University Recreation & Wellness Advisory Board
Meeting Minutes

Date: 12/4/2020
Time: 8:30am
Location: Zoom Meeting

Attendees
Mackenzie Boivin - Chair, All Campus Representative
UJ Bhowmik - Vice Chair, Professional Student Government
Dr. George Brown - Ex-Officio, Recreation and Wellness
Adam Negri - Council of Graduate Students
Breanne Krzyzanowski - Civil Service
Peg Hanssen - Civil Service
Kevin Ross - P&A Staff Representative
Brandi Hoffman - Faculty P&A, School of Kinesiology
Caroline Pavlecic - Panhellenic Council
Huburt Midagu - Multicultural Center for Academic Excellence
Katherine Chicoine - Housing & Residential Life
Governess - Minnesota Student Association
Jackson Deal - Interfraternity Council
Danielle Sorenson - At-Large Representative

Staff Advisors
Rahul Rajan - Recreation and Wellness
Kaiti Goff - Recreation and Wellness

Guests
Beth Asfahl - Recreation and Wellness
Luke Day - Recreation and Wellness
Lisa Lemler - Recreation and Wellness
Eric Paredes - Recreation and Wellness
Caley Conney - Recreation and Wellness
Linda McKee - Recreation and Wellness

Regrets
Vacant - Multicultural Greek Council
Vacant - National Pan-Hellenic Council
Karen Lovro - Budget Subcommittee
Kenzie Maybrun - At-Large Representative
Andrew LaFortune - Interfraternity Council
Rennato Alarcon - International Student and Scholar Services
Leif Anderson - Minnesota Student Association
Emma Flynn - Minnesota Student Association
I. Call to Order
Chair Mackenzie Boivin called the meeting to order at 8:31 am.

II. Introductions
Chair Boivin determined that these will be done in the January meeting when more board members would be in attendance.

III. Communications
Chair Boivin to Ms. Caley Conney for an update on the Communications Team in RecWell. There have been many messages going out due to the closure. This time, they were able to announce well in advance of the closure. There was a very high open rate for the emails sent out to students, pro staff, and other patrons. The open rate was between 65% and 80%, much higher than the industry average of 20%. Communications have been going out via email, website, social media, and signage in the building. With email fatigue, the team has been getting creative and using graphics to stay engaging to members.

Ms. Conney then covered the approval process required by the University. After a request is made for mass communication it has to be approved by the RecWell Director, OSA, University Relations, and RecWell Communications. The process typically takes 1-2 days. This year, more emails are going out than ever before. In March-September, RecWell sent 3 times as many emails as the previous year. Instagram is the most engaged group in RecWell social media, they have doubled the posts on this platform as well.

Chair Boivin promoted the RecWell blog https://umnrecwell.exposure.co/

IV. Covid Testing site
Chair Boivin introduced Dr. George Brown to speak about the Covid Testing Site at RecWell. So far, 4700 people have been tested at the site in RecWell, 4500 of those people were students. They have been averaging 300 tests a day but have the capacity to manage 900 if needed. Testing site will remain open even when the gym is closed. The hope is that Boynton would be switching the site to vaccine distribution in the near future. They are also looking into using the Fieldhouse again for either testing or vaccine distribution.

V. Open discussion on COVID and the Rec
Chair Boivin opened the floor for discussion on COVID and RecWell. While waiting for questions to come in, Chair Boivin had Dr. Brown spoke to the changes RecWell was experiencing. Dr. Brown said the Governor's mandated a 28 day or 4 week closure of all gyms. There were no surges in cases in collegiate rec to cause this closure. This was helped by the increased safety measures practiced at RecWell. All protocols from HVAC, to cleaning, to mask adherence, and social distancing assisted in this. Dr. Brown went on saying the usage numbers showed that patrons were becoming increasingly comfortable with coming into RecWell facilities. The largest demographic showing up in counts was students. In Minneapolis facilities, 90% of patrons were students, in St. Paul facilities, it was 60% students. For most semesters, there is a decrease in patrons over a semester, this Fall semester showed the opposite, with RecWell numbers increasing. Interestingly enough, the RecWell Facilities were closed for 125 days and open for 124 days. Dr. Brown continued by thanking the student employees at RecWell. He credited them with being the reason we stay open by working long hours and enforcing rules. To continue to be open and able to pay students, RecWell relies on the Student Service Fee.
Questions from the Board:
Mr. Kevin Ross: As I'm sure you know, the Lifetime Fitness CEO requested COVID data on gyms from the Governor. Do you know if that happened and would it be shared with Recwell?
  ● Dr. Brown answered that MDH tracks it and cannot trace an outbreak to any fitness centers.

Ms. Breanne Krzyzanowski: I know many students and alumni that felt a deep connection to the Rec. When the Rec reopens, perhaps a campaign to recruit alumni to join at a discounted rate would allow them to return.
  ● Ms. Caley Conney answered that this is a goal in membership but a big barrier is the cost and access to parking.

With another break in questions, Dr. Brown introduced Ms. Lisa Lemler to speak about virtual programming opportunities for members. Ms. Lemler said both virtual programming and virtual personal training are available already. Beyond that, there are 3rd party vendors Recwell has partnered with to provide virtual even when the Rec has reopened. Ms. Lemler said they recognize that all students may not be comfortable with coming into the facilities just yet. They are in the process of building a live stream for Group Fitness but they want to work on the quality before presenting it to patrons.

Questions from the Board:
Chair Boivin: Will virtual intramurals continue next semester?
  ● Ms. Lemler answered by saying there was success with fall intramurals. While there will be more Minnesota Department of Health guidelines to follow, they are committed to trying to provide safe intramural options to students. She continued by saying their partnership with Top Golf in The Graduate this past fall provided virtual golf. Also, Pickleball is becoming a popular sport with its ability to easily distance participants.
  ● Ms. Conney stepped in and said they are already working with Top Golf to extend their partnership into the spring.

Mr. Adam Negri: What are some recommendations for students who were relying on RecWell - what can they do to continue some sort of normalcy?
  ● Ms. Lemler answered by saying everyone is going to miss the physical part of walking into the building and the social part of being together. She provided the link for the virtual programming for all members: http://recwell.umn.edu/virtual-recwell. She asked for help from students of the board in disseminating this information to their groups so more students are aware of what RecWell offers. Beyond virtual programming, Ms. Lemler also said she was hopeful the Nordic Ski Center could open soon. The equipment rentals will also continue to be available and she encouraged students to get outdoors. Lastly she recommended that they pay attention to social media from RecWell since their goal is to promote a full well being and not just the physical aspect.
VI. **Finance**  
Mr. Brown covered the finance portion for Ms. Karen Lovro in her absence. Creating the fiscal 22 budget has come with many uncertainties. It is difficult to plan a budget with so much of the normal operations not happening. It will take some time to dig out of the losses experienced in Fiscal 21.

VII. **Committee Updates**  
A. **Mental Health Board**  
Ms. Kenzie Maybrun is graduating so we are looking for a new representative. Dr. Brown said meetings are monthly on Friday mid-mornings. He also said RecWell is trying to be more collaborative with the Center for Spirituality and Boynton.

B. **Food Steering Committee**  
Vacant

C. **SHAC**  
Vacant

VIII. **Announcement**  
A. **Student Unions and Activities Focus Groups**  
New group looking for student representation.

IX. **Approval of Minutes**  
The November 6, 2020 meeting Minutes were distributed to all attendees. Mr. Kevin Rossmotioned to approve the Minutes, with a second from Ms. Peg Hanssen. All were in favor, and the motion to approve the Minutes was passed.

X. **Graduating Student Members**  
At-Large Representative  Kenzie Maybrun

XI. **Adjournment**  
Chair Boivin called to adjourn the meeting at 9:31am. Ms. Caroline Pavlecic motioned to adjourn. Mr. Kevin Ross seconded the motion.