



## REGULAR MEETING MINUTES

**Date:** 7/28/2021

**Time:** 6:30 p.m.

**Regular Meeting Location:** [Zoom.us/join](https://zoom.us/join) – ID# 911 6597 4358

### A. Call to Order

Chair Brosnan called the meeting to order at 6:35 p.m.

### B. Roll Call

**Present:** Baskin, Brosnan, Diepenbrock (exited at 8:02 p.m.), Joshua (arrived 6:40), Payne (arrived 6:44), Thomas

**Absent:** Bryman

**Staff:** Library and Community Services Director Reinhart, Assistant Library Services Director Szegda, Recreation Supervisor Zeo

### C. Public Comment

None.

### D. Regular Business

D1. Accept the Parks and Recreation Commission minutes for the meeting of June 23, 2021

**ACTION:** Motion and second (Baskin/ Thomas) to approve the Parks and Recreation Commission minutes for the meeting of May 26, 2021, passed 5-0-2 (Bryman and Payne absent).

D2. Aquatics program update.

Tim Sheeper, CEO, and Steve Young of Menlo Swim and Sport made the presentation (Attachment).

The Commission received clarification on the predicted capacity for the swim school, access to the warm water pool for water therapy classes, and how summer camps and pool capacity were impacted by the availability of pool staff

- Diane Walter spoke in support of subsidizing open swim for Belle Haven residents and requested clarification on cost related to lower numbers of open swim participants.
- Lynne Bramlett spoke in support of investigating pool participants concerns, an open review of the aquatics program to ensure it meets the City's goals for equity and inclusion, and no fee swim lessons.
- Tom Prussing spoke in support of prioritizing the needs of older members of the community, longer baby pool hours; requested clarification on access to open swim and the warm water pool; and concerns to pool deck safety.
- Janet Davis spoke in opposition to the current pricing structure; concerns on vaccinations,

overcrowded aqua fit classes, and Americans with Disability Act (ADA) pool access; and requested clarification on non-resident pool usage.

The Commission discussed addressing issues raised by members of the public and requested staff to return with analysis on the issues raised about the aquatics programming.

## **E. Informational Items**

### **E1. Onboarding new commission members**

Assistant Director Szegda introduced the item.

### **E2. Department updates**

Director Reinhart introduced the item. Assistant Director Szegda and Supervisor Zeo provided updates.

Commissioner Diepenbrock exited the meeting at 8:02 p.m.

### **E3. Parks and Recreation Commission tentative agenda calendar**

**ACTION:** By acclamation, the following were added to the tentative agenda calendar:

- August – follow up on aquatics programming
- August – assign onboarding partners for new Commissioners
- August – consider ideas for the Commissioner Reports section of the agenda

## **F. Commissioner Reports**

### **F1. Individual Commissioner reports (Chair Brosnan)**

Chair Brosnan made the report.

## **G. Adjournment**

Chair Brosnan adjourned the meeting at 8:31 p.m.

Nick Szegda, Assistant Library Services Director

Minutes approved at the August 25, 2021 Parks and Recreation Commission meeting



# Menlo Swim & Sport

Summary Report

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# Introduction

This report is a brief perspective in the extended timeline of Aquatics Operations by Menlo Swim and Sport at Burgess Pool.

The report condenses information to offer insight into the operations in 4 time periods (Past, Pandemic, Present, Forecast). All previous, present and future operational decisions are made based upon the 5 company core values.



# The following are the tenants of how decisions will be made into the future:

- **SAFETY** - of all of course, with great attention and care of the unvaccinated youth
- **SERVANTS HEART** - for every person in our aquatic community which include staff and vendors. Empathy and care are practiced during stressful times of program, space, and fee uncertainty and change amongst the loyal population.
- **WARRIORS SPIRIT** - we know we will survive and eventually thrive as an operator using our ability to bend and flex with the swiftly changing environment and community as we encounter more uncertainty in front of us than ever before.
- **TRUST** - we believe that the services we are providing are vital to the strength and well-being of our aquatic neighborhood, and we will do what we say and communicate what needs to be done.
- **FUN AND FRIENDLY** - the way we teach and treat our staff is in turn an expectation of how our staff teach and treat our community. Care, concern and compassion with a smile and sense of humor with levity.





# Programs



\*Present = July 2021

Program	Past	Pandemic	Present	Future
Water Exercise	✓		✓	✓
Water Therapy	✓			✓
Camp Menlo	✓	✓	✓	✓
Lap Swimming	✓	✓	✓	✓
Menlo Masters	✓	✓	✓	✓
Women's Water Polo	✓			✓
Boot Camp	✓			
Menlo Aquatics YouthSwim Team	✓			
PASA- MP Youth Swim Team		✓	✓	✓
Open Swim	✓	✓	✓	✓
Personal Instruction	✓	✓	✓	✓
Swim School	✓			✓
Triathlon Team	✓	✓	✓	✓
Adult Learn to Swim	✓	✓	✓	✓
SOLO	✓	✓	✓	✓
Team in Training	✓			✓
Underwater Hockey	✓			✓

# Hours Per Week By Program Area



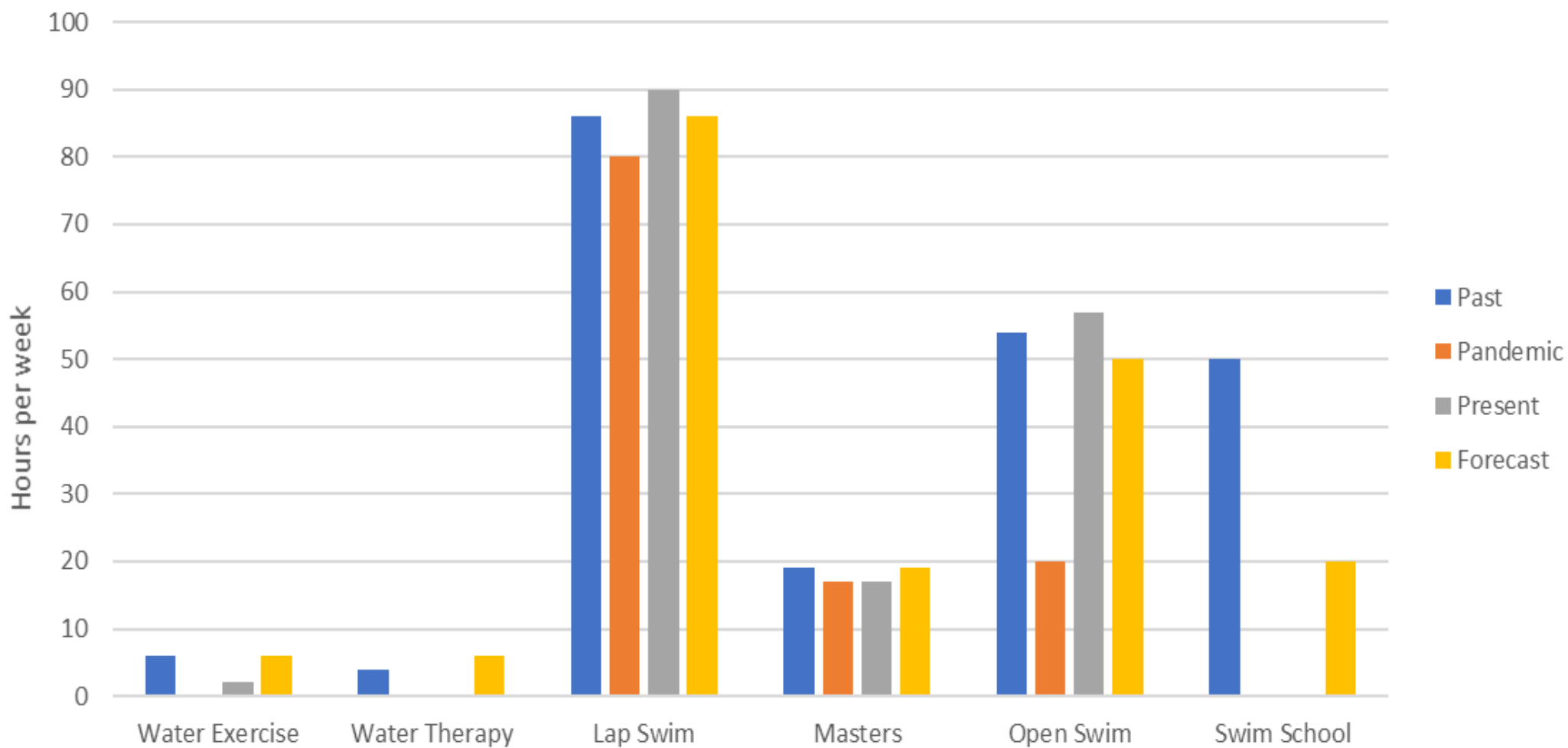
Program	Past	Pandemic	Present	Forecast
Water Exercise	6	0	2	6
Water Therapy	4	0	0	6
Camp Menlo	45	35	35	45
Lap Swim	86	80	90	86
Masters	19	17	17	19
Water Polo	3.5	0	0	2
Boot Camp	10	0	0	0
Youth Swim Team	15	20	20	15
Open Swim	54	20	57	50
Private Instruction	10	40	56	35
Swim School	50	0	0	20
Triathlon	18	0	0	6
Adult Learn to Swim	6	0	0	6
SOLO-Youth Swim Team	7.5	10.5	7.5	7.5
Team in Training	3.5	0	0	2
Underwater Hockey	5	0	4	4
Lifeguard Certification	4	4	4	4



# Hours Per Week By Program Area



Hours per Week by Program Area



# Participation Numbers



Program (Burgess)	Past	Pandemic	Present	Forecast
Water Ex/Therapy	100/month	0	30/month	150/month
Camp Menlo	1250/season	290/extended season	530/season	1500/season
Lap Swim (Members)	350/month	400/month	475/month	350/month
Lap Swim (Drop-Ins)	16,000/year	24,000/year	690 to date	16,000/year
Masters	250/month	100/month	160/month	275/month
Water Polo	20/month	0	0	20/month
Boot Camp	35/month	0	0	0
Youth Swim Team	220/month	100/month	150/month	250/month
Open Swim (Members)	75 annual passes	0	0	75 annual passes
Open Swim (Drop-Ins)	20,000/year	178 families, 850/year	1,350 to date	20,000/year
Personal Instruction	150 hrs/month	170 hrs/month	220 hrs/month	150 hrs/month
Swim School	1000/week	0	0	300/week
Triathlon	60/month	35/month	45/month	65/month
Lifeguard Certification	150/year	30/year	50/year	150/year
Adult Learn To Swim	10/month	10/month	10/month	10/month

# Participation Numbers Belle Haven

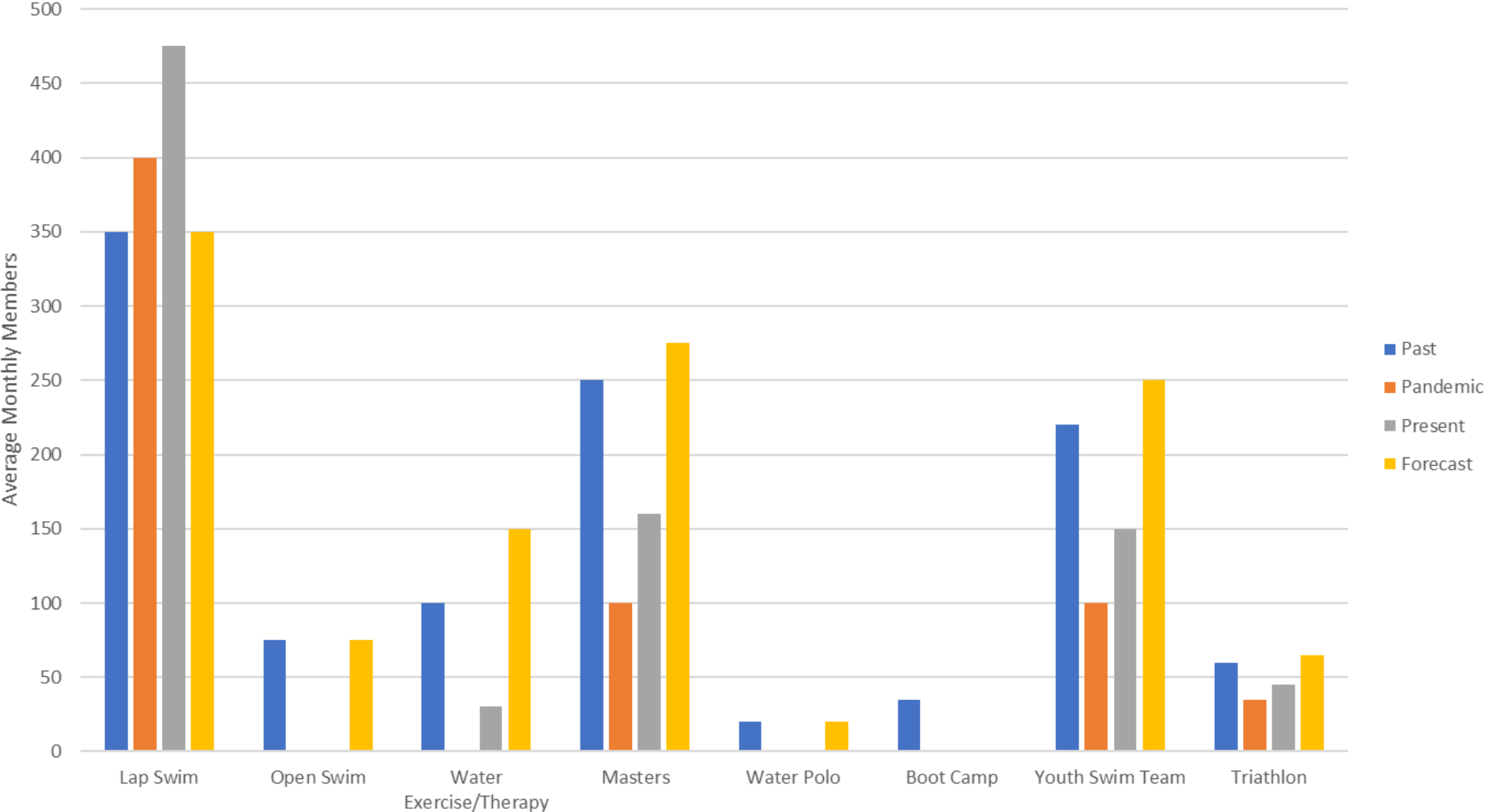
Program (Belle Haven)	Past	Pandemic
Lap Swim (Members)	32/month	55/month
Lap Swim (Drop-Ins)	2,300/year	8,000/year
Open Swim (Drop-Ins)	3,200/year	600 families, 3,000/year



# Participation Numbers



Program Participation- Average Monthly Members



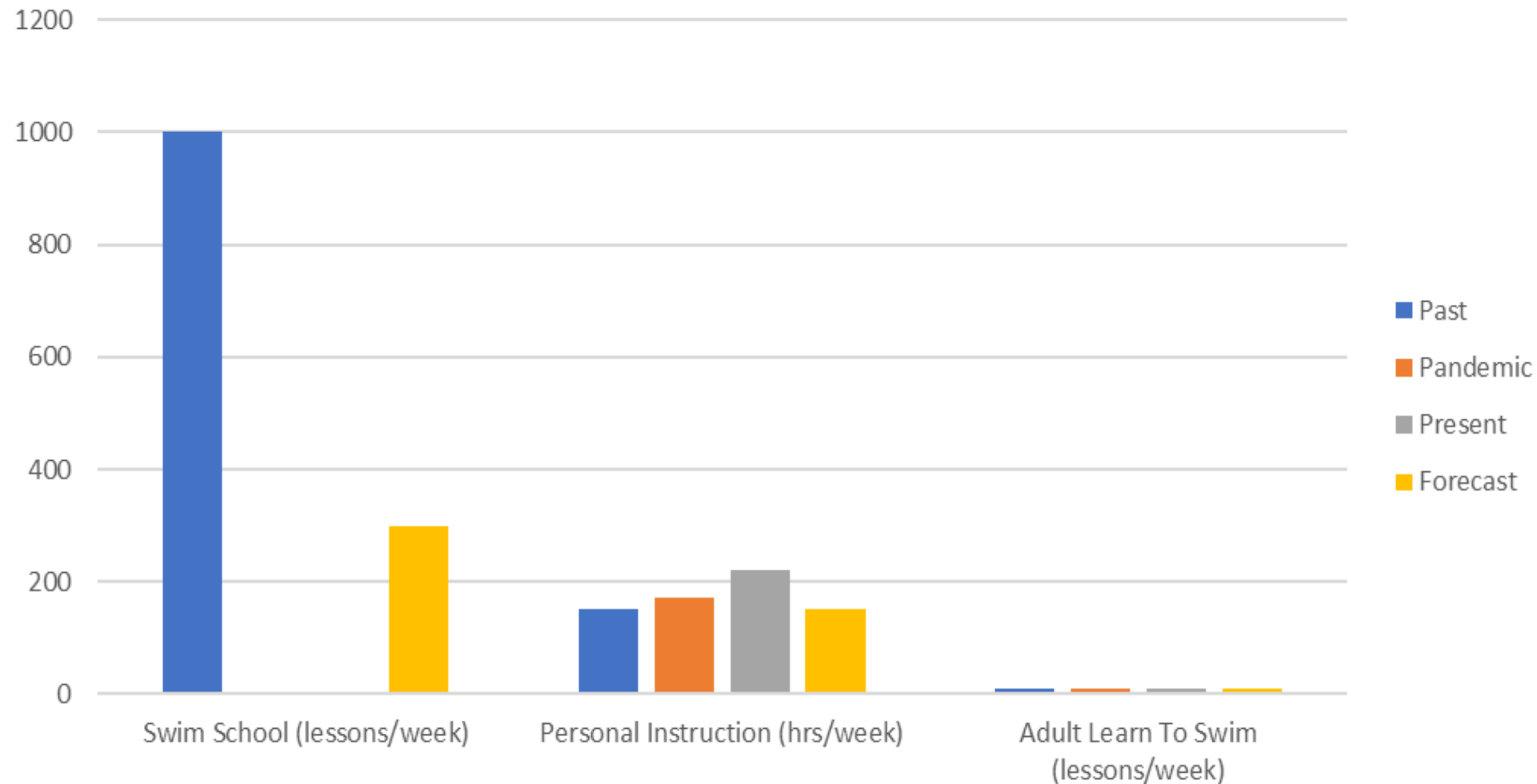
\*SOLO/TNT/  
Underwater  
Hockey are  
rentals:

No  
membership  
data available

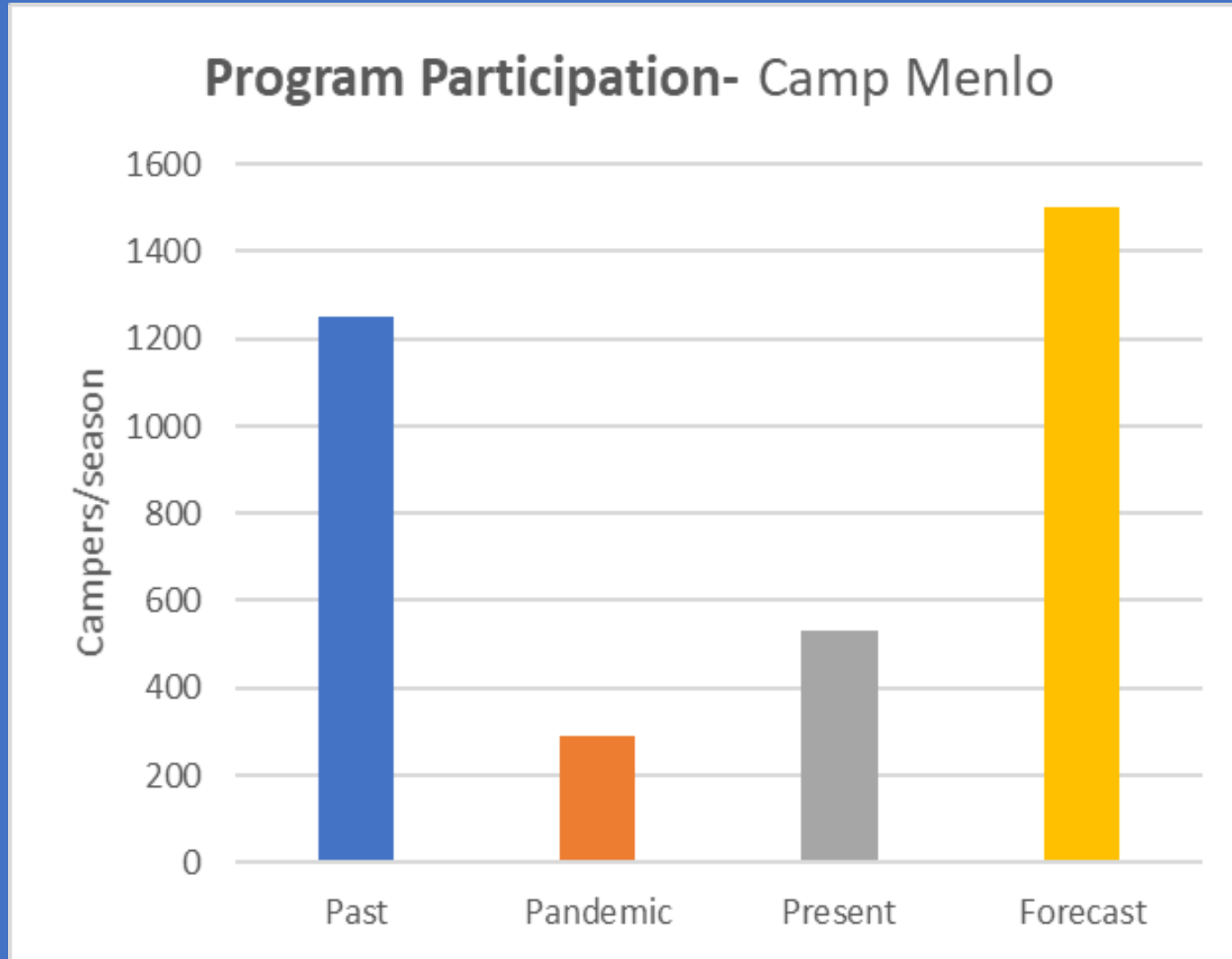
# Program Participation



## Program Participation- Instruction



# Program Participation



# Program Participation

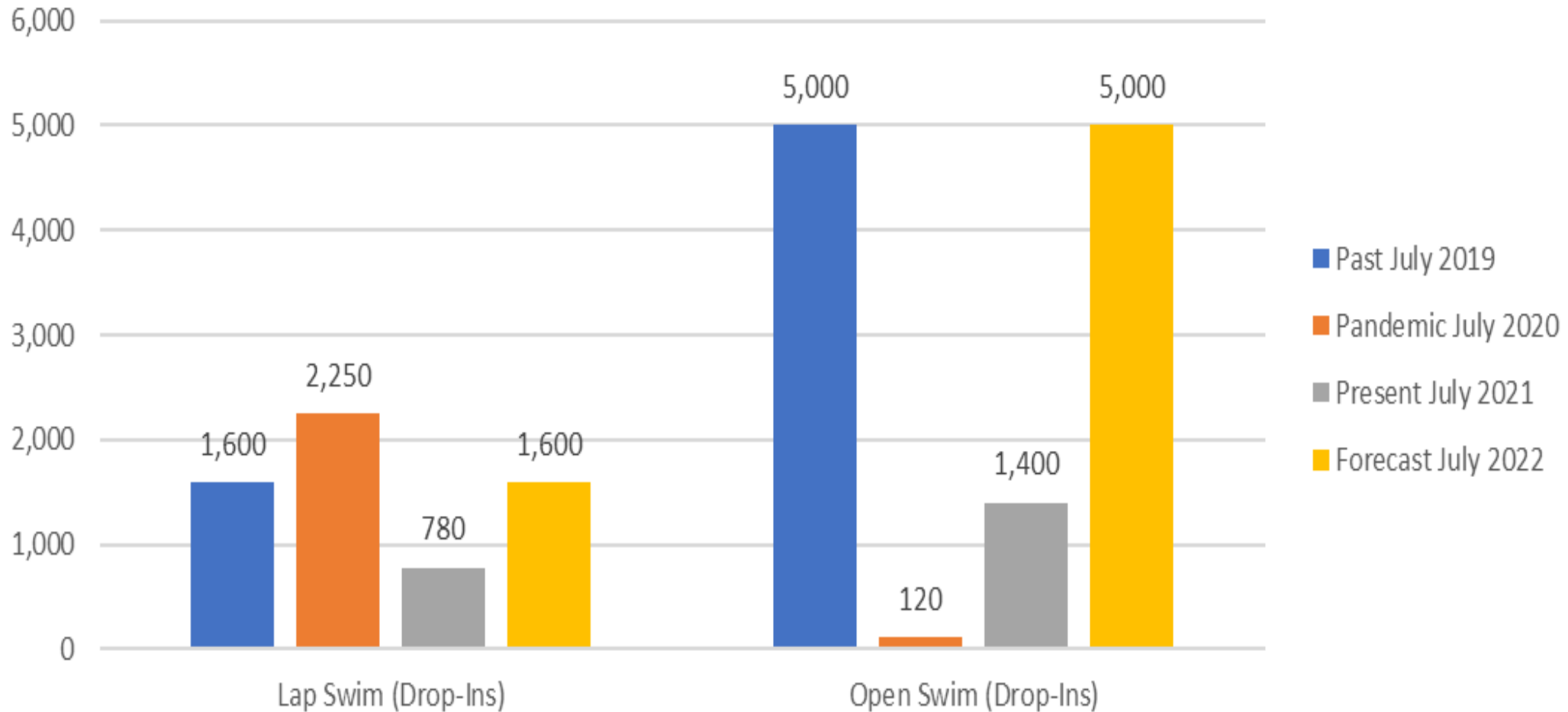
<b>Lap &amp; Open Swim Drop-Ins: Year over Year Comparison</b>	<b>Past July 2019</b>	<b>Pandemic July 2020</b>	<b>Present July 2021</b>	<b>Forecast July 2022</b>
Lap Swim (Drop-Ins)	1,600	2,250	780	1,600
Open Swim (Drop-Ins)	5,000	120	1,400	5,000



# Program Participation



## Program Participation- Lap & Open Swim Drop-Ins





# BBAF Program Participation

Program	Past	Pandemic	Present	Forecast
Swim Lessons	94 lessons/month	68 lessons/month	68 lessons/month	100 lessons/month
Camp Menlo	2 campers/season	3 campers/season	24 campers/season	25 campers/season
Water Polo	8 players/month	0	0	0



# Fee Structure



Program	Past	Pandemic	Present	Forecast
Water Exercise	\$88/mon	0	\$78/mon	\$88/mon
Camp Menlo	\$370/wk	\$350/wk	\$350/wk	\$350/wk
Lap Swim (Drop-In)	\$7-\$8 (R-NR)	\$10	\$9-\$10 (R-NR)	\$8-\$9 (R-NR)
Lap Swim (Mbrsp)	\$50-\$58/mon (R-NR)	\$69/month	\$64-\$69/mon (R-NR)	\$64-\$69/mon (R-NR)
Masters	\$88/mon	\$119/mon	\$114/mon	\$98/mon
Water Polo	\$88/mon	0	0	\$98/mon
Boot Camp	\$180/mon	0	0	0
Youth Swim Team	\$120/m avg	\$180/m avg	\$180/m avg	\$160/mon avg
Open Swim	\$7-\$8 (R-NR)	\$40/family	\$9-10, \$28-\$30/family (R-NR)	\$8-\$9 (R-NR)
Private Instruction	\$76/session	\$76/session	\$76/session	\$76/session
Swim School	\$24/lesson	0	0	\$24/lesson
Triathlon	\$180/mon	\$180/mon	\$180/mon	\$180/mon
Lifeguard Cert	\$300/cert	\$300/cert	\$300/cert	\$300/cert

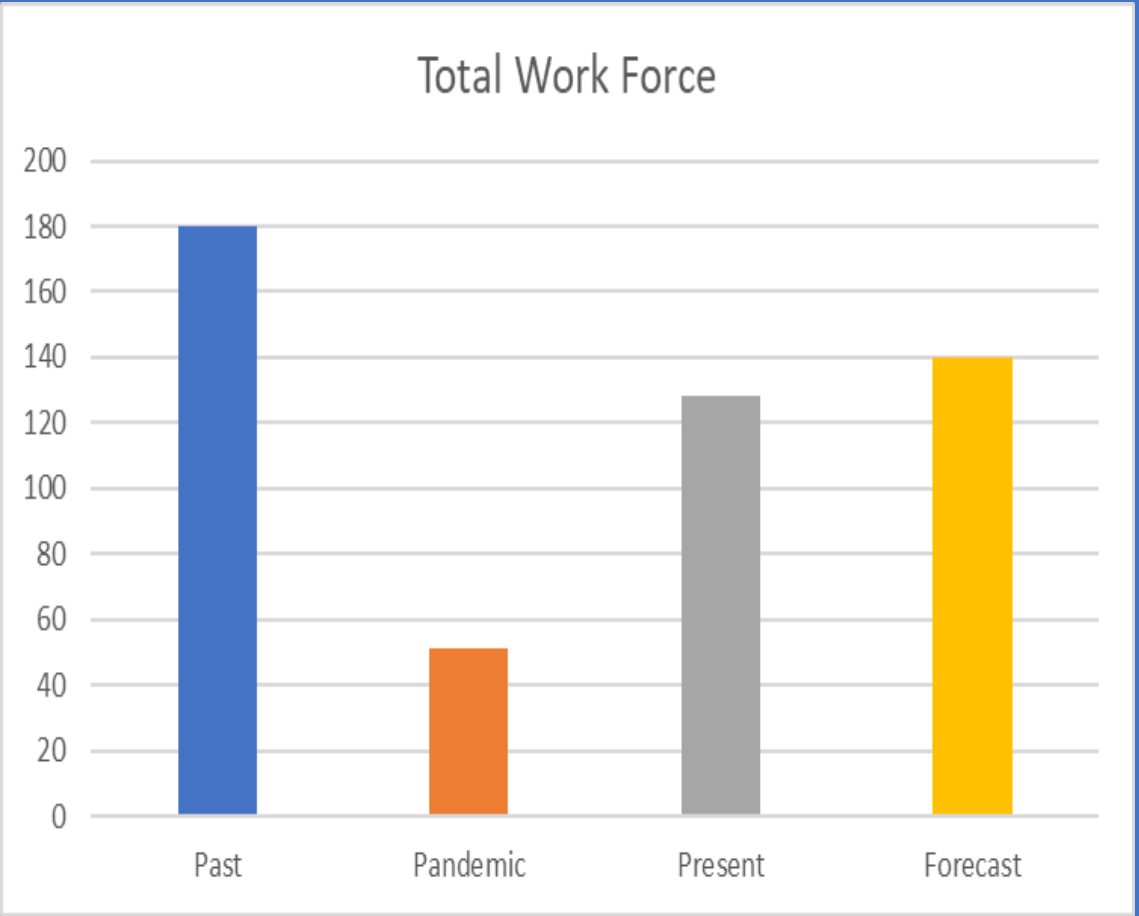
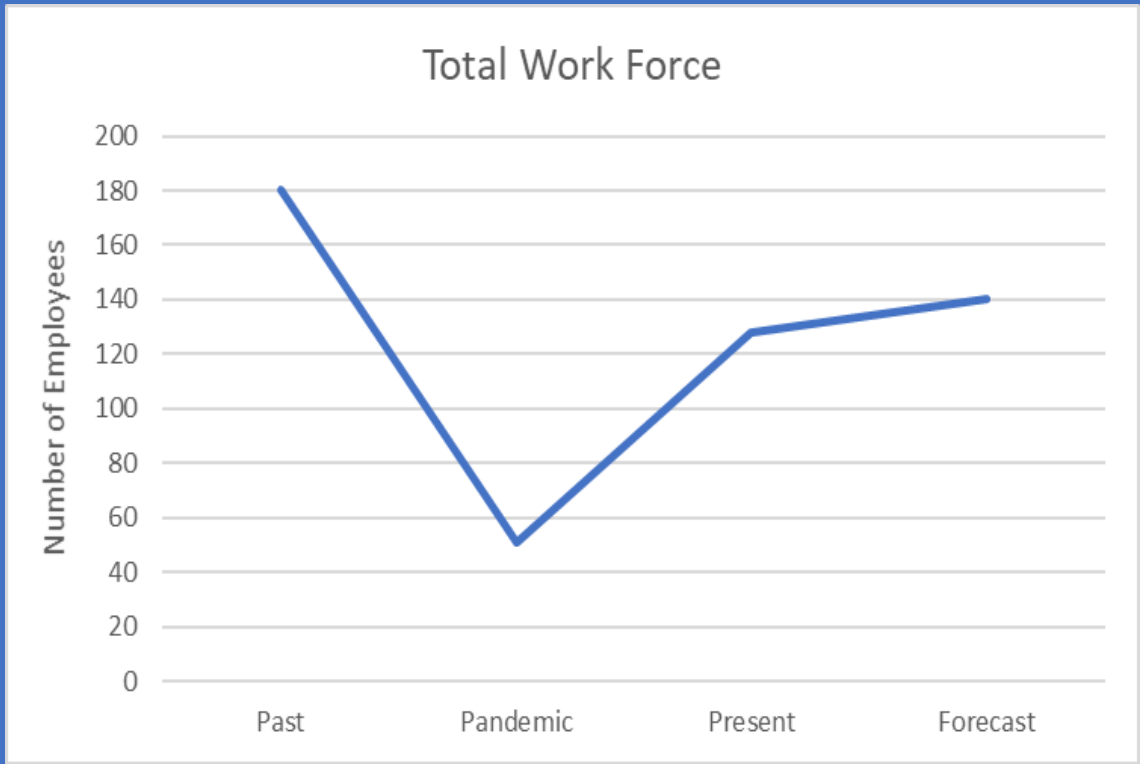
\*25% Senior Discounts on all programs

\*\*BBAF Scholarships on Swim School, Youth Swim Team, Lifeguard Certification, Camp Menlo

# Human Resources



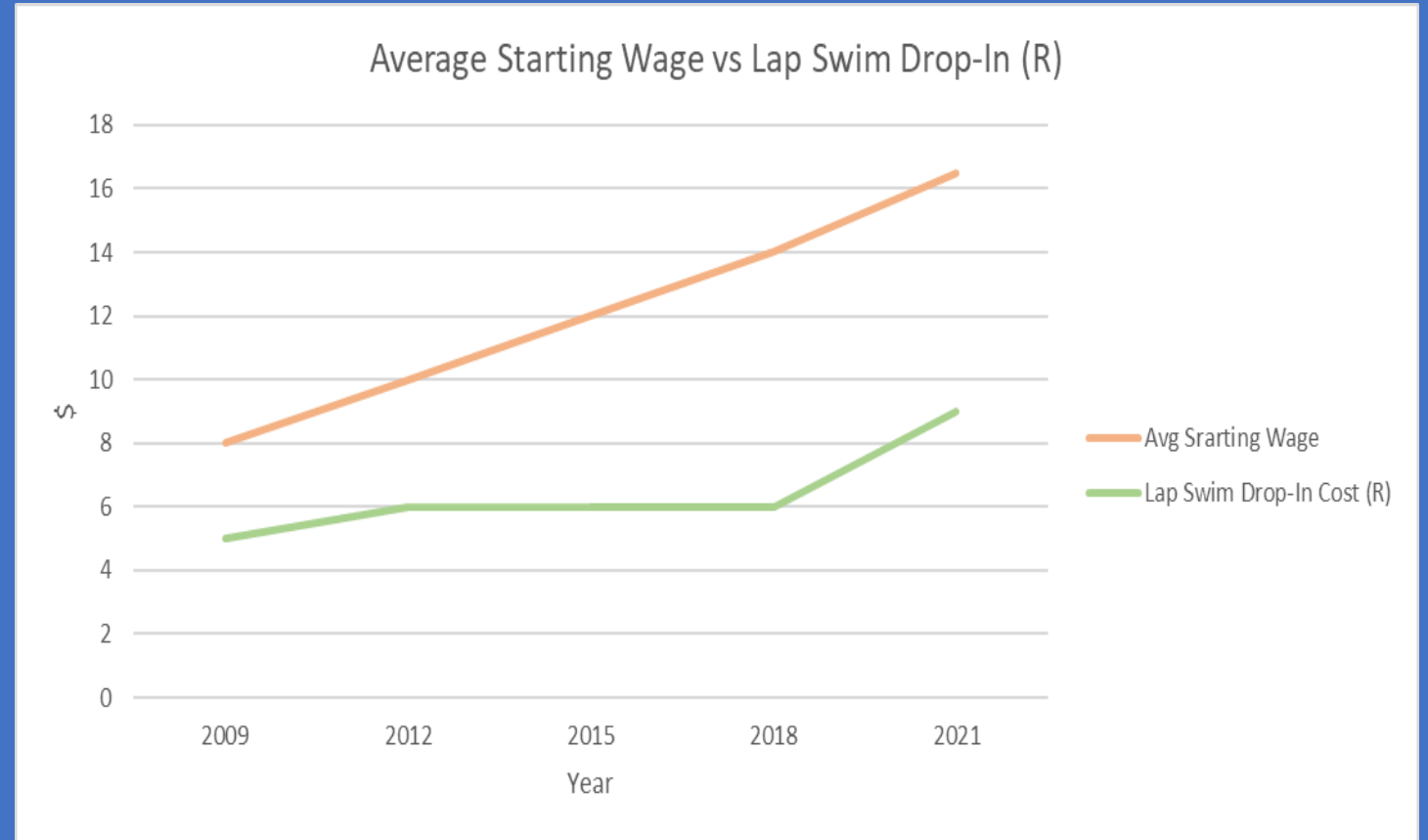
	Past	Pandemic	Present	Forecast
Total Work Force	180	51	128	140





# Entry Level Average Starting Hourly Wage

Year	Avg Starting Wage	Lap Swim Price (Resident Drop In)
2009	\$8/hr	\$5/swim
2012	\$10/hr	\$6/swim
2015	\$12/hr	\$6/swim
2018	\$14/hr	\$6/swim
2021	\$16.50/hr	\$9/swim



# Communication

## Macro Communications Channels

- Website
- Monthly Newsletters
- Social Media-Facebook, Instagram, Twitter
- Facility Signs, Posters, Flyers, Cards
- Live Personal General On-Site Customer Service

## Micro Communication Channels

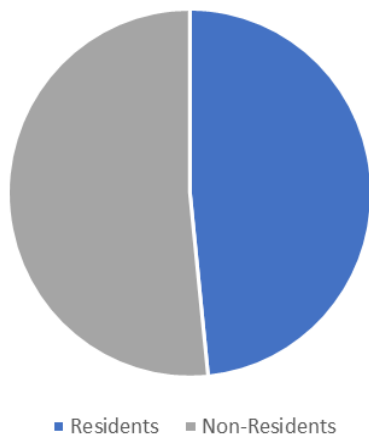
- Program Specific Webpage
- Program Specific Phone Contacts
- Program Specific Emails, Texts, Social Media Group Pages
- Live Personal Program Specific On-Site Coach/Instructor Service





# Community Satisfaction Surveys

Survey Responses- Resident v Non-Resident

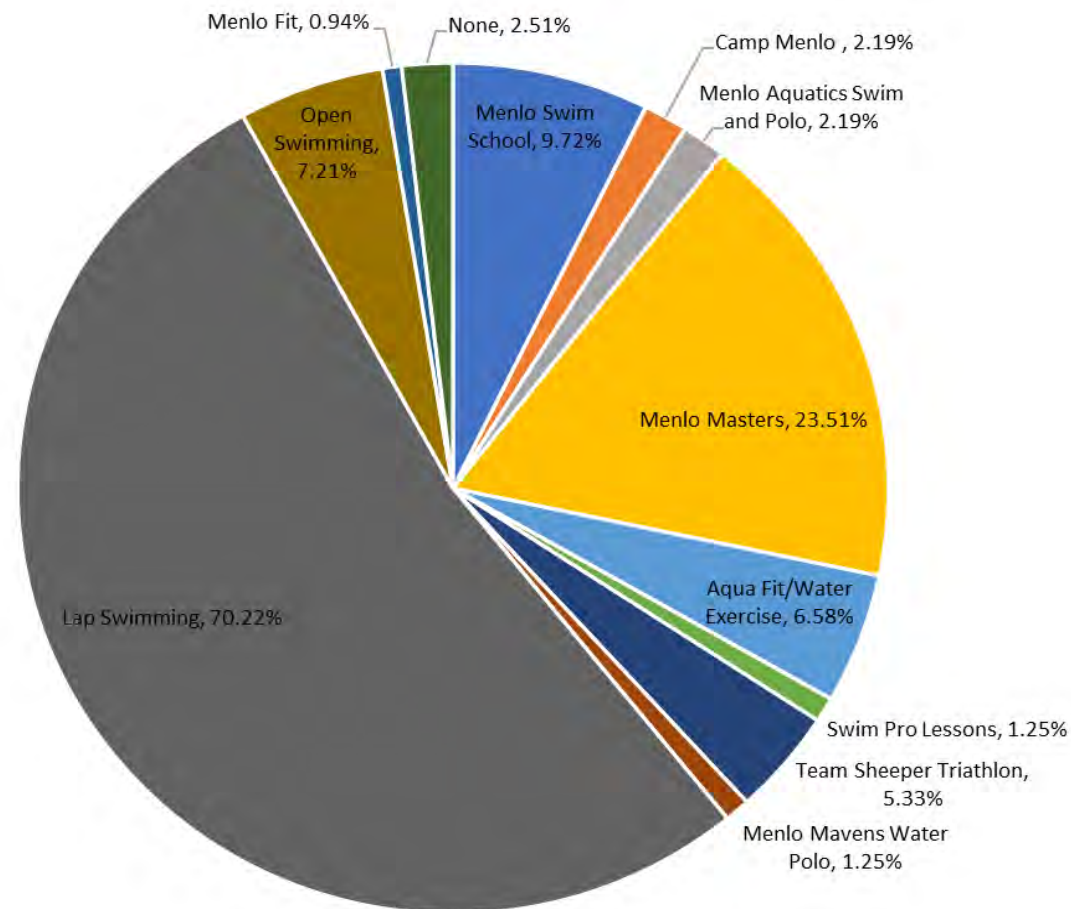


## Respondents

A. 152 of 314 respondents are Residents of Menlo Park

B. Respondent program representation

Survey Results  
Program Participation

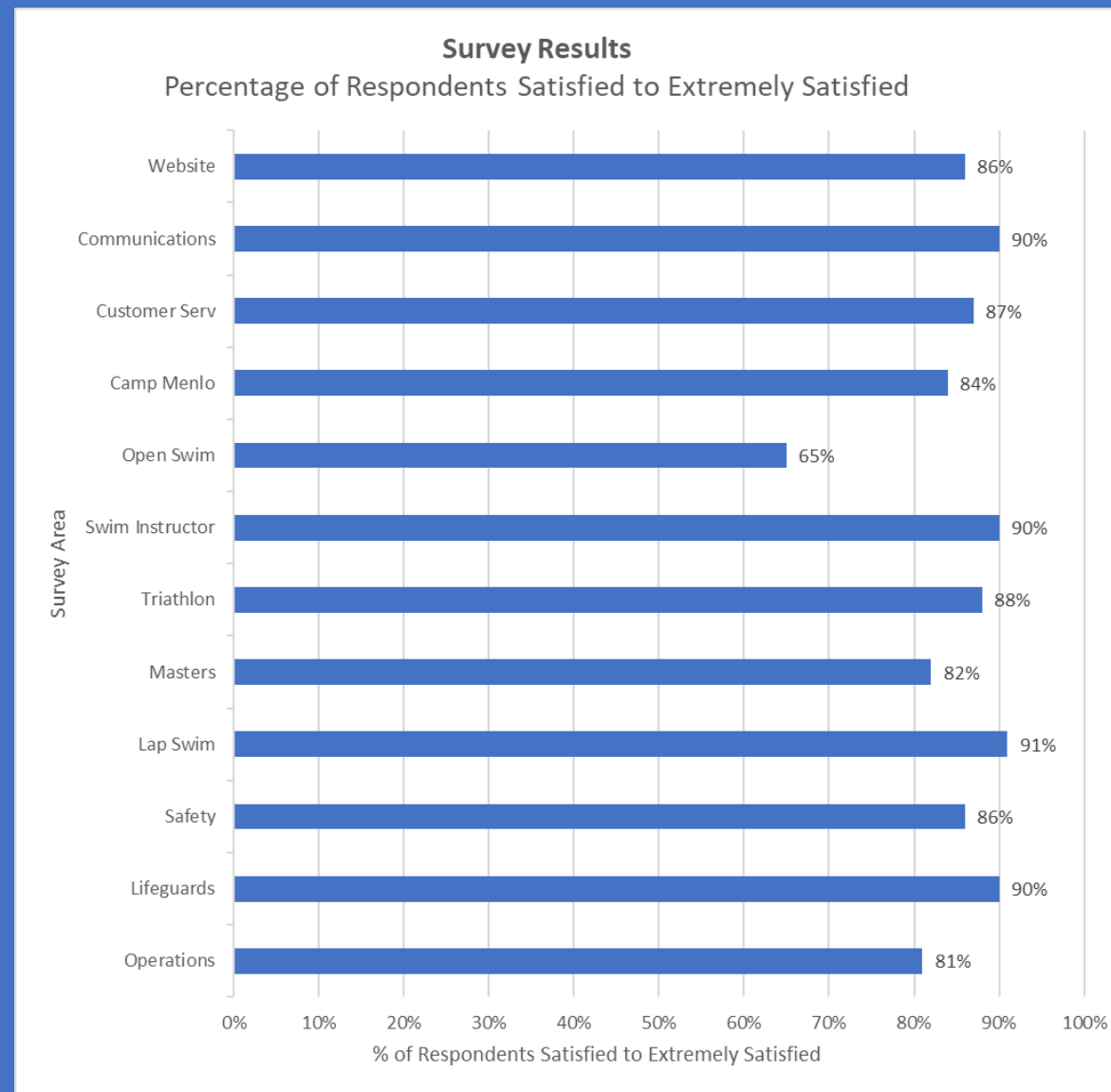




# Community Satisfaction Surveys

## Satisfaction Level

Compilation of responses Extremely Satisfied and Satisfied related to specific programs



# Community Satisfaction Surveys

## Most frequent changes/improvements respondents stated:

- Lane reservation release time
- Increase in availability of pool time and frequency
- Increase in program offerings





# Summary

As we enter into the next segment of our timeline as an operator of the Burgess Pool we are very conscious of how everything we do and every decision we make is part of a social, economic and cultural experiment. Every day we open the pool for service we are opening a laboratory to determine if the experiment and our assumptions, beliefs and intuition are valid. Having never been through such an experiment, the result is still an unknown. However, in our favor is experience, optimism and determination. We will continue to observe personal movements within the facility, review usage data, encourage and compile user feedback, alter time, space, demand and fee variables until an acceptable equilibrium is achieved.

We feel honored to be in the position to be able to serve the community with the broadest spectrum of premium programming in the greater region with an emphasis on value and equality.

Our beliefs, values and visions are clear which will lead us to a destination where an overwhelming majority of the community will be proud to refer to Burgess as their home pool.

