

**Park Advisory Board  
Meeting Minutes  
September 5, 2024  
Meeting called to order 5:31 PM**



**1. ATTENDANCE:**

A. Park Board Members Present:

Board Member, Lori Wood  
Board Member, Don Mitchell  
Board Member, Gregory Webb

B. Park Board Members Absent:

Board Member, Jacob Powers  
Board Member, Michelle Musgrave

C. Staff Present:

J.C. Kennedy, Parks & Recreation Director

**2. Agenda Approval:** A Motion to approve the Agenda was made by Mrs. Wood. Second by Mr. Webb. Agenda Approved.

**3. August 8, 2024 Minutes:** Motion to approve the minutes was made by Mrs. Wood. Second by Mr. Webb. Minutes approved.

**4. August 2024 Rec Center Revenue Report:** Mr. Kennedy presented the August Revenue Report for the Recreation Center.  
Membership Tracking: July 2024 1,110 – August 2024 1,103  
In July we welcomed 14,253 paid members to the facility.

	<b>2024 AHRC VISITORS SERVED</b>	<b>Compared to 2023</b>	<b>Difference</b>
January	17,361	16,935	426
February	17,216	15,735	1,481
March	16,515	16,345	170
April	15,521	14,948	573
May	13,910	13,549	361
June	13,618	12,855	763
July	14,233	14,166	67
August	14,253	13,712	541

	<b>2024 AHRC Membership Tracking</b>	<b>2023 AHRC</b>	<b>Difference</b>
End of 2023	1,261	End of 2022 - 1,086	175
January	1,308	1,213	95
February	1,313	1,291	22
March	1,287	1,362	(75)
April	1,249	1,344	(95)
May	1,208	1,342	(134)
June	1,169	1,297	(128)
July	1,110	1,299	(189)
August	1,103	1,271	(168)

Ellis Media began marketing efforts in April with an established goal of increasing memberships by 30%, in that time memberships have declined by 146 Representing a 12% decrease.

AHRC Revenue Year to Date 2024	\$1,204,299.23
AHRC Sales Tax Revenue Earned Year to Date	\$30,107.48
AHRC Expenditures Year to Date 2024	\$1,482,477.94
AHRC Subsidy Year to Date 2024	\$248,071.23
<b>AHRC Cost Recovery % Year to Date 2024</b>	<b>81.48%</b>

AHRC General Fund Subsidy Year to Date is \$134,778.13 less than same period in 2023

	January	February	March	April	May	June	July	August
Department Monthly Subsidy 2001	\$4,487.01	\$8,974.03	\$13,461.04	\$17,948.05	\$22,435.07	\$26,922.08	\$31,409.09	\$35,896.11
Department Monthly Subsidy 2004	\$7,724.77	\$15,449.53	\$23,174.30	\$30,899.06	\$38,623.83	\$46,348.60	\$54,073.36	\$61,798.13
Department Monthly Subsidy 2008	\$15,038.91	\$30,077.81	\$45,116.72	\$60,155.63	\$75,194.53	\$90,233.44	\$105,272.35	\$120,311.25
Department Monthly Subsidy 2012	\$16,982.49	\$33,964.98	\$50,947.48	\$67,929.97	\$84,912.46	\$101,894.95	\$118,877.44	\$135,859.93
Department Monthly Subsidy 2016	\$23,499.11	\$46,998.22	\$70,497.33	\$93,996.44	\$117,495.55	\$140,994.66	\$164,493.76	\$187,992.87
Department Monthly Subsidy 2018	\$27,253.98	\$54,507.96	\$81,761.94	\$109,015.92	\$136,269.90	\$163,523.88	\$190,777.86	\$218,031.84
Department Monthly Subsidy 2020	\$74,665.05	\$149,330.10	\$223,995.16	\$298,660.21	\$373,325.26	\$447,990.31	\$522,655.36	\$597,320.41
Department Monthly Subsidy 2023	\$47,856.17	\$95,712.34	\$143,568.51	\$191,424.68	\$239,280.85	\$287,137.02	\$334,993.19	\$382,849.36
Department Monthly Subsidy 2024	\$2,817.50	\$40,273.53	\$95,607.05	\$134,273.66	\$184,861.16	\$239,338.54	\$285,274.60	\$248,071.23

AHRC 2024 Membership Fee Tracking & Revenue Projections					
Membership Revenue Goal			\$1,493,005.00		
	Monthly Membership Revenue Goals	Actual Revenue Tracking	Actual vs Projected Over Under	Revenue by Month	% of Annual Revenue Goals
Jan-2024	\$124,417.08	\$138,645.84	\$14,228.76	\$138,645.84	9.29%
Feb-2024	\$248,834.17	\$262,261.94	\$13,427.77	\$123,616.10	17.57%
Mar-2024	\$373,251.25	\$392,010.78	\$18,759.53	\$129,748.84	26.26%
Apr-2024	\$497,668.33	\$528,262.10	\$30,593.77	\$136,251.32	35.38%
May-2024	\$622,085.42	\$635,239.17	\$13,153.75	\$106,977.07	42.55%
Jun-2024	\$746,502.50	\$758,322.32	\$11,819.82	\$123,083.15	50.79%
Jul-2024	\$870,919.58	\$878,846.67	\$7,927.09	\$120,524.35	58.86%
Aug-2024	\$995,336.67	\$1,001,048.41	\$5,711.74	\$122,201.74	67.05%
Sep-2024	\$1,119,753.75	\$1,007,421.09	-\$112,332.66	\$6,372.68	67.48%

Other Revenue Line Items	Amount Budgeted	Revenue	Remaining	% of Budget
State Grant from Other State Agency	\$0.00	\$5,385.00	NA	NA
Rec Center Sales of Merchandise	\$6,000.00	\$2,818.19	\$3,181.81	46.97%
Recreation Activity Fees	\$175,000.00	\$147,434.58	\$27,565.42	84.25%
Rec Center Rentals	\$35,000.00	\$23,695.46	\$11,304.54	67.70%
Recreation Class Program Fees	\$8,000.00	\$5,956.75	\$2,043.25	74.46%
Add Sales	\$500.00	\$0.00	\$500.00	0.00%
Senior Lunch Revenue	\$5,000.00	\$3,813.44	\$1,186.56	76.27%
Misc. Revenue-Movies In The Park	\$2,000.00	\$2,500.00	\$500.00	125.00%
Insurance Recoveries - P&R	\$0.00	\$10,608.50	NA	NA

**5. Park Projects Updates:**

- Highland Village Status-Pictures below taken Thursday August 8<sup>th</sup>. Weeds and bare spots at the site are still prominent.

April 4, 2024



May 9, 2024



June 6, 2024



August 8, 2024



August 28, 2024

Following request by Community Frameworks to arrange site visit to accept project. |



September 5, 2024



- Sunset Park Picnic Shelter Status

The new structure is being installed. The installer is hoping to complete the project next week with a final walk through scheduled for September 18, 2024.



- RCO Grants
  - ✓ Community Outdoor Athletic Facilities COAF, AHRC Ballfield & Parking Expansion  
Initial Grants Awarded October 15th
  - ✓ Local Parks, Sunset Park Pathway Renovation & Electrical Additions  
RCO Approves Preliminary Ranked Lists October 29<sup>th</sup>-30<sup>th</sup>

6. **Adjourn:** A motion to adjourn the meeting was made by Mr. Webb. Second by Mrs. Wood. **Meeting adjourned at 6:15 pm.**