

VRPS NORTHERN SERVICE AREA
Wednesday, February 26, 2020 10am-11:30am
Manassas Park Community Center

Attendees: Karen Brutsché, (Reston Community Center), Tommy Curaton, (Loudon County) Sarah Oberther (FCPA), Emilie Shumate (FCPA) Roberta Korzen, (FCPA, Julie Miles (City of Alexandria), Katie MacCammon (City of Fairfax), Julie Frederickson (FCPA) Dana Wedeles (City of Alexandria), Amy Youngs (City of Falls Church), Kat Fish (Prince William County Parks and Recreation)

I. Call to Order:

- Julie Miles

II. Introductions/Round Room

III. Review & Approval of Agenda

- Kat Fish approved; Roberta Korzen seconded

IV. Review & Approval of Minutes

V. Treasurer's Report (Amy Youngs)

- Winter Social - \$560 in budget after meals \$48.90 net

VI. Board Liaison Report: (Kat Fish)

- Survey sent out to assess where the board should focus their time. Students, young professional focus. Will provide survey minutes with NSA.
- Looking to host workshop at GMU, Radford, and other colleges to reach out to students VRPS-wide.
- Roberto Ramos started Young professional network has started a Facebook event to build up our younger professionals and director levels.
- Looking at adding a session at conference roundtable by topic for your area of focus or to learn knowledge across subject areas.
- How can non-young professionals still receive the mentorship and what will the program look like
- Katie Mac has info about NPR YoPro/YPN mentoring program- she serves on the Marketing committee
- Kat looking at Illinois College Mentoring program, Kat will send information to Roberta about the NRPA YoPro Mentoring program
- LTI - 10 spots left, still time to attend. Short conference with focus on yourself in leadership
- VRPS Membership renewal is due soon - Nancy reaching out to jurisdictions
- Website is updated and open for most to make their updates
- Send photos to Nancy to update our pages
- Kat will provide minutes from the taskforce meeting

VII. Chairman's Report: (Julie Miles)

- 2020 meeting schedule is updated in flyer, some meetings do not have a location
- Review of 2020 meeting dates
- Will be added to the NSA website once the board has access
- Looking for contacts for GMU workshops and GMU as a location
- 2020 meetings are not all no Wednesdays, boxed lunches now available for meeting/workshop dates
- Introducing some new formats including On the Border
- Looking for new venues for winter social
- Registration for April not up yet. March 3 will be when the first marketing goes out.

- Looking for ways to add the calendar invite to Outlook but there are logistical barriers
- Send 2020 dates, via constant contact
- Start to send out a meeting Save the Date 4 weeks out and reminder 2 weeks out
- Check the unsubscribe wording - add a note in the VRPS newsletter
- Check Constant Contact unsubscribe settings
- Dan Smith is forming a state-wide Park Ranger committee with meetings held on April 19 - Send flyer to Dan Smith
- NRPA YPN has a Facebook page we can post on
- Board to look into all NSA/VRPS Facebook Pages

VIII. Old Business (Dana Wedeles)

- Activity at Winter Social - Big Picture project
 - Looking at ways to cross path, align when working together
 - Discussion/Feedback about current Vision and Values
 - Board has drafted new vision drafts based on works and feedback from Winter Social
 - Board implementing ideas from feedback on NSA Workplan
 - Dana can help anyone looking to do the Big Picture Project presentation
 - Can be adapted to a larger/smaller group

IX. New Business – (Amy Youngs, Dana Wedeles)

- Welcome NSA's newest board member for 2020, Roberta Korzen
- Board review of NSA Mission and Vision - Share with meeting attendees to provide feedback
- Mission is what we are doing now, Vision is your end goal, where are heading toward
- Share vision/mission with NSA via a survey to rest of NSA
- Collaboration through shared resources, with other service areas, resource groups

X. Next Meeting

- April 2 workshop is in response to NSA safety concerns in RECenters, Community Centers etc.
- Building partnerships with local law enforcement, second half is about how your design can be related to safety
- Roberta to add safety call out to April 2 flyer

XI. Resource Groups

- Katie MacMammon - Camp Coalition has reconvened - they are organizing a Summer Job Hiring Event, March 28, Penino Meeting 10am-noon, GMU, FCPS High Schools, local jurisdictions; Next meeting at end of March/Beginning of April (Same day as City of Alexandria Summer Hiring fair)
- Julie Frederickson to develop a Fitness Committee - info in VRPS enewletter
- Aquatics Committee Kat Fish and Ashely Fink to present in NSA and another group in Suffolk, May 1, topics to come

XII. NSA Awards – (Katie MacMammon)

- Due 5/31 Earlybird rate \$35, \$45 after 5/31

XIII. Roundtable

- Upcoming Pool Operators Course at Mount Vernon
- Amy Youngs City of Falls Church, hired new Camp Coordinator Ryan Amato; Getting funding for resurfacing of tennis and basketball courts - looking for vendor to resurface
- Kat Fish, PWC - Summer hiring underway
- Julie Frederickson, May 2 Healthy Strides race at Burke Lake Park - Cheers for Parks theme. Looking to replace A/V equipment at Cub Run
- Sarah Oberther, April 25 Earth Day Festival at Sully Historic, agency-wide event, vendors, food, entertainment. Planning for Lake Fairfax July 4 event

- Reston Comm Center - Pool reopened at end of January, Community Engagement Planning 200 community came in to discuss future strategic plan
- Dana can give Futsal information/tour
- Tom, Loudon County- CAPRA accreditation planning, master plan development, county-wide planning for workforce planning. Raising hourly rates/scale for aquatics \$14-26
- March 18 - Athletic Field Training Course hosted at
- Katie Mac - Summer Camp opened for returning campers, going through another cost study
- Roberta Korzen - Golf season kicking off, Junior Golf Membership, Junior Golf Open House, April 19 @ Burke Lake Golf Center, large outreach to FCPS schools, planning marketing for rest of 2020, hosted our first Sip & Scotch which filled and planning more golf events, spring/summer events, implementing new Golf Marketing platform and researching new golf point of sales
- Dana - New budget came out and there will be no cuts, recruiting for capital project partnerships - past examples teen center upgrades, compost bins in parks, bird watching signs in schools for parks
- Julie - Full time marketing positions available - Digital Media Specialist, Marketing Assistant openings, camp registration opened to some system glitches, looking for ways to provide registration in a more equitable way
- Emilie - Feb. 4 Camp registration opened to high numbers, FPCA received more funding for their scholarship program, 100K+, CAPRA accreditation team member with Sara and 2 Directors office analysts
- Fairfax City up for CAPRA reaccreditation, Julie Miles going to second year

XIV. RoundTable - Customer Retention Discussion, guided by Emilie Shumate

- All businesses need a way to reach out to current customers, reach out to those low attendance #s, reach out to lapsed members
- Average private club spends 60K on marketing alone
- FCPA Golf - 50k for 7 courses, RECenters 60K for 9 courses
- PWC 50k- Marketing/recruitment/retention 2 recenters, Splash down, and overall budget
- Customer service - member involvement engagement, relationship building, Analysis
- There are non \$ ways such as cleanliness, great customer service, excellent/consistent problem resolution and experience
- Looking at cancellation policies and fees that may discourage customers weighing in customer service vs. providing availability to those on wait lists. Taking into consideration credit card processing fees and if they are paying for these in registration
- Looking at how SOPs affect our policies
- Going above and beyond terminology providing alternate language that indicates that, that is always the expectation and to refer internal services
- Loudon County Maintain 100% revenue neutrality - can they ever compete with Lifetime. Stuck between lowering fees and lowering revenue expectations for the organization
- Looking at affordable/less staff time - Point of Sale/registration system - automated messaging for welcome, how was your round/experience/thank you, reaching out to your frequent customers to thank them reaching out to at risk customers to reengage.
- On boarding of new members
- Differences in Lifetime vs government - our culture lends us to be the non salesy people, getting buy in from staff to really sell the customer experience.
- Set a standard for customer service
- Because you did this, we can recommend this

- Messaging based on customer behavior - you took a class with us and now you are taking another - automated message.
- Facilities need to not be siloed and think of it from a customer perspective because they see us as a unit example
- Get Fit initiative on boarding and follow up
- Text messaging abilities for personalization of messaging to be in line with standards
- Using surveys, discounts, post service emails to get feedback and reengage
- Follow up by facility - Did you know that we host birthday parties etc.
- Cross market facilities
- Recognizing their first round of golf or first visit - for Junior Golf example
- Analysis to gauge effectiveness

XV. Adjourn

- Reminder to turn in vision/mission selection



