AGENDA
AQUATIC BOARD
Wednesday February 28, 2018
Dimond Park Aquatic Center - Event Rooms – 5:30 p.m.

A. Call to Order

B. Roll Call

C. Agenda Changes

D. Public Presentation of options for future pool governance

E. Public Participation on Presentation

F. Board Comments

G. Adjournment –

H. Proposed Next Board Meetings: 3rd & 4th Tuesday of Each Month at 4:00 p.m.:
   a. 3/6/18 – 4pm    Dimond Park Aquatic Center – Event Rooms A & B
   b. 3/20/18 – 4pm   Valley Library – Operations Committee
   c. 3/23/18 – 4pm   Room 224 – Full Board
   d. 4/17/18 – 4pm   Valley Library – Operations Committee
   e. 4/23/18 – 4pm   Room 224 – Full Board

For the most up to date meeting schedule, visit www.juneau.org/calendar
JUNEAU AQUATICS BOARD
OPTIONS FOR THE FUTURE
Public vote at October 7, 2014 regular election supported the proposal to modify CBJ charter to establish ‘a board of directors for the Juneau Pools’

CBJ Assembly adopted Ordinance 2015-23(b) on April 27, 2015 to establish the Aquatics Board

Similar to an empowered board-
- Sets budgets and rates. Establish policies

But with an important distinction-
- Parks and Rec Director is the Executive Officer of the Aquatics Board.
- Supervised and evaluated by the CBJ Manager.

Ordinance for current Board sunsets on May 28, 2018 unless extended by the Assembly.
WHY THE NEED FOR A BOARD?

Cost recovery was declining ...

Along with Use...
## WHY THE NEED FOR A BOARD?

### Cost Recovery History

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expense</th>
<th>Net Support</th>
<th>Cost Recovery %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>334,961</td>
<td>796,255</td>
<td>(461,294)</td>
<td>42.1%</td>
</tr>
<tr>
<td>2006</td>
<td>326,762</td>
<td>835,239</td>
<td>(508,477)</td>
<td>39.1%</td>
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<tr>
<td>2007</td>
<td>317,896</td>
<td>837,324</td>
<td>(519,428)</td>
<td>38.0%</td>
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<tr>
<td>2008</td>
<td>314,142</td>
<td>936,283</td>
<td>(622,141)</td>
<td>33.6%</td>
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<tr>
<td>2009</td>
<td>304,619</td>
<td>923,169</td>
<td>(618,550)</td>
<td>33.0%</td>
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<tr>
<td>2010</td>
<td>328,370</td>
<td>885,913</td>
<td>(557,543)</td>
<td>37.1%</td>
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<tr>
<td>2011</td>
<td>495,313</td>
<td>1,249,505</td>
<td>(754,192)</td>
<td>39.6%</td>
</tr>
<tr>
<td>2012</td>
<td>702,085</td>
<td>2,153,790</td>
<td>(1,451,705)</td>
<td>32.6%</td>
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<tr>
<td>2013</td>
<td>630,089</td>
<td>2,041,255</td>
<td>(1,411,166)</td>
<td>30.9%</td>
</tr>
<tr>
<td>2014</td>
<td>571,614</td>
<td>1,929,391</td>
<td>(1,357,777)</td>
<td>29.6%</td>
</tr>
</tbody>
</table>

### Use History

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Annual Visits</th>
</tr>
</thead>
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<tr>
<td>2006</td>
<td>101,645</td>
</tr>
<tr>
<td>2007</td>
<td>97,000</td>
</tr>
<tr>
<td>2008</td>
<td>90,671</td>
</tr>
<tr>
<td>2009</td>
<td>97,295</td>
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<td>2010</td>
<td>91,696</td>
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<tr>
<td>2011</td>
<td>71,338</td>
</tr>
<tr>
<td>2012</td>
<td>117,792</td>
</tr>
<tr>
<td>2013</td>
<td>108,975</td>
</tr>
<tr>
<td>2014</td>
<td>99,406</td>
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SINCE THE BOARD WAS FORMED

Cost recovery has stabilized or is slightly improved...

Along with Use...
Since the Board was formed

Cost recovery has stabilized or is slightly improved...

Along with Use...

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>571,614</td>
<td>582,641</td>
<td>651,929</td>
<td>655,100</td>
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<tr>
<td>Expense</td>
<td>1,929,391</td>
<td>1,823,022</td>
<td>1,924,330</td>
<td>1,984,814</td>
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<tr>
<td>Net Support</td>
<td>(1,357,777)</td>
<td>(1,240,381)</td>
<td>(1,272,401)</td>
<td>(1,329,714)</td>
</tr>
<tr>
<td>Cost Recovery %</td>
<td>29.6%</td>
<td>32.0%</td>
<td>33.9%</td>
<td>33.0%</td>
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</tbody>
</table>

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<th>2014</th>
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<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Annual Visits</td>
<td>99,406</td>
<td>102,223</td>
<td>105,000</td>
<td>129,000</td>
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SINCE THE BOARD WAS FORMED

Improved culture at the Pools. ‘Culture of Yes’

Developed rate policies which includes:
- Single pool “System” with one set of rates
- Simplified rate structure and significantly lowered most user rates

Food service at DPAC

Initiated energy use and efficiency studies
- Working to get Pool Covers installed

Credit card billing implemented – monthly payment option

Worked to obtain remodel funding for Augustus Brown
- $5 million approved by voters for Augustus Brown Pool from recent 1% CIP renewal.
Increased offerings of aquatics events for community

Significant Improvements in opportunities for learning to swim
  ▪ Improved lesson offerings
  ▪ Implemented scholarship program with Gaguine Foundation

Expanded marketing and outreach including Facebook, etc.

Many additional accomplishments by Pool staff
SHOULD THE BOARD CONTINUE? IF SO, HOW?

The Board began to evaluate options last summer

Performed a scoping project to determine options

Met with the Assembly in early November

Identified 4 general options
  - Performed extensive work to evaluate the options

Presenting to the public now
  - Public input is important in terms of the board’s recommendation to the assembly

Will meet with the Assembly on March 14th to discuss results of our work and give recommendation
SUMMARY OF OPTIONS

A. No action – Board Sunsets

B. Extend Term of the existing Board

C. Change board status to an empowered board
   ▪ C1 Authorized to hire/supervise Aquatics Director
   ▪ C2 All of C1 plus board membership to include P & R Director, School District liaison, and Glacier Swim Club representative as voting members

D. Contract with a non-profit group
   ▪ D1 Identify existing local non-profit
   ▪ D2 Create a new non-profit
   ▪ D3 Create a local branch of the Alaska YMCA
OPTION A — NO ACTION (BOARD SUNSETS)

Pros

Simple – no action required by the Assembly or the Board
No disruption for staff
Key staff have a single boss

Cons

Reverts to pre-board management
Aquatics and swimmers no longer have a designated advocate
Aquatics becomes less of a priority to P&R department as was the case prior to board formation
OPTION B — EXTEND TERM OF EXISTING BOARD WITH NO CHANGE IN STRUCTURE

**Pros**

Simple — Assembly extends sunset deadline in existing ordinance

Provides continuity of current operations

No disruption for staff

**Cons**

Continues P&R Director reporting to two bosses

P&R Director has many direct reports — challenge to do all of them

Continues inefficiencies that could be gained by additional autonomy of the pool operations

- Accounting and reporting
- Maintenance
- Operations
OPTION C — BECOME AN EMPOWERED BOARD
C1 AQUATICS BOARD HAS AUTHORITY TO HIRE/SUPERVISE AQUATICS DIRECTOR
C2 SAME AS C1 PLUS BOARD IS EXPANDED TO INCLUDE P&R DIRECTOR, SCHOOL DISTRICT LIAISON & GLACIER SWIM CLUB AS VOTING MEMBERS

Pros

Increases board responsibility

With Option C2, brings more voices into Board’s decision making and additional help for handling increased workload

Provides Board more oversight of management

Improves Board’s ability to manage indirect and maintenance costs

Little disruption for staff

A Pool ‘Fund’ balance would be created and tracked separately
OPTION C — BECOME AN EMPOWERED BOARD

Cons

Requires time to transition and modify systems

Some restructuring and/or addition of staff and space necessary to handle tasks previously done by CBJ

Continues inefficiency that could be gained by additional autonomy of the pools

- Accounting and reporting
- Maintenance
- Operations
OPTION D — CONTRACT WITH A NON-PROFIT

D1 Identify an existing local non-profit to manage the pools
D2 Create a new non-profit specifically to manage the pools
D3 Create a local branch of the Alaska YMCA to manage the pools
OPTION D — CONTRACT WITH A NON-PROFIT

Pros

Potentially, greatest benefit to CBJ

Expands opportunities to increase revenue, reduce expenses and reduce CBJ financial support
  - Board believes this could result in substantial savings

Potential for streamlining aquatics operations and improved efficiency

Provides flexibility in program offerings leading to increased usage

Improves simplicity and transparency of accounting/admin functions
OPTION D3 — CONTRACT WITH A NON-PROFIT — YMCA OPTION

Y is interested in contracting to manage the pools
Y manages scores of other municipal pools around the country
Provides access to YMCA’s knowledge — aquatics programs and design
  • extensive resources for management and operation
Local control will remain — local board to which the ‘Branch Director’ reports
Local Branch Director has administrative and operating support from Y
Existing staff will not be negatively impacted
  • Existing salaries of full-time employees will remain intact.
  • Y offers competitive retirement and health insurance package
Savings to CBJ is projected to be significant
Provides broader network for staff recruitment
OPTION D — CONTRACT WITH A NON-PROFIT

Cons

D1 The Board is not aware of any local non-profit org that has this capacity
D2 Extensive effort to create a new non-profit for this purpose
D3 More unknowns/uncertainty
All would require longer timeframe to complete transition
NEXT STEPS

Public input —
- Chamber and Rotary Meetings
- Aquatics meetings on 2/20 at 5:30 pm at Assembly Chambers and 2/28 at 5:30pm at DPAC

Board expects to make a recommendation to the Assembly on March 14

Assembly may choose to extend Board beyond May of 2018 to allow for further consideration and implementation.

If B, C, or D board likely to recommend making the School District liaison voting as well as adding GSC as a voting member.

If option C or D, we will also recommend adding P&R Director as a voting member
QUESTIONS?
Hello,

I am unable to attend this evenings meeting to provide input on the future plan to manage the Juneau pools, but I wish to pass on my thoughts.

I use the pool, mostly the downtown pool, two or three times a week to swim laps. I have also taken advantage of adult swimming lessons provided by the city.

I am very satisfied with the way the pools are being managed right now and don’t see any reason to make changes. City staff is wonderful and the pools are well maintained. A pretty diverse group of people use the pools and everyone is made to feel welcome.

> One thing that could be changed to raise more money is to charge a larger annual fee for those who can afford it. I currently pay about $100 a year for unlimited use of the pools. This is WAY below the going rate for recreational activities in Juneau. I appreciate the thought, but most of us seniors can afford to pay more.

Thank you for the opportunity to comment.

Sandy Harris
424 4th St
Juneau AK 99801

Sent from my iPad
Aquatics Board,

Please see below message from member of the public, Molly McCormick to include with your agenda packet for the 2/28 public presentation meeting.

Have a good afternoon!

~Julie
Julie Jackson
Aquatics Manager
City & Borough of Juneau
Phone: 907-321-6535
Fax: 907-586-4592

www.JuneauPools.org
www.facebook.com/JuneauPools

-----Original Message-----
From: Molly McCormick [mailto:molly.mccormick@juneauschools.org]
Sent: Wednesday, February 21, 2018 10:16 AM
To: Aquatics
Subject: Please email me back a copy of last nights agenda for aquatics options..... Thanks

Sorry, I could not stay to speak last night.

I support opinion C of an empowered aquatics board.

I would be concerned about more money needed, and keeping the town pool open.

Thanks,
Molly McCormick
PO Box 240881
Douglas, Ak 99824

Sent from my iPhone
Good morning,

Please consider my comment for continuing the aquatics board...

The Board has accomplished a great deal of cost savings and recovery, and at the same time increasing users. It would be a disservice to the community if the Board was sunset!

Furthermore, I recommend that management be contracted to a non-profit organization, preferably YMCA, and supervised by the Board.

Sincerely,
Renda Heimbigner
635 Alder Street
Juneau, AK 99801
907-723-4202
To Whom It May Concern,

It has come to my attention that there are some considerations coming up with regards to the Juneau swimming pools. After reviewing the summary of results that have transpired since the inception of the Aquatics Board it is obvious the board is having a positive effect on the overall operation of the facilities. I have also learned that the YMCA is interested in assisting in operations with supervision from a local board of directors. As a kid growing up in Oregon I spent countless hours at the local YMCA, learned to swim there as well as other youth oriented experiences. I think this would be a WIN-WIN situation as the YMCA is associated with thousands of pools around the country and as such have the experience and knowledge to effectively manage our pools under the supervision of a local board of directors.

Sincerely,

Mitch Falk
President
Bullwinkle’s Inc
907-463-5252