

MASA Staff Meeting

9/20/12 3:30 and 9/22/12

In attendance: Jennifer P, Cathy M, Abigail Buchberger, Kayla Drozd, Mari Faver, Terese Glovensky, Anne Hadler, Heidi Hadler, Holly Matel, Lindsey McCluskey, Katie Miller, Alisen Montana, Evan Oelrich, Marie Stubbe, Alyson Sweno, Janine Van Rixel, Rylee Fabry, Michaela Geier, Abi Hoyt, Heather Hoyt

Excused: Trista Baye-Martin, Annie Fochs, Tiffany Ludkey, Amy Westfall

Not Excused: Denise Gage, Katrina Guralski, Rusty Krautkramer

Membership:

- Please review policies
- Consider making a “cheat sheet” for yourself that makes sense to you.
- Rates increase October 1st but renewing members will get this year’s rate until then.
- New rates: Family \$275, Adult \$210, Youth \$137
- Please check the blue box to see if they have ever been a member before, because they can not use the new member coupon if they were. They also can not be referred by someone if they were a member before.
- New incentive; “senior lock in rate”. They must pay the new 2012-13 price this year, but then their rate will never go up again as long as they continue to renew their membership.
- The lock in year will be noted in red on the top of the card. Please write in the ledger and on the card that they are locking in.

Lessons:

- Lesson fees have gone up to \$50 for youth lessons.
- Non members must pay to hold their spot. If you pencil them in make sure they know that someone who has a check in-hand can take their spot.
- Lessons started Monday 9/24.
- Schedules are up on the wall.
- Please focus on a quality experience for all students.
- No nose plugs or masks.
- Please remind swimmers to sign in.

Ledger book:

- For lessons please put the students name and the name on the check if they are different.
- For memberships please note the man’s name even if the wife is paying.

Severe Weather

- If you are working and a storm is brewing, be sure to turn on the radio so that you are aware of what is happening.
- If it looks like things are getting bad, get ready; look for flash lights and inform customers of what is happening if they are in the pool or locker room and can't see it.
- Emergency lights are ordered.
- We are open no matter what the weather but school programs are cancelled if school is closed.
- Janine will be the on call person if someone can not make it to work, and possibly Evan. Let Jennifer know if you would like to help fill this role.

Newsletter:

- We are no longer doing paper newsletters. Members will get a letter once a year only, reminding them of renewal. Next year they will be personalized with what they owe if they continue their current membership, and what their incentive is.
- Encourage customers to look at the website for information.
- Our 1st e-newsletter went out 9/15 to remind people about swim lesson sign up.
- Let members know that the e-mail news letter is the best way to stay informed now that there will be no mailed newsletters. If they are worried about too much e-mail tell them that there will always be a link for them to opt out at the bottom of the e-mail that they can use if they don't like it.
- Non-members can get the newsletter too. They should sign up on the clipboard at the desk.
- We can send the newsletter to more than one e-mail address per household. Just have them give us their e-mails. They can put that on the clipboard too, but have them indicate that they are a member and this is a second e-mail address, so that I can add it to the correct list and will know not to delete their other address. They can also note on the clip board if their e-mail address has changed.
- Staff will also be getting the e-newsletter. It will help to keep you informed. As with anyone else you can opt out via the link if you don't like getting it. Let Cathy know if you want it to go to a different address.
- A new staff phone list is also coming out. Watch your e-mail.

Manta Ray season starts in November.

- Forms are on the back counter.
- Let Jennifer know if you would like to help coach.

Other stuff:

- Special request – Please keep your pay sheet in the front of your mail box. ☺
- The October meeting will be in the water. Bring old jeans and a shirt. We will go through personal water safety. No shoes and sox needed.
- Please try to remember that sometimes people can be rude. Try not to feel bad and try to continue to be nice even if they are not. Usually if you are nice and don't over react to their rudeness they will realize that they are being mean and will

stop (sometimes they won't). Remember you can always refer an unhappy customer to Jennifer.

- Watch for MASA on Facebook and Twitter in the near future.
- We are also hoping to do online registration for swimming lessons for members only with the next session...stay tuned. Online payment is also a possibility in the future, but that will be phase 2.

Thanks for attending!!

Jennifer and Cathy