

## Long Bridge Aquatic & Fitness Center Fees Working Group

### Meeting 1

Monday, April 23, 2018 @ 7:00 PM

#### Attendees:

Group: Paul Holland, Andrea Walker, Susan English, Don Hesse, Cindy Miller, Sherry Kohan, Mackenzie Kearney, Marilyn Judson, Rob Mandle

DPR Staff: Jane Rudolph, Pete Lusk, Eric Beach, Megan Carney, Jennifer Lainhart, Emily Hughes

Additional: Tobin Smith, Cynthia H

- I. Welcome – Jane Rudolph
- II. Introductions
- III. Presentations
  - a. Membership
  - b. Charge & Goals
  - c. Ground Rules
  - d. Timeline
  - e. Long Bridge History
    - i. Comments on parking: 229 spaces at facility in addition to 150 on street and 180 existing though this will eventually go to 210 – the parking was based on average peak use and not events. Event parking will need to make arrangements, such as shuttle buses, in Crystal City
  - f. Cost Recovery Background
  - g. Other DPR Fees
    - i. Concern over non-resident fees – these should be a consideration on Long Bridge Model especially given the location in Crystal City (note the very high non-resident fee for annual fitness membership)
    - ii. Note – DPR must propose fees for the upcoming fiscal year by the preceding January; these may be reviewed annually though DPR does not propose massive fees changes year to year
  - h. Facility Update
  - i. Long Bridge Operating Model
    - i. Staff noted there will likely be an update to this model by the time this workgroup is complete
    - ii. Comments noting how operating expenses stay the same while the revenue only adjusts
    - iii. Would increase usage estimates change the expense side of the model? The model does take into account usage estimates and likely would not fluctuate much, but could on the equipment side
  - j. Revenue Potential
  - k. Benchmarking
    - i. B&D fees based on what is in the facility so fitness is included

I. Questions & Discussion

- i. Will there be reciprocity across DPR fitness facilities? (e.g.; LB member a member to all facilities and vice versa) – group needs to consider various family needs and income levels
  - ii. Can there be a fitness membership & pool membership? Discussion over the one entry point and lack of ability to control who goes where once in the facility.
  - iii. Will there be reciprocity with APS?
  - iv. Note; this facility is unique to all other DPR facilities including that it is not built to serve one particular community, like Arlington Mill. This may prove to be a difficulty in fee setting with the Board because of the community (Arlington)'s tolerance to fees. St. James is not a comparable facility and most comparable facilities are places like Fairfax.
  - v. Survey Discussion:
    1. What do we want out of the survey?
    2. Consider structure & different categories of fees, not just the fees themselves
    3. Concern over non-residents being addressed in the survey – how can they be captured
    4. Review last survey done by B&D
    5. Survey should include introduction and background that provides a frame of reference (e.g.; other jurisdictions do this...)
    6. Discuss how people might feel if some things are cut in order to provide lower fees for other things
    7. Consider social equity and emphasize fee reductions
    8. Consider outreach to other business districts (e.g.; Rosslyn) because the distance to LB is not great
    9. Work membership types into survey
    10. Discussion on facility peak times and how this might impact use – DPR does not have a similar facility to compare peak usage
    11. Consider meeting with the Pentagon to discuss their interest in the facility
  - vi. Chair Remark: The final report should include not only group consensus, but also note any other viewpoints by the end of the process
- m. Public Comment
- i. Aquatics Committee Representative – sub group developing a per person access fee devoted to offsetting building operations for APS
  - ii. Note – lack of for-profit comparable facilities in DPR benchmarking
- n. Action Items:
- i. Provide Non-resident numbers for fitness memberships
  - ii. Provide data on similar space reservations: what is reserved and when? (i.e.; profile rooms similar to those that will be at the facility)
  - iii. Add Stafford's "Jeff Rause" Center to benchmarking – similar facility
  - iv. Email presentation and website link to group

- v. Conduct poll to determine next meeting – consider moving locations around to various sites (e.g.; Arlington Mill)
- vi. Review last survey done by B&D – share with group
- vii. Provide a slide of fee changes over time – fee resolution
- viii. Provide Quick Quote