

MRPA Aquatic Section Meeting

Thursday, February 17, 2011

Brooklyn Park

Attendance: Nate Rosa, Jenny Kordon, Jenny Garvey, Sarah Foley, Corine Mitchell, Cindy Anderson, Sara Heyer, Krista Petrie

Approval of January Meeting

Aquatics Conference: Tuesday, September 20, 2011

- **Need to broaden the name from Concessions for the Pre-Conference as to entice more participants**
- **Still working on details in regards to if vendors will get a price break if they participate in both the aquatics and state conferences**
- **Nate will meet with Michelle to finalize pricing**
- **Plan on having Marcia for the keynote and 3 tracks with 1 track being a vendor track**
- **Expecting 45-60 participants**
- **Deadline for sessions, speakers, etc. to be set: April 1**

New Business:

- **Best practices**
 - **Discussed having a discussion/idea exchange about a topic each month as the hot topic and then putting all the information gathered on file for others to be able to access**
 - **We will start with manuals at the March meeting. If each attendee could bring 1 hard copy of their aquatics manual as well as a flash drive with it on, we will compile them and put in a file where all will have access to gather ideas and information on different types of manuals.**
- **Marketing your facility**
 - **Corey has successfully used Twitter coupons**
 - ◆ **i.e. If it is a slow day, send out a twitter coupon for free admission after 3; free hotdog meal with paid admission**
 - **Groupon**
- **Branding your department**
 - **Brooklyn Park – “Get Up and Go” for the department and then changes the “Go” for each program to something distinctive for the program**
 - **St. Louis park – “Experience Life” for the department and change out “Life” for the program**
 - **problem that has arose is that established events do not want to change their logo to that of the department (i.e. Waterpark, 5K Race)**
- **Motivating your employee**
 - **Frequent subbing card – each time an employee subs for another they have their card punched and once they receive 10 punches, they receive a gift card**

- **Trading admissions to another facility**
- **Free recerts**

Open Item Discussions

- **Red Cross Records – not running as smoothly as should be; contact Kristie right away if you are having problems**
- **BCA – will only receive state results; if you use the fingerprint version, the fingerprints of older adults will be harder for them to read**

Future Meeting Dates and Hot Topic:

- **March 17 in Bloomington – Manuals**
- **April 21 in Anoka – Staff Trainings and In-services**
- **May 19 in Shakopee – Predators, Creeps, and how to deal with them**

Adjournment: Please join us at 10am on March 17 in Bloomington for our next meeting