

Williams Wellness Center (WWC) Advisory Committee
Regular Meeting
June 9, 2026 | 6:00 p.m.

Call to Order: WWC Asst. Director Liz Eser

Members Present: Todd Bradley, Tony Cannon, Renee Cantrell, Jeff Hughes, Cindy Noll, Taylor Nohrenberg, WWC's Liz Eser

Old Business:

[WWC Advisory Committee May 12 Minutes](#)

New Business:

1. Discussion of WWC Mission and Goals:
 - a. Members reviewed the mission statement and organizational goals with the tabled items Facility and Equipment Improvements, Programs and Services, Short-term Priorities, Long-term Priorities, and Policies and Standards.
2. Budget and Sustainability:
 - a. The committee looks to focus on membership and have a facility where people feel welcome and are able to become healthy. Eser added membership goals will almost be met by the end of the month.
3. Marketing and Community Engagement:
 - a. Brochure funds will be requested for funds from the city in a future meeting and will be put at various locations and Party in the Park at the information desk. The brochure (right-sided, cardstock) was agreed upon with updates if necessary annually.
 - b. Members discussed how to keep attendance up in the off-season through May-Sept. Talks included Silver Sneakers and Cindy's group classes.
 - c. Members talked about mental wellness and activities that could be advertised on the website/socials.
 - d. Wartburg College's media marketing class will be coming to the Center and discussing what the WWC can do from a marketing stand point.
 - e. Todd and Liz: keep funnel of patients/new member orientation ongoing
 - f. Taylor and Liz: Starting member interviews and making social media content with testimonials.

Open Discussion/Additional:

4. Flooring:
 - a. Light discussion was had on the gym flooring and how the committee advises the overseeing entities to focus on the roof in the coming funding/construction cycle.

Meeting ended at 7:05 p.m.