University Recreation & Wellness Advisory Board
Meeting Minutes

Date: Friday, September 7, 2018
Time: 9:00am
Location: University Recreation and Wellness Center

Attendees:
Sarah Heemstra - Chair, All Campus Representative
Dr. George Brown - Ex-Officio, Recreation and Wellness
Josh Ylitalo (proxy, Sonya Ewert) - Professional Student Government
Brady Sloan (proxy, Ryan Warren) - P & A Staff Representative
Billy Langer - Interfraternity Council
Amelia Kreiter - Council of Graduate Students
Giovann Alarcon Espinoza - At-Large Representative
Azhar Akesh - International Student and Scholar Services
Holly St. Clair - Minnesota Student Association
Molly Heines - Minnesota Student Association
Kevin Dinh - Multicultural Greek Council
Brandi Hoffman - Faculty P & A, School of Kinesiology

Staff Advisors:
Mikayla Miller - Recreation and Wellness
Jaime Medina - Recreation and Wellness

Guests:
Karen Lovro - Budget Subcommittee, Recreation and Wellness
Beth Ashfal - Recreation and Wellness
Mark Joekel - Recreation and Wellness
Michelle Kraushaar - Recreation and Wellness
Lisa Lemler - Recreation and Wellness
Venessa Fielder - Recreation and Wellness
Linda McKee - Recreation and Wellness
Sarah McPhail - Recreation and Wellness

Regrets
Makayla Koehn - Panhellenic Council
Taechrisidae Feser - Multicultural Center for Academic Excellence
Samson Girmani - National Pan-Hellenic Council
Fred Clayton - Civil Service St. Paul
Raymond Muno - Civil Service Minneapolis
I. **Call to Order**
Chair Heemstra called the meeting to order at 9:02am.

II. **Approval of Previous Meeting Minutes**
The March 2018 meeting Minutes were distributed to all attendees. After a short review by the Board, Mr. Sloan motioned to approve the Minutes, with a second from Ms. Hoffman. All were in favor, and the motion to approve the Minutes passed.

III. **Introductions**
Chair Heemstra welcomed the group, and invited all attendees to introduce themselves.

IV. **Summer Review**

A. **Staffing Updates (George Brown)**
Dr. George Brown welcomed attendees to the start of the Fall 2018 semester, and thanked them for their service on the Board. He encouraged them to take appropriate updates back to their representative groups to share. Dr. Brown highlighted the following Recreation and Wellness staffing and organizational updates, noting a large summer staff turn-over:

1. **Associate Director of Programs and Assessment** - Dr. Tony Brown has just recently left Recreation and Wellness accepted a similar position with the Office of Student Affairs. Dr. George Brown noted that his portfolio of responsibilities has been reassigned within RecWell.
2. **Director of Membership Outreach** - Nearing the ‘on campus interview’ phase of the search, two candidates are scheduled to come to campus.
3. **Events Manager** - RecWell is in the search process for this position, and is excited about the potential the position brings to the Department with rentals, reservations, and events, which all support our self-generated income potential.
4. **Facilities Coordinator for Equipment Room Operations** - The Department recently filled this position, hiring Kokougan (Arno) Mensah-Etsi.
5. **Coordinator for Aquatics Programs and St. Paul Pool** - RecWell recently hired and welcomed Megan Mulligan to fill this position.
6. **Competitive Sports** - Gaining a lot of momentum Nationally, the Intramural and Sport Clubs programs moved towards a Competitive Sports model over the summer months. With the transition, Jessica Couillard was retained as the program’s Director, and Mikayla Miller as the Assistant Director. The program still has one vacancy for a second Assistant Director, and the Department actively recruiting for the role through a National search. This Program area now reports to Lisa Lemler.
7. **Building and Grounds Manager** - The Department will soon be actively recruiting for this position. The role is currently being filled (temp./casual) by Tyler Atchison.

B. **Finance/Business Development Focus (Karen Lovro)**
Chair Heemstra introduced Ms. Karen Lovro to share updates on behalf of the RecWell Finance team. Ms. Lovro shared that RecWell wrapped up FY18 in mid-August. In September, the Finance team plans to meet with each Program area to start budget planning for FY20 and plans to start working on the Fees Request. Ms. Lovro reminded the attendees that there is Budget Sub-Committee on the Board, and she solicited one
student member to join the Committee (encouraging interested members to contact Chair Heemstra). Ms. Lovro noted that RecWell has a healthy budget, and thanked Youth Programs for their work to help support RecWell’s self-generated funds.

C. Youth Program Highlights (Venessa Fielder)
Chair Heemstra introduced Ms. Venessa Fielder, RecWell’s Youth Programs (YP) and Community Outreach Manager, to review the busy Summer 2018 season. Ms. Fielder noted that the program just wrapped up 10-weeks of programming, and shared the following Summer 2018 highlights:

- 2,973 kids attended YP camps (ages 5-15)
- 762 kids were left on the Program’s waiting list
- (estimated) Gross income of $840,000.00 for the season (Summer 2018)
- The 2018 Campership drive raised $2,100.00, and $225.00 in the Penny Wars event
- Ms. Fielder noted the “really great group of staff” the Program hired for Summer 2018, and 100% of participant survey respondents said they had a good experience with their camp leader
- Partnered with the REACH Lab for Summer 2018 to participate in a staff training on positive youth development for youth workers
- 23 University partnerships in Summer 2018 and 24 community partners
- Received 2018 Maroon Award from the University of Minnesota Communicators Forum for the YP program brochure

Dr. Brown shared that he believes this Program (Youth Programs) is the “best program of its kind in the Nation.” He noted that it is comprehensive and innovative, but it suffers from capacity issues with space and staffing. Dr. Brown thanked the Program staff for their work during the year, and highlighted that the Program “nets an amazing return on investment” for RecWell. He shared that it is important to recognize that this Program is an extension to the community of our (RecWell’s) mission, which our reach to the Twin Cities market through a great service.

V. Facility Updates
Chair Heemstra invited Ms. Beth Ashfal, RecWell’s Associate Director of Facilities, and guests, to share pressing updates on RecWell facilities.

A. Aquatics HVAC
Chair Heemstra welcomed Ms. Linda McKee, Associate Department Director and Director of Aquatics at RecWell, to share updates on the Aquatic Center’s HVAC update project. Ms. McKee shared that the funding sources were identified and the update project was approved for the update of the HVAC system in the Aquatic Center to help improve overall air quality. The project has a scheduled start date of March 27th, 2019 and is expected to last through June 2019. During that time, programming in the facility will be impacted and/or displaced, and alternate arrangements are already being considered/planned by Aquatics staff. Outside construction is scheduled to begin in January 2019 (the contractor is building a structure to house the new, large units). Ms. McKee told the Board that she would report back as soon as possible about programming
impacts and space re-assignments. The Cooke Hall pools will remain operational during this project.

**B. Fieldhouse**
Chair Heemstra welcome Ms. Ashfal to speak on the Fieldhouse facility updates. Ms. Ashfal shared that the update projects (outdoor paneling/siding, some lighting, indoor flooring) planned will be funded some through HEAPR funds. This project, set to begin April 1, 2019, will force a building closure, and will impact/displace programming. RecWell staff have already begun coordinating with impacted programs about facility re-assignments.

**C. Dome (URW Sports Field Complex)**
Ms. Ashfal shared that the Dome (URW Sports Field Complex) is moving into its second year at the new site. Projects recently completed at the facility include finishing the blacktop, updating the irrigation system, and adding fencing around the complex. Upcoming (punch-list) projects include completion of turn-style installation. Dome inflation is scheduled for October 13 - 14, with a rain back-up of October 20-21. On-campus groups have committed to helping with the inflation project.

**VI. Wellness Updates 36:36**
Chair Heemstra introduced Ms. Lisa Lemler, Associate Director for Wellness, to share updates with the Wellness Program. Ms. Lemler shared the following updates:

- Boynton Physical Therapy programs, housed at RecWell in the Wellness Resource Center, continue to see success in their 20th month of operation. She reported that fill and capacity rates are higher than they were when the programs were housed at Boynton Health Service. Lastly, she shared that the relationship forged with these programs has provided RecWell the opportunity to provide professional development (shadowing) opportunities for students.
- The ‘PAWS’ (pet away worries and stress) program partnership is still thriving. Offered Mondays from 12pm - 2pm in the RecWell Center, the program sees high rates of participation from students.
- Massage Therapy services are now offered at RecWell. Developed from the existing relationship with the Physical Therapy programs at Boynton Health Service, the Massage Therapy program is also housed in the Wellness Resource Center and has already begun providing services to faculty, staff, and students. RecWell is intent on remaining mindful of pricing to all.
- The ‘Let’s Talk’ Program will be available at the Recreation and Wellness Center on Wednesdays (2pm - 4pm) and Fridays (12pm - 2pm). The program, hosted by Student Counseling Services, provides free, confidential counseling consultations to U of M students.
- RecWell will continue its relationship with the Center for Spirituality and Healing to offer and host an internship site for the Health Coaching academic program.
- RecWell is looking to expand its partnership with MHealth to offer athletic training services to the Competitive Sports program.
VII. **RecWell Brand Update**
Chair Heemstra introduced Mr. Mark Joekel, Director of Marketing and Communications with RecWell, and invited him to share updates on the RecWell brand update project. After his internal audit of RecWell’s marketing and advertising materials and a collaborative survey with Dr. Tony Brown and the Office for Student Affairs (OSA), Mr. Joekel found that “there was no real, consistent identity across the Department’s program areas” and our Department was a more “welcoming and inclusive environments through student perceptions.” With those findings, he began working to make RecWell’s marketing efforts more holistic, and find efficiencies with marketing resources. Over the Summer (2018), the Marketing team created and successfully launched a new campaign centered around the theme of “You’re Welcome Here.”

VIII. **Announcements**
Chair Heemstra invited attendees to share any announcements. The following announcements were shared:

- Ms. Brandi Hoffman asked to celebrate the work the Fitness program has done creating and implementing a new Group Fitness schedule with more diversity in the class schedule (timing of classes and offerings). Ms. Amelia Kreiter echoed her request for celebration, commenting that her request for class change/offering on the St. Paul Campus through the Fitness program staff was filled quickly.
- Ms. Mikayla Miller complimented the Marketing team for creating effective marketing materials for the Competitive Sports program to use during the RecWell Open House event.
- Dr. George Brown thanked the 2017-2018 Advisory Board for their efforts to create and influence positive change through their service, and encouraged the current Board to do the same. Chair Heemstra echoed Dr. Brown’s thanks, and reminded the group to bring forth their ideas and questions.
- Dr. George Brown thanked RecWell staff and the Advisory Board for their support of the RecWell Open House event. He estimated that 3,000 incoming freshman entered our space during the night, and complimented the programs and departments that participated in the event.
- Dr. George Brown thanked the REDI committee for their continued work, and highlighted their upcoming training OED training sessions (offered to all RecWell professional staff).
- Dr. George Brown highlighted RecWell’s current efforts to grow and promote Adaptive programming, together with the REDI committee and small work-groups. He stated that the Department is working hard to be more thoughtful and aware of all programming in this area to provide the best, quality options to all RecWell members.

IX. **Adjournment**
Chair Heemstra called for a motion to adjourn. Mr. Langer motioned to adjourn the meeting, with a second from Ms. Hoffman. With no objections, the motion to adjourn was passed (10:01am).