



## Minutes

Holland Area Community Swimming Pool Authority Meeting  
Holland, Michigan, February 25, 2021

The Authority Board met in special session on Thursday, February 25, 2021, at 4:00 p.m. The meeting was held via Zoom.com virtual meeting under the guidance of Michigan Department of Health and Human Services.

Board Members Present: Darrin Duistermars, Sara Giesler, Tim Hemingway, and Ron Hemmeke

Board Members Absent: Ben Farkas (Ex-Officio), Candis DeBoer, Eva Dean Folkert, and Jack Gisinger

Staff Present: Executive Director Jack Huisingh and Office Manager Jill Miller

Others Present: Greg Maybury, HCAC Owner's Representative, and Keith Hopkins, Campaign Consultant

### 1. Call to Order

Giesler called the meeting to order at 4:01 p.m.

### 2. Approval of Agenda

Motion to approve the agenda, as proposed.

Moved by: Hemmeke

Seconded by: Hemingway

### 3. Public Comments

There were no public comments.

### 4. Approval of Minutes of the January 19, 2021, Board Meeting

Motion to approve the minutes of the January 19, 2021, Board Meeting, as written.

Moved by: Hemingway

Seconded by: Hemmeke

Roll Call Vote: All Yes

Vote: 4-0

### 5. HCAC Foundation

- a) The HCAC Foundation has received \$1,530,052 through February 25, 2021. This is 51% of the goal.
- b) The HCAC Foundation continues to discuss its mission with interested parties to achieve it's \$3.0M goal.
- c) All donors will receive recognition within HCAC's new lobby!

- d) Hopkins Fundraising Consulting contract will end in April 2021, however, has Mr. Hopkins has graciously offered to continue to support this campaign at no charge.

## 6. HCAC Next Gen Project Status Update

Maybury provided the Board with a brief construction update including:

- a) Construction timing is on track with the new natatorium ready for occupancy in January/February 2022.
- b) New Community Pools construction has begun and is planned to require 6-8 months.
- c) While no budget changes have been made since the last meeting, \$20K in owner costs have been added in anticipation of a significant spike in natural gas prices (related to the Texas weather-related energy surge). Huisingh added that 80-90% of natural gas for the organization is purchased on contract.

## 7. HACSPA Committee Reports

### a) Executive Committee

- i. Giesler reported that HACSPA is awaiting a new HACSPA Board appointment from the Park Township Board to replace outgoing representative Jack Gisinger who is moving to the East Coast of the United States.

### b) Finance Committee

- i. Huisingh reported the HCAC budget is tracking slightly above plan from the first of the year, primarily due to the natural gas cost spike and labor costs as a result of wage increases and new building launch readiness. Overall, still positive and ahead of plan.

### c) Safety and Public Relations Committee

- i. The Committee met with HCAC staff to review current methods of communications and affirmed the following:
  - Need for a centralized communications point person (or gatekeeper).
  - Need to focus additional efforts on those we don't currently serve well.
  - Need to expanding the current Boileau scope of work to include revised messaging and marketing communications with a potential for a logo change.
  - Need to achieve a larger and more comprehensive marketing communications plan to address the above-mentioned opportunities.

## 8. Executive Director Update (Huisingh)

- a) COVID-19 restrictions continue with 25% capacity restraints.
- b) HCAC remains open with strong customer support regarding safety and continued dialog with Ottawa County Health Dept. regarding specific aquatics capabilities/restrictions.
- c) HCAC customer volume continues to increase and we continue to add in-person swim lessons and instructor-led fitness classes.
- d) We are rebuilding and growing our staff as we grow and prepare for additional re-opening options including: in-person School swim lessons, therapy, fitness, and potential "private rental" concept options for the family swim area. The spa will re-open on March 1.
- e) Overall, usage has increased by an additional 10% since our last meeting.
- f) HCAC completed its 1<sup>st</sup> NCAA D2 Championship hosted by GVSU and Davenport Universities. HCAC received accolades from the GLIAC commissioner and both hosts. Huisingh recognized a great job done by all HCAC staff.
- g) HCAC has received a commitment from Mary Free Bed Therapy and Rehabilitation Services to provide its services from with HCAC. Specifically, professional services of MFB will support services for; pain,

spine, and general therapy. Additional services for MS, Parkinson's, sports psychology, high-performance sports development, and nutrition are being developed. This partnership will support our mission to improve our capabilities and support for community wellness, therapy, and rehabilitation.

- h) The State of Michigan and Ottawa County Health Department have not been able to provide further guidance regarding the potential of relaxed restrictions.
- i) An invitation has been extended to the Governor's office to visit this summer.

#### **9. Other Business and Issues**

- a) The next Campaign leadership meeting will be held on March 16 at 9:00 a.m.
- b) Finance Committee meeting for February 26, 2021 has been cancelled. The next meeting will be held on March 17 at 4:00 p.m.
- c) The next HACSPA Board meeting will be held March 18 at 4:00 p.m.

#### **10. Adjournment**

The Board was adjourned by Giesler at 4:41 p.m.

Respectively Submitted,

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Darrin Duistermars  
Secretary