

**Williams Wellness Center (WWC) Advisory Committee**  
**Regular Meeting**  
**May 12, 2026 | 6 p.m., Oelwein Public Library**

Call to Order: Taylor Nohrenberg

Members Present: Todd Bradley, Tony Cannon, Cindy Noll, Steve Arndt, Taylor Nohrenberg, WWC Asst. Director Liz Eser

Members Absent: Tim Gilson, Renee Cantrell, Jeff Hughes, Joe Bahe

Review of Committee's purpose: Discuss the vision, priorities, and future direction of the Wellness Center.

Old Business:

[March 7 WWC Advisory Meeting Minutes](#)

New Business:

1. Discussion of WWC Mission and Goals/Marketing and Community Engagement:
  - a. The committee narrowed down a mission statement and goals (see approved mission statement below) that can be used as a guiding principle. Goals discussed included member retention and new membership campaigns along with expanded marketing, such as producing posters and pamphlets for the public to see what services and spaces are offered. Member Todd Bradley suggested having a new member/interested member orientation every week for those new to the gym, or having those rehab patients passed onto the Center by having Performance Rehab's Jill welcome a new group of rehabbed patients. Cannon/Nohrenberg proposed marketing tactics aimed at Silver Sneakers programs, equipment usage tutorials, community involvement and more. It was also reiterated, in consideration of the new mission statement, that while community wellness is primary, operation realities like safety and member experience are high priorities and how creating a shared space with organizations and the school can provide unique difficulties.
2. Budget and Sustainability:
  - a. Member Steve Arndt discussed potential funds through grant dollars to be awarded in 2028 to the tune of \$85K for a roofing project and will see if it is possible to use current PPEL funds set aside from the school for the flooring project instead of the roof, approx. \$130,000. Additionally, he will investigate what is being done with money earned from memberships and classes. All members agreed a more thorough budget should be found/created for the WWC Director use.

### Actions:

- Motion made by Cannon to suggest Liz Eser be named Director, seconded by Noll, approved 5-0
- Motion made by Cannon that the WWC Director reports to the superintendent, seconded by Noll, approved 5-0
- Motioned by Nohrenberg, second by Noll, approved 5-0 to approve the following mission statement: “The Williams Wellness Center is dedicated to enhancing the quality of life for Oelwein and its surrounding communities by providing and maintaining a facility that’s creates a safe, professional, and welcoming environment where individuals and families of all ages and fitness levels can pursue their personal health and wellness goals while encouraging lifelong wellness and healthier lives for our community members.”
  - Note: All motions and further approvals were made during quorum. Gain of quorum occurred with Cindy Noll joining at 6:44 p.m. and a loss of quorum occurred with Bradley leaving at 7:10 p.m. The formal meeting ended at 7:10 p.m. with loss of quorum.

### Tabled for future meeting:

- Facility and Equipment Improvements
- Programs and Services
- Short-term Priorities
- Long-term Priorities
- Policies and Standards

All questions will be clarified by school/city representatives before the next meeting.

No official adjournment made as loss of quorum ended the formal meeting at 7:10 p.m.

The next meeting will occur at the Oelwein Public Library, Tuesday, June 9, 6 p.m.