontCRC. The final completed written report from Gailey/Murray will be available for review at the next MontCRC advisory Committee meeting in November.

Below is a compilation of the major topics /themes that were most prevalent during focus group conversations, as delineated by Mr. Gailey:

- 1) The facility needs an identity. Recreation Center vs. Community Center
- 2) Overall a positive view of facility. Consensus of individuals interviewed was a strong desire for the community center to succeed.
- 3) Certain amenities are not available; locker room, adequate shower area, certain types of fitness equipment, refreshment and snack area for informal meetings of patrons.
- 4) There is “not enough activity going” on in the building.
- 5) Operation hours are not convenient, especially on weekend afternoons/early evening.
- 6) Strong Interest in additional community activities.
- 7) Varied opinions on membership.

- 8) Spray park overcrowding.
- 9) Marketing and communication of the MontCRC of facility needs to be fine-tuned. Quality vs. Quantity of information was stressed.
- 10) Lack of a crowded building was viewed both positively and negatively.

Mr. Gailey concluded his presentation by indicating that the Focus Group participants are potentially positive Ambassadors for the facility. Keeping them in the “loop” regarding changes and new endeavors at the MontCRC is essential.

New Business

Mr. Shaffer provided the committee with an initial draft of a new Membership format for the MontCRC. He asked the committee to review the proposal and be prepared to discuss the new fee structure in detail at the next monthly meeting.

Adjournment:

There being no further business, Mr. Alesi made a motion to adjourn. Ms. Wassel seconded, and the meeting was adjourned at 7:50 pm. **The next meeting of CRC Advisory Committee will take place on Wednesday, November 9, 2016 at 6:30PM.**

Submitted by:

Floyd S. Shaffer
Community & Recreation Center Director