



AGENDA ITEM SUMMARY FORM

MEETING DATE: 10/3/2022

PREPARED BY: Jason O'Mara, Director of Parks & Recreation

AGENDA CONTENT: Discussion and possible action on the number of family members included in Angleton Recreation Center family memberships.

AGENDA ITEM SECTION: Regular Agenda

BUDGETED AMOUNT: NA

FUNDS REQUESTED: NA

FUND: NA

EXECUTIVE SUMMARY:

On February 28, 2022, staff presented ABLC new membership package options for facility access to the Angleton Recreation Center. The original proposal helped reduced the number of membership options from 34 down to five by streamlining them into 3 categories (Monthly, Annual, and insurance subsidized senior memberships).

However, when rolling out the new membership structure on September 1, 2022, staff identified a need to discuss the current limitation placed on the family membership. Highlighted in the table below is the family membership descriptions that states a family membership allow up to six individuals from the same household. Although, no restriction is applied to the type of people in the household (kids, adults, grandparents, etc.), it does limit the total number of individuals allowed on the membership. However, the only available option to add additional people is for them to purchase a separate individual membership, or in some cases, another family membership. To better accommodate families, staff felt it was necessary to further evaluate and discuss potential solutions.

| Current Membership Packages | | |
|--|-----------------|------------------|
| | Monthly (Draft) | Annual (Pre-Pay) |
| Individual Membership Individuals 12 yrs. & Up | \$ 35.00 | \$ 350.00 |
| Family Membership Up to 6 individuals from the same household | \$ 50.00 | \$ 500.00 |
| Silver Sneaker Membership Eligible individuals | Free Enrollment | |
| Silver and Fit Membership Eligible individuals | Free Enrollment | |
| Eligible Membership Discounts Seniors (60+), Active Military, First Responder | -\$10 | -\$75 |

Additional Person Reporting

The following information represents the additional members usage over the previous two years according to our CivicRec data.

| Additional Person Usage | |
|--|--|
| FY2020-2021 | FY2021-2022 |
| 106 total individuals | 100 total individuals |
| 80 additional monthly 12 additional quarterly 4 additional semi-annual 10 additional annual | 89 additional monthly 11 additional annual |
| Monthly Retention Breakdown | Monthly Retention Breakdown |
| 1 month - 53 2-6 months - 22 6+ months - 5 | 1 month - 64 2-6 months - 20 6+ months - 5 |

Additional Person Options

After reviewing the current verbiage for family memberships and specific usage of the past two years, staff have determined two potential solutions to alleviate the need for secondary memberships on the same account.

Option 1: Remove the criteria that limits family membership capacity to six. Instead, allow unlimited individuals under the same household as long as they provided proper documentation that verifies residency at one address.

Options 2: Re-institute additional person add-on to family memberships only at a rate of \$15 per person monthly or \$150 per person annually.

RECOMMENDATION:

Staff recommends ABLC remove the criteria that limits family membership capacity to six for family memberships for the Angleton Recreation Center.

RECOMMENDED MOTION:

I move we remove the criteria that limits family membership capacity to six for family memberships for the Angleton Recreation Center.