



TO: Mayor and City Council

FROM: Allison Watkins, Recreation Manager
Richard Kucera, Public Services Director

SUBJECT: Le Sueur Community Center Information

DATE: For the City Council Meeting Monday, July 22, 2019

PURPOSE

Review and provide staff feedback regarding the information provided about the Le Sueur Community Center.

SUMMARY

In November 2018 City Council approved the restructuring of the Membership packages for the Community Center. I will be providing an update on the packages, membership numbers, the issues with the Max Galaxy system and project updates.

- Membership level review
- Issues with the Max Galaxy system
- Membership numbers; what has happened since we made these changes
- Project updates

Membership Level Review

In February 2019, the new membership packages went into effect. Prior to this change, the membership levels had not been reviewed, updated or changed in many years. The old structure for memberships was not financially viable for the city. They were hard to understand and not comparable to surrounding area rates. With the new structure we have discontinued the non-resident package to simplify tracking and opening the possibility of gaining new memberships from surrounding areas. We have also discontinued the plus one option since the Community Center was losing revenue with these memberships.

The Current Membership Structure:

Type of Memberships:

- Senior Membership
- Adult Membership
- Family Membership
- Employee Memberships
- Silver & Fit Memberships
- Silver Sneakers Memberships
- *Twelve Month Memberships (this is part of the old structure that was sold before the switch. The last of these will expire January 2020.)

All Membership types include different tiered options:

- Full Access
- Fitness Room + Pool + Racquetball
- Fitness Room + Pool
- Fitness Room
- Indoor/Outdoor Pool

Patrons have the options to pay monthly, quarterly or annually.

Max Galaxy System

Staff has had some issues with the Max Galaxy system. The membership, registration and point of sale (POS) modules were incorrectly set up for the new membership structure. For the membership piece, it has taken a lot of staff hours to clean up the duplicate accounts, old membership packages, and the way the new membership structure was inputted into the system. Going back and looking at the stats for memberships or programs, I am not confident that those numbers are correct. Going forward we will do a better job of tracking these and providing council with updates.

Other issues we are having with the system are internal. The system only allows three chances to gain access into it. We have had many part time staff type in wrong passwords and then be locked out of the system. This is problematic over the weekends or evenings when full time staff is not there to access the admin and unlock the system. Max is not set up with our access cards so people cannot scan as they come in. They do scan near the doors of the Community Center, but this does not show staff that they are members and there is no scanning at the outdoor pool. People can be sharing cards and we may never catch them. For pool purposes to be able to scan for entry would help staff and makes things simpler for members. Scanning would show that patrons do have an active membership or expired. Staff could meet the patron at the door if expired and have them renew right there. Many times, people with expired memberships will still gain access because it is not a friendly system to try and look someone up. Staff gets busy at the pool and may just take the person's word for it. Or staff has looked them up one day showing an active membership and not realize that they maybe expiring tomorrow and still gains access the next day because staff remembers them as being active in the system yesterday.

In the past, concessions inventory was not done. We are moving towards tracking what comes in and out in concessions. This will be a lengthy process as everything must be entered into the POS system and then train office staff on the new register set up. Staff has started the register reconfiguration, but we will not have true numbers as we are already into July. Staff is also working on the register for pro-shop inventory as well.

Membership numbers

Since the restructure we believe we have seen a decrease in membership numbers. This was to be expected with the change. Some patron's insurance coverage changed and no longer covered their membership, so we lost some members that way. For example, Blue Cross changed from a scanning system to the member tracking themselves with a Fitbit or similar device and turning it in to the insurance company for reimbursement. Some were upset by the

no plus one option. Some members moved up to the silver sneakers membership coverage. With the positive changes happening at the Community Center we are expecting to see the membership number go up.

As of July 15, 2019, the LSCC has 677 membership packages and 1,313 members. The break down to that is;

- Senior Membership 55
- Adult Membership 120
- Family Membership 207
- Employee membership 24
- Silver & Fit Membership 122
- Silver Sneakers Membership 103
- *Twelve Month Memberships 45

*Twelve Month memberships – sold during the December (2018) membership drive. These memberships are part of the old membership packages, but we have honored them until they expire this December. Then if members renew, they will be switched over to the new membership structure.

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Staff is not confident in past number reporting from the Max Galaxy system. After finding so many issues with the set up and structure we cannot be confident in the old reporting. There are multiple reporting filters as well within Max Galaxy and without knowing how the old reports were ran, I do not feel comfortable comparing old data to current data.

Projects Staff is Working on

- Fitness wall project. Last week staff met with a company to get a design and quote. Staff will bring to council after more information has been collected.
- New bleacher heaters for the arena will be installed. Gopher Heater will be installing new heaters.