HEALTHY LIVING NORMAN

Annual Report to the City of Norman

Board of Parks Commissioners

August 1, 2024

Section 1 - Annual Activities

Programming at the Adult Wellness & Education Center is based on the Six Dimensions of Wellness and supporting healthy aging in our community.

Since Nov. 13, 2024, Healthy Living Norman has offered:

- 923 Fitness classes
 - Land classes in group fitness room
 - Water classes in the natatorium
- 453 Art classes
 - o Fine art
 - Pottery
 - o Textiles
 - o Jewelry
 - o Specialty classes
 - o Crafts
- 383 Educational classes, scheduled game times, and events
 - Health & mental health
 - Nutrition education
 - o Safety
 - o Cooking
 - o Finance
 - o General interest
 - o Culture
 - o Indoor table games & outdoor games

Special Events and Programming has included

- November
 - o Founding Member & Partner Gala
 - Grand Opening & Ribbon Cutting
- December
 - o Holiday Art Workshop
 - Trip to Festival of Light in Chickasha
- January
 - o Elvis Day
 - o Japanese Wadaiko drumming performance



- February
 - Black History Month breakfast
 - o Beatlemania event
 - o Leap Day Hop
 - o Japan Winter Festival Month
- March
 - Hosted performances of Cimarron Opera's Gallantry
- April
 - The French Connection month celebrating 30 years of Norman's sister city connection with Clermont-Ferrand, France (culture, art, cuisine, cinema)
 - Solar Eclipse Viewing & Patio Party
 - Walk the Parks visiting 4 different parks
 - o Earth Day event
- May
 - o Senior Prom
 - Star Wars Day May the Fourth
 - Mother's Day Tea
- June
 - o Juneteenth Unity Celebration
 - Father's Day cookout
 - o Ice Cream Social
- July
 - o AWElympics
 - o Open House
 - o Summer Floral Art Spectacular (floral themed art & cooking classes)

Regular Events

- Monthly Mornings with the Professor with OU Osher Lifelong Learning Institute
- Saturday Live Music in the Lounge with Gary Lehman
- Monday night Drummin' Up Wellness African drumming with Tiffany Couch
- Tech Sesh with Mac
- SALT Seniors & Law Enforcement Together with Cleveland County Sheriff's Office
- Ask a Librarian with Pioneer Library System
- Singo with Archwell Health
- Karaoke
- Genealogy
- Gardening

We have hosted intergenerational classes and events.

In December 2023, we started hosting Aging Services Inc.'s Title III senior congregate lunch program.

Section 2 - Mission Statement & Goals

MISSION

To promote the health and well-being

of adults aged 50 and older

by providing opportunities for

physical activity, social engagement,

and lifelong learning at the

Adult Wellness and Education Center.

GOALS

The original goal was to reach 2000 members by December 2024. As we saw rapid early growth, the target date was revised to March 2024. We reached 2000 members in February and continue to grow.

We are in the process of strategic planning for 2025, including setting new goals.

Section 3 - Membership Fees

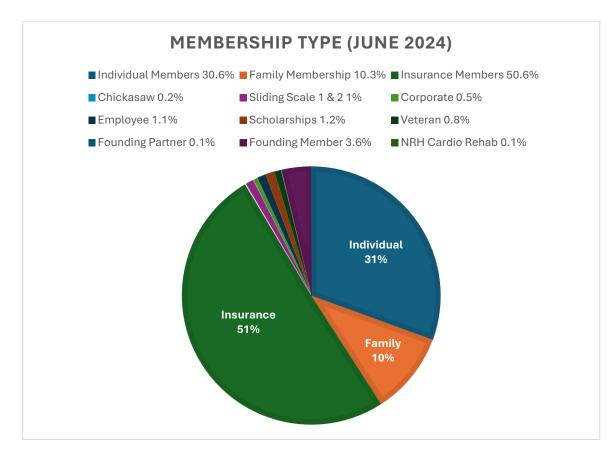
- Individual Membership \$35 per month
- Family Membership for additional individual in the household \$25 per month
- Members with Renew Active (United Healthcare) reimburses \$3 per visit up to \$30 per month (10 visits)
- Members with Silver Sneakers (Medicare Advantage or Medicare Supplement Plan) reimburses \$3 per visit up to \$21 per month (7 visits)
- Members with HealthChoice insurance \$30 per month
- Chickasaw Nation Members free membership paid by the Chickasaw Nation
- Sliding Scale Fee based on Federal Poverty Guidelines
 - Households below 100% of FPG \$10 per month
 - Households between 100% and 200% of FPG \$15 per month
- Veterans (10% discount) \$31.50 per month
- A limited number of scholarships are available on a case-by-case basis.
- Day Pass (guests 50+) \$10 per person

Corporate and Group memberships for those 50+ are available for a negotiated fee based on membership numbers and other factors established by the Board of Directors.

Current Corporate Memberships at \$30 per person per month:

- University of Oklahoma
- Norman Regional Health System
- State of Oklahoma
- NRH Cardio Rehab Patients (membership is for 3 months)

Exceptions to the above policy may be made on a case-by-case basis as determined by the Board Chairman or other Board Appointed Designee.



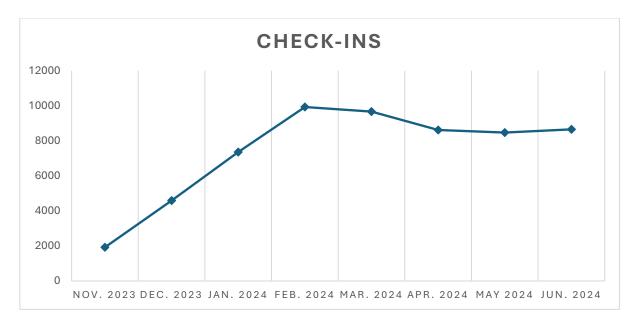
Insurance members include Silver Sneakers, Renew Active, Tivity, and HealthChoice.

Section 4 – Participation

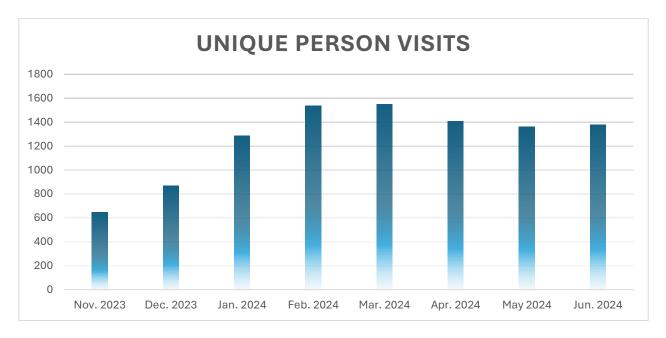


As of July 30, 2024, we have 2,710 active members.

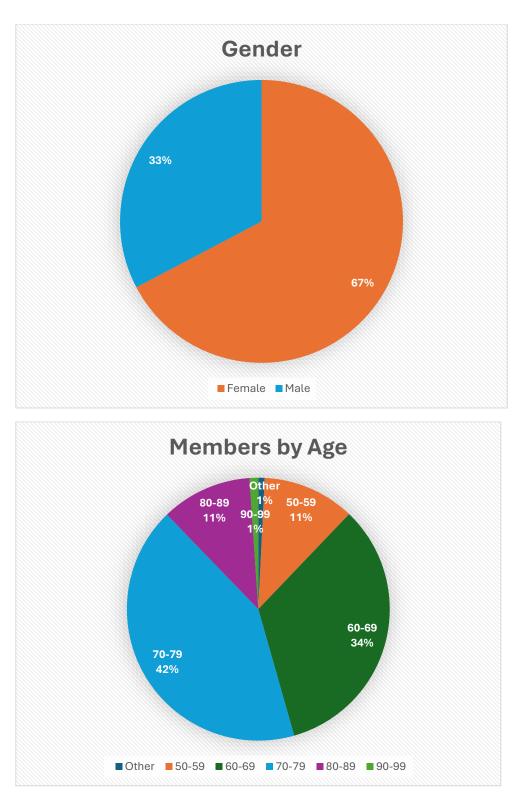
SSN/RN = Members whose membership is reimbursed by visit by Silver Sneakers and Renew Active. We began accepting insurance reimbursements in Mid-December 2023.



There were a total of 59,200 check-ins between Nov. 13, 2023 and June 30, 2024



This chart represents unduplicated individual member visits by month.



"Other" indicates members who are under 50 years old. They include those with family memberships and Healthy Living Norman employees.

Section 5 - Revenue

	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	TOTAL
Revenue													
4000 Founding Members	5,000.00	2,000.00	3,762.80	12,407.00	33,861.24	28,881.40	9,794.20						\$95,706.64
4100 Contributions													\$0.00
4102 Corporate Sponsorships	100,000.00		111,000.00					2,500.00	2,500.00	600.009			\$216,600.00
4103 Individual Donations						230.00			534.42	432.39	966.02		\$2,162.83
4104 Grants								2,000.00					\$2,000.00
4107 Scholarships						100.00	157.28						\$257.28
Total 4100 Contributions	100,000.00		111,000.00			330.00	157.28	4,500.00	3,034.42	1,032.39	966.02		\$221,020.11
4200 Other Income													\$0.00
4201 Art Class Income					23.22	422.50	2,585.00	1,684.00	7,103.68	1,984.57	4,922.50	3,422.22	\$22,147.69
4203 Guest Pass/Rplcmnt Scan Cards						240.00	170.00	300.00	160.00	180.00	120.00	130.00	\$1,300.00
4204 Educational Fees							93.00	110.00	585.00	12.00	400.00	755.00	\$1,955.00
4209 Beverage Station							3.50	170.50	225.50	388.50	419.50	307.30	\$1,514.80
Total 4200 Other Income					23.22	662.50	2,851.50	2,264.50	8,074.18	2,565.07	5,862.00	4,614.52	\$26,917.49
4300 Membership Payments					8,550.76	19,075.65	24,385.58	31,797.91	32,366.06	34,089.05	34,769.76	34,311.45	\$219,346.22
4301 Tivity/IND								2,715.00	6,706.00	9,691.00	7,996.50	7,952.00	\$35,060.50
Total 4300 Membership Payments					8,550.76	19,075.65	24,385.58	34,512.91	39,072.06	43,780.05	42,766.26	42,263.45	\$254,406.72
4400 Personal Trainers						2,709.00	1,844.00	3,290.00	3,499.00	2,270.00	1,931.00	1,842.00	\$17,385.00
4600 Rental Income													\$0.00
4602 Room Rental Income									418.97			200.00	\$618.97
Total 4600 Rental Income									418.97			200.00	\$618.97
4700 Lease Income													\$0.00
4702 Select Physical Therapy									3,000.00	1,000.00	2,000.00		\$6,000.00
Total 4700 Lease Income									3,000.00	1,000.00	2,000.00		\$6,000.00
4800 Special Events Income						90.00	10.00	222.00	320.00	23.85	982.35	2,624.98	\$4,273.18
Total Revenue	\$105,000.00	\$2,000.00	\$114,762.80	\$12,407.00	\$42,435.22	\$51,748.55	\$39,042.56	\$44,789.41	\$57,418.63	\$50,671.36	\$54,507.63	\$51,544.95	\$626,328.11
GROSS PROFIT	\$105,000.00	\$2,000.00	\$114,762.80	\$12,407.00	\$42,435.22	\$51,748.55	\$39,042.56	\$44,789.41	\$57,418.63	\$50,671.36	\$54,507.63	\$51,544.95	\$626,328.11

Healthy Living Norman

Statement of Activity by Month July 2023 - June 2024

Expenditures							010 00						00000
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5800 Special Events Expense				20.00	0 5,010.13	885.95		756.22	1,060.13	573.50	1,495.70	323.34	\$10,124.97
5900 Fundraising					61.90				81.33	15.94	-80.13		\$79.04
6000 Marketing			100.00	0 2,185.38	5,989.64	642.78	6,314.71	2,290.07	4,189.55	4,122.46	350.00	5,377.43	\$31,562.02
6100 Office Supplies			1,040.24	4 1,978.76	6 4,587.59	2,115.18	3 2,027.73	1,326.27	430.19	168.56	991.69	507.70	\$15,173.91
6102 LPI/GloFox Expense		1,485.00			1,485.00			1,485.00			1,485.00		\$5,940.00
6103 Art Class Supplies				3,379.35	5 2,650.14	1,358.54	1 3,857.23	1,486.96	2,678.01	2,841.50	1,043.94	686.10	\$19,981.77
6104 Education/Training Expense			335.00	0 40.00	0		879.61		350.02	808.24	251.30	7.61	\$2,671.78
6105 Postage						32.95		25.48	5.08	5.08	2.11	2.11	\$72.81
6106 Group Fitness/GX				8,228.42	2 1,830.95	1,165.13	440.41	130.40	761.19	21.72	21.62		\$12,599.84
6200 Gas/Mileage Expense							469.80		281.88			219.24	\$970.92
6203 Meals & Entertainment					100.00		75.08						\$175.08
6204 Volunteer/Staff Appreciation			38.42	2 104.73	3 195.75	1,122.80	89.77	254.78	119.33	128.06	44.35	33.42	\$2,131.41
6300 Repairs & maintenance							128.26	142.26		39.26	9.23	1,957.24	\$2,276.25
6301 IT Services						2,332.20		789.40	1,070.52	1,452.70	1,230.89	96°96	\$7,872.67
6302 Cleaning Service						124.47		13.83	116.16	-127.31		156.35	\$283.50
6306 General Repairs				233.79	6	168.05		213.51					\$615.35
Total 6300 Repairs & maintenance				233.79		2,624.72	2 128.26	1,159.00	1,186.68	1,364.65	1,240.12	3,110.55	\$11,047.77
6400 Business License and Permits							349.00				26.00		\$375.00
6500 Bank Charges & Fees										28.65	36.43	47.05	\$112.13
6600 Materials Expense				317.30	2,064.70		93.77	108.42	1,089.73	244.81	18.24	63.65	\$4,000.62
6601 Beverage Station							44.37	516.84	395.08	670.97	758.45	296.33	\$2,682.04
Total 6600 Materials Expense				317.30	2,064.70		138.14	625.26	1,484.81	915.78	776.69	359.98	\$6,682.66
6700 Phone, Cable, Internet Expense							4,254.99	2,173.92	1,085.79	1,085.79	1,082.44	1,080.42	\$10,763.35
6900 Insurance Expense							6,160.13	1,878.04	938.58	3,470.93		1,902.16	\$14,349.84
7000 Payroll							34,354.40	37,809.10	35,191.06	36,030.55	31,219.27	27,394.51	\$201,998.89
7001 OKC Salary Reimbursement				34,489.40	60,676.06	42,893.12	9,390.48	12,237.18	8,833.70	8,833.70	8,833.70	8,833.70	\$195,021.04
Total 7000 Payroll				34,489.40	60,676.06	42,893.12	43,744.88	50,046.28	44,024.76	44,864.25	40,052.97	36,228.21	\$397,019.93
7100 Employee Benefits							713.45	1,669.68	1,436.82	1,436.83			\$5,256.78
7200 Dues & Subscription		45.00	210.00	58.49	342.38	190.38	182.38	140.38	140.38	140.38	200.38	140.38	\$1,790.53
7300 Professional Fees							183.00	641.00	396.00	388.00	2,326.00	400.00	\$4,334.00
7400 Contract Labor Expense						1,760.00	1,840.00	2,351.75	3,616.29	2,611.96	2,980.00	2,345.29	\$17,505.29
7700 Equipment Expense				1,179.00			706.25	426.52	182.79	174.43	5.40		\$2,674.39
7800 Pool Supplies					28.25	122.85	53.24		255.49		285.79		\$745.62
9000 Payroll Taxes							2,834.23	3,898.17	3,311.81	3,384.50	4,691.66	4,788.12	\$22,908.49
Purchases						535.92							\$535.92
Total Expenditures	\$0.00	\$1,530.00	\$1,723.66	\$52,214.62	\$85,022.49	\$55,450.32	\$74,589.66	\$72,765.18	\$68,016.91	\$68,551.21	\$59,309.46	\$57,559.11	\$596,732.62
NET OPERATING REVENUE	\$105,000.00	\$470.00	\$113,039.14	\$ -39,807.62	\$ -42,587.27	\$-3,701.77	\$ -35,547.10	\$ -27,975.77	\$ -10,598.28	\$ -17,879.85	\$ -4,801.83	\$-6,014.16	\$29,595.49
NET REVENUE	\$105,000.00	\$470.00	\$113,039.14	\$ -39,807.62	\$ -42,587.27	\$-3,701.77	\$ -35,547.10	\$ -27,975.77	\$ -10,598.28	\$ -17,879.85	\$ -4,801.83	\$ -6,014.16	\$29,595.49

Section 6 - Beginning & Ending Fund Balance

Healthy Living Norman

Balance Sheet

As of June 30, 2024

TOTAL LIABILITIES AND EQUITY	\$28,643.89
Total Equity	\$29,595.49
Net Revenue	-102,816.99
3200 Retained Earnings	132,412.48
Equity	
Total Liabilities	\$ -951.60
Total Current Liabilities	\$ -951.60
Total Other Current Liabilities	\$ -951.60
2000 Payroll Liabilities	-951.60
Other Current Liabilities	
Current Liabilities	
Liabilities	
LIABILITIES AND EQUITY	
TOTAL ASSETS	\$28,643.89
Total Fixed Assets	\$15,186.50
1200 Furniture and Equipment	15,186.50
Fixed Assets	
Total Current Assets	\$13,457.39
Total Accounts Receivable	\$ -8,833.70
1100 OKC Salary Reimbursement Receivable	-8,833.70
Accounts Receivable	
Total Bank Accounts	\$22,291.09
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Bank Accounts	
Current Assets	
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Section 7 - Annual Budget

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Section 8 – Officers & Expenditure Authorization

Current record of officers:

- Lynne Miller, Chairperson
- Lee Hall, Vice-Chairperson
- Bill Scanlon, Secretary

No Healthy Living Norman Advisory Board officers have authorization for expenditures.

Bill Fleming, Vice Chair, Healthy Living & Fitness Inc. Board of Directors, is serving as Interim Executive Director and has authorization for expenditures.

Section 9 – Books & Records

Those responsible for maintaining Healthy Living Norman books and records:

Katherine Leidy Director Healthy Living Norman **Tricia Forbes** Office Manager Healthy Living Norman

Section 10 - Tax Affirmation

Healthy Living Norman is filing yearly tax returns.

Section 11 - Board Members

Healthy Living Center Norman, LLC Board of Directors

Lynne Miller, Chairperson

(term expires 2027) Retired, Former Mayor of Norman, OK 801 48th Ave. SE Norman, OK 73026 405-834-3009 <u>lmillerstuart@gmail.com</u>

Lee Hall, Vice-Chairperson

(term expires 2028) Retired, Former City Councilor 648 S. Lahoma Ave. Norman, OK 73069 405-650-9088 lee.p.hall@gmail.com

Bill Scanlon, Secretary

(term expires 2027) Retired, Former City Councilor 3001 Harwich Ct. Norman, OK 73071 405-579-1679 scanlonwa@aol.com

Chuck Thompson

(term expires 2026) Chairman American Investment Group 2022 N. Broadway Moore, OK 73160 405- 301-7955 chuck.thompson@lachris.org

Brian Hill

(term expires 2026) Partner Ball Morse Lowe 531 Couch Dr., Suite 201 Oklahoma City, OK 73102 405-701-6968 bhill@bml.law

Amy Davenport

(term expires 2028) Director University of Oklahoma Fitness & Recreation 1401 Asp Ave., Room 170 Norman, OK 73019-2142 (405) 209-2842 amydavenport@ou.edu

Elaine Purvis, Ex Officio Member

VP & Chief Strategy Officer Norman Regional Health System 901 N Porter Norman, OK 73071 405-307-2210 epurvis@nrh-ok.com

Jason Olsen, Ex Officio Member

Director Parks & Recreation Department City of Norman 201 W. Gray St., Building C Norman, OK 73069 405-366-5472 Jason.olsen@normanok.gov

Katherine Leidy

Branch Director Healthy Living Norman 602 N. Findlay Ave. Norman, OK 73071 405- 857-7390 katherine@healthylivingnorman.com

Member Feedback

"This place has changed my life!" - Christie Wettengel

"You all have improved our family's quality of life. Thank you!" – Joshua Ramirez

"Just what we needed here. Love the pool!" - Paula Walker

"A great place for seniors. Plenty of activities and gym equipment the pool is wonderful. Can't beat the price for all that's offered." – Lamie Luk

"This place is wonderful. I love the art classes and the pool. You all are doing a great job." - Anonymous

"Wonderful facility. Good staff and equipment. Everything was very clean and functional." – William Faris

"First class for seniors. Welcoming and informative." - Anne Schillam

"This truly helps me to meet new people and get out of my home to learn new skills like painting, cooking and pottery. It gives me a sense of accomplishment and satisfaction to learn a new skill from start to finish. Also playing games with fellow members is competitive and makes you laugh." - Bob Nighswonger

"The Adult Wellness & Education center means friendship, camaraderie, lunch with friends. It gives me something to do so I'm not in my head so much. I would not be able to attend without a scholarship." – Jackie McKinney

"Though I had some misgivings of this facility as it was coming into existence, I now admit that it is proving to be a great place for we elders to meet, greet, eat, play, make new friends, get healthier with exercise, and also accessible and useful for those on a limited income, with the insurance and other financial aid available. Thank you." - Terry Stapleton