Campus Recreation Advisory Committee

Thursday February 24, 2011

4PM, Large Conference Room- ARC

Attendees

CRAC Members- Sungwon Kim, Debbie Liu, Amy Sponsler, Harley Johnson, Ranillo Rodriguez, Scott Plecki, Julie Mlynarski, Joe Ellinger, Andrew Hohn

Professional Staff and Interns- Robyn Deterding, Gary Miller, Erik Riha, Kristin Duitsman, Heather Horn, Lindsay Saklak, Sayer Jackson

Guests- Bill Williamson

• Review of 11/30 Minutes
  o Approved
  o Roller pad replacement update
    ▪ Going to tear down and put basketball courts
    ▪ In the process of getting bids for this project
    ▪ Will not be regulation size
    ▪ Completed- dependent on when bids get in, aiming for summer to be completed by
  o Café vendor
    ▪ Pekara, only submission
    ▪ Has location downtown Champaign, has bakery, does breakfast, lunch, and dinner, smoothies
    ▪ Going to have bid discussion in early March
    ▪ Suggested having feedback as to why other vendors didn’t put bid in
See where we may need to improve

**Intramurals customer service initiatives**- Sayer Jackson

- Reimbursement for team who is forfeited against twice
  - Help out participants
  - Get money back if forfeited against twice

- “For the Love of the Game”
  - Teams can call ahead of time and default their team if they know they cannot get enough players
  - Then calls are made to other teams to see if they want to play in the exhibition game
  - If get interested team to play against the other team then they play at scheduled time but won’t count toward either team’s record
  - Overall gets referees experience and teams still get to play

- 6 o’clock and 11 o’clock scheduling
  - Got rid of time slots for intramural games at 6 and 11pm
  - This extends the drop in hours for an hour- start games at 7pm
  - Makes the 11pm slot available for re-scheduled games
    - This allows teams to call ahead and say that they can’t make it but can make 11pm time slot
  - Didn’t affect amount of team signed up
  - Makes a more condensed and precise schedule ensuring everyone shows up to play
  - Employees are being used more efficiently because of more solidified schedule

**Sponsorship**- Erik Riha

- Handout is on website for further review
- 3 different types of advertisement used
  - **Print**
    - Guide- 25,000 printed
      - Sell ad space
  - **Posters**
  - **Digital signage**
    - 10 screens- ARC
    - 1 screen- CRCE
    - 1 screen- Ice Arena
  - **Dasher boards**
    - Ice arena- hockey
    - Split money with hockey team
    - Have radio agreements to announce upcoming hockey games with WPGU
  - **Product demos**
    - Commercial businesses are only ones that pay for that time and space

- **Sponsors**
  - Pay up to 2,000 or more a year
    - Examples: Underground Printing for intramurals
      - Union for signage
      - Carle and Hada- built in with their rental agreements
  - Events that generate sponsorship revenue
    - Block Party- August
• Lease Party- September
  o Advertisement
    ▪ RSO’s pay least
    ▪ Commercial businesses pay most
    ▪ Budgeted goal of $40,000
  • Covers all output cost
  • Not a high priority
    o Man power doesn’t allow for more aggressive approach
    o Want to be careful as to not fill every inch with advertisement but keep it a recreation facility feel
    o Champaign and Urbana not big market to draw from
    o University legal office signs off on advertisements so must meet criteria
      ▪ Be below $10,000
      ▪ Not be a multiple year signage
      ▪ If these requirements are not met then a longer approval process required

• Overall facility usage- Kristin Duitsman
  o Overview of usage data comparing Fall FY10 and Fall FY11
    ▪ Usage come from
      • 92%- student
      • 6%- faculty
      • 2%- other
    o $155,722.99 FY11
    o $148,837.43 FY10
- Pay close attention as to what is being rented and how much impact it will affect the daily users

- Paid rentals
  - Lowest rates to RSO’s- 53%
  - Middle rates to campus organization- 33%
  - Highest rates to community- 14%
  - Other non pay rentals that are through campus recreation programs or kinesiology

- Goals- always be looking for new organizations to rent space
  - Increase the rentals for tailgating football games
  - Never impact the daily usage of areas so that it takes away from students

- Direct competition within the University i.e. Union, I-hotel
  - No because enough events for everyone to host

- Under reserved spaces
  - Auditorium
  - Kitchen
  - Multi Purpose 6 and 7

- With increase of rental will costs go up in any area
  - No, with review of budget the utility costs did go up but with sustainability actions have kept it consistent as well as increase use of Federal Work Study employees

**Questions**

- Guest pass prices
  - Currently at $10
  - Reason for that being heavy research from all over Champaign
- Amount of services available with 1 day pass = full day
- Trend of problems occurring with guest pass users
- Other options that are being used
  - Punch passes in summer
  - Abroad students can buy weekly passes at discounted rate
- Want to encourage membership overall
  - Constricted with not having EFT option of payment
- Will work with each situation individually
  - Not very advertised because of member's priority
  - Can we look at an online registration process for fitness classes. Problems with calling in and being put on wrong list or not listed at all.