



Agenda

City Council Work Session Meeting
Oelwein Public Library, 201 East Charles, Oelwein, Iowa
6:30 PM

May 28, 2024
Oelwein, Iowa

Mayor: Brett DeVore

Mayor Pro Tem: Matt Weber

Council Members: Karen Seeders, Anthony Ricchio, Lynda Payne, Dave Garrigus, Dave Lenz

Pledge of Allegiance

Discussions

- [1.](#) Discussion on the Wellness Center.
2. Discussion on Oelwein Youth Sports Recreation.

Adjournment

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 319-283-5440



To: Mayor and City Council
From: Dylan Mulfinger
Subject: Wellness Center
Date: 5/27/2024

The City will now be contracting the school for management of the Wellness Center starting July 1, 2024.

The proposed budget is \$250,000.

- Current expenses range from \$219,149 to \$230,109.

The proposed revenue is \$250,000.

- The last four years the Wellness Center has averaged \$200,000 in revenue.
- Revenue with 100 percent retention of city/school at new prices is \$194,220.
 - This means the Wellness Center would not lose any members and the new fee schedule would be put in place.
- Revenue with 0 percent retention and keeping prices the same \$175,590
 - This means the center would not have any city school staff retained and the prices would not change July 1.
- Revenue with 100 percent retention if we keep prices as is \$250,158
 - This means the prices do not change July 1 and all city and school staff that have a membership stay on with the Wellness Center.

The new proposed rates are:

Type	Annual	Monthly EFT
Single	\$216	\$18
Couple	\$300	\$25
Family - 3 or 4	\$360	\$30
Family - 5+	+\$90 Per person	
Student (K-12)	\$120	\$10
24 Hours Access*	\$5 per card /one time	

**All Members - 18 years+ will be given free 24hr Access*



To meet that new revenue the wellness center will need to attract 66 new members.

The transition committee are proposing these rates because:

1. We need to do something to generate more revenue for the center
2. More people using the wellness center is a main goal
3. Lowering the price could make memberships attainable for more of the public

The city council must agree on the future of the center. Right now, it is understood that the wellness center will lose money. Is the city council still in agreeance or do they want to discuss this gain?

The wellness center has the following proposed goals:

- The Wellness Center will increase their membership by 10 percent.
- The total goal for membership is 800 total members made up of roughly 1400 people.
- The Wellness Center will focus on customer satisfaction.
- The Wellness Center will work toward a rebranding of the facility.
- The Wellness Center will work to double non membership revenue.

Together, the city and school will provide a service to the community that residents want and expect.



Williams Wellness Center - The Next Generation

MAJOR SHIFTS

- City acts as Fiscal Agent
- School operates HR/Day to Day
- MercyOne no longer be involved



Goals

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- The total goal for membership is 800 total members made up of roughly 1400 people.
- The Wellness Center will focus on customer satisfaction.
- The Wellness Center will work toward a rebranding of the facility.
- The Wellness Center will work to double non membership revenue.



Communication - Marketing - Branding

- Utilization of the district marketing and social media outlets and expertise.
- New Logo, Signs, and Marketing Materials
- Updated social media presence
- Communications plan for regular schedules, updates, and changes.



Membership and Census

- Currently Serve on average 800 memberships and 1400 people a year.
- City and School will no longer supplant with “Free” memberships.
- This year maintain current memberships with price reductions



Functions

- All members receive 24 Hours Access
- Reviewing Layout, Facilities, and Services
- Staff now unburdened by “Oelwein REC”
- New Software tracking - CIVIC



Budget - Fiscal Management

- Sustainable and Self-reliant - \$0 impact to taxbase
- \$250,000 budget for FY25 - (July 1, 2024 - June 30, 2025)
- Must generate \$250,000 in Revenue (\$200k in membership - \$50,000 in other sources)



Membership Costs



Membership Prices

Type	Annual	Monthly EFT
Single	\$216	\$18
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Payable by Cash, Check, Visa, Mastercard, or Bank Transfer