

A REGULAR MEETING OF THE
HOLLY CITY FAMILY CENTER

October 25, 2022

A regular meeting of the Holly City Family Center (HCFC) Board of Trustees was held on Tuesday, September 27, 2022. The meeting was held at the Cedarview Court Community Room, 2045 Wheaton Avenue, Millville, NJ. The meeting was convened at 5:36 pm.

Denise Smith proceeded to call the roll at this time. Present were President Heather Santoro, Trustee Charles Flickinger, Trustee Winfield Pettit, Trustee Jaclyn Haas-Benner, Trustee Kim Ayres, and Executive Director Samantha Silvers.

President Santoro asked for a motion to approve the September 27, 2022, minutes. Trustee Ayres made a motion and Trustee Pettit seconded. All present were in favor.

Operations

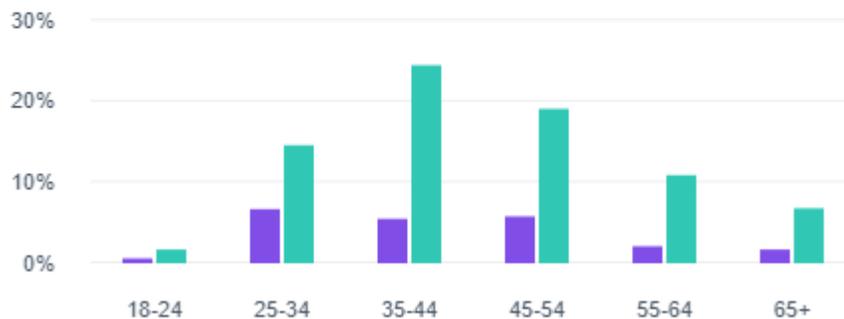
Executive Director Samantha Silvers presented the following outline for discussion. Italics indicate board discussion.

Industry & Local Market Analysis

- Members
 - o Senior membership continues to grow
 - o
- Facebook Analytics

Age and Gender

Men 22.50%
Women 77.50%



o

Products and Services

- Access Gym Memberships

- Revamp onboarding and staff training
 - Mission, model, method
- Intro Avatar programs – *typical client. Choose a few different scenarios to present. Need more engagement.*
- Free Personal Training Session
- Kids programming
 - Offer during adult programming
- Community Programming
 - Parents night out – *free babysitting on a Friday.*
 - Dive in movie
 - Kids Dances
 - Camps
- MHA Resident Services
 - Open swimming Sat 4-6, MWF 1-2
 - Off-site classes/programming
- PREP – Physician Referred Exercise Program – *Spoke with Megan at the Health Department. We would need funding to hire someone that would guide the people being referred to the facility. It was also suggested to speak with Joe Derella. We had talked to him in the past and the pool temperature was the biggest issue. We do not maintain a high enough temperature during the swim team season for rehab patients.*

Samantha is looking to utilize social media a lot more. More consistent posting of activities and content.

Sales and Marketing

- Free Guest Pass month of December
- Member appreciation days
 - 2 annually
 - Martin Luther King Day in January – *use as a family day since most people have the day off.*
- Former Client and At Risk outreach – *these people can be identified by the Mind Body software.*
- Social media schedule
- Newsletter
- Christmas parade float
 - Handout newsletter or postcard
- Special Event Fundraiser
 - Indoor Triathlon – pre-tri season
- Mindbody
 - Automated contact

It was determined that the best sources for outside income/donations would be the City of Millville and Inspira.

President Santoro indicated that there were resolutions to approve.

Resolution #14-22 Resolution Approving the Payment of Bills for October 2022

Roll Call Vote:

Motion: Trustee Flickinger

Second: Trustee Pettit

Roll Call: Unanimous

Resolution #15-22 Resolution Approving a Contract for Audit Services for FYE 09/30/2022

Roll Call Vote:

Motion: Trustee Flickinger

Second: Trustee Haas-Benner

Roll Call: Unanimous

President Santoro asked if there was any old business. There was none.

President Santoro asked if there was any new business. There was none.

President Santoro asked if there was any public comment. There was none.

At 6:25 pm President Santoro asked for a motion to adjourn the meeting. Trustee Flickinger made a motion and Trustee Pettit seconded. All present were in favor.

Samantha Silvers – Secretary

Date