



# Aquatics Advisory Board

February 23, 2022 Meeting

## Minutes

The meeting, held at the Ocean Pines Community Center, East Room, was called to order at 4pm by Ellen Hench

### **Present**

Steven Cohen, Ellen Em Hench, Gary Miller, John Reeves, Monica Rakowski  
Kathleen Cook, Aquatics Director  
Rick Sallstrom, OP Visitor

### **Approval of Agenda**

The following agenda was approved:

Welcome  
Introductions  
OP Committee Responsibilities  
Mission Statement Review  
Status Update  
Process Moving Forward  
Possible initiatives

### **Approval of Minutes of Last Meeting**

The former committee last posting of minutes was in 2020.

### **Topics Discussed**

Em Hench welcomed new committee members and spoke of the group as a reconstituted committee, as the prior committee was inactive for nearly 2 years. Each member introduced themselves.

Hench briefly discussed the committee application and approval process, and referred members to the governing document. She encouraged everyone to go to the OP web site, including the OP Academy, to review. Prior to meeting, all members were sent an email attachment of the Committee's purpose document. The members agreed they had reviewed.

Hench broached the subject of whether or not aquatics was considered a profit center or a cost center. The consensus was that it should strive to be, at minimum, at a break even point. Hench expressed her primary consideration as new initiatives and strategies are developed. New initiatives should be carefully reviewed for cost / benefit determination combined with an understanding that strategies that add value to aquatics could promote renewed memberships and outside attendance.

Kathleen Cook, the Aquatics Director, was introduced. Director Cook provided an update on the state of aquatics. She reported that revenue proposals submitted were approved as was the budget. Both membership fees and door fees were raised modestly. She claimed that 96% of pool use is by residents, and that aquatics venues have exceed membership goals. She also cited many activities that are planned for 2022. Hench referred members to the Activity Guide.

Gary Miller suggested a number of activities and considerations. A document outlining his thoughts was circulated to the members. Some activities and considerations included an Adult Fun Night; Water aerobics/hydro cycle mid-day at YC/Oasis; Food / Drink concession at the Sports Core pool.

Steve Cohen suggested water volleyball for adults as a new activity. Director Cook said that the equipment needed is already available.

Hench suggested on-going short compelling “newsletter-like” communications from aquatics that could include bulletins, new activities, “meet-the guards”, fun pool facts, games, photos, etc. ... designed to bring aquatics into all homes as a fun place to meet and greet community members. This could possible augment the weekly “What’s up in the Pines” email blast from Marketing.

### **Action Items**

Gary Miller agreed to serve as Vice Chair and Monica Rakowski agreed to serve as recording secretary.

It was determined that meetings would be held once a month at 3pm.

### **Adjournment**

The meeting was adjourned at 5:10 pm.

**Next Meeting is 3/24/22 at 3pm in the Marlin Room, OP Community Center**

Submitted by John Reeves 2/27/22