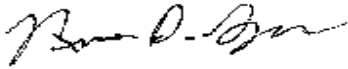


City of Calistoga

Staff Report

TO: Honorable Mayor and City Council
FROM: Olivia Lemen, Recreation Manager
DATE: January 15, 2012
SUBJECT: Presentation of 2012 Pool Season

APPROVAL FOR FORWARDING:



Richard Spitler, City Manager

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ISSUE: Review of the forth season at the pool.

RECOMMENDATION: Receive presentation.

BACKGROUND: The Calistoga Community Pool closed on October 20th for the 2012 season. The pool was open for a total of 28 weeks this season including 5 weeks of a pre-season April 2nd – May 11th and 5 weeks of a post season September 17th – October 20th. This was 10 weeks more than last year. In addition to the 28 weeks of programming the City offered, Calistoga High School hosted a swim team for students. The CHS swim team began practicing at the pool 8 weeks prior to the pre-season beginning. CHS 2013 season will begin on January 28th.

The programs offered at the pool fall into the following categories:

- Pre- and Post- Seasons
- Adult Fitness
- Recreation Swimming
- Swim Lessons
- Special Events and Activities

As with the past three years, a survey was distributed through out the community in English and Spanish to provide the community to offer feedback and suggestions for the upcoming year. This information has been compiled and will

25 be reviewed by the Calistoga Pool Advisory Committee (CPAC) to make
26 recommendations in the planning process of the 2013 season and improve even
27 more on what was already become a staple in the fabric of Calistoga's
28 community.

29 30 **Pre- and Post- Season**

31 In late 2011, CHS committed to having a swim team for their spring sports
32 season including covering the costs based on the joint use agreement which
33 indicates that they must cover operational costs for pool usage beyond the City's
34 regular season. Swim team practice began on February 13, 2012. City staff
35 explored the costs and estimated usage to open the pool for limited community
36 usage during this time as well. A CPAC meeting was held on February 24th,
37 2012 to receive input from the community about interest and commitment for this
38 early season. The end result was to sell Pre-Season Passes to determine the
39 commitment of the community. When the amount of sold passes exceeded 60
40 then the city could cover direct operating costs and was able to open the pool on
41 April 2nd. The same program was offered in the fall for the post-season. This
42 time, instead of the school district picking up a bulk of the operational costs, the
43 city received a donation from the CCPP on behalf of Bald Mountain Investment
44 Group (Silver Rose) to cover any funds not received through pass sales.

45 46 **Adult Fitness**

47 Water Aerobics and Lap Swimming are an important part of our programming.
48 On average, the water aerobics classes had 15 participants per class, offered 8
49 different times per week. This is a well attended class and during the past
50 seasons and these participants were a driving force for the pre- and post-
51 seasons. This class continues to be successful and we will look at adding some
52 additional classes next season. Lap swimming was offered for a total of 23 hours
53 per week, usually in-between a program or in conjunction with another program.

54 55 **Recreation Swimming**

56 Recreation Swimming or Rec Swim continues to be our most attended program
57 at the pool. We averaged 95 people per weekday rec swim and more than 180
58 people per weekend rec swim. We offered 36 hours of rec swim a week during
59 the high summer months. Spring and fall schedules decreased this to Friday –
60 Sunday only and averages decreased dramatically by the end of September.
61 Interestingly we saw a 67% increase in non-resident visitors during rec swim
62 hours this season and a 9% decrease in resident visitors for the same period. .

63 64 **Swim Lessons**

65 Our swim lesson season started this year by hosting the 2nd – 4th grade students
66 from the Calistoga Elementary School. Over 180 students walked to the pool for
67 4 days in May to take lessons which were sponsored by the Calistoga
68 Community Pool Project (CCPP). In addition, the CCPP provided each student
69 with a \$20 off coupon to come back and take a full session during the summer
70 months. During this summer we hosted over 370 kids in swim lessons for a total
71 of over 550 kids this season! Evening lessons were offered Spring and Summer
72 and then a morning and evening option were offered during the summer months.

73 This is an increase from the last couple of years but are still down from the first
74 season. We are making some changes to our swim lesson program for this up
75 coming season based on the survey results and we hope to see our numbers
76 increase and surpass our initial year.

77
78 The CCPP also sponsored another scholarship program through the Family
79 Center to distribute \$30 off coupons to families interested in taking swim lessons
80 at the pool. We had 57 families redeem these coupons. CCPP reimburses the
81 City for all coupons used.

82 83 **Special Events and Activities**

84 This is the area where we continue to make changes based on feedback and
85 community needs. The various events we hosted this summer included:

- 86 • *Monthly Teen Night* – averaged 30+ kids. This program is offered in
87 collaboration with the Boys and Girls Club Teen Center.
- 88 • *Monthly Friday Night Family Nights* - Averaged 30 people.
- 89 • *Diving Class* – This was a fee based program offered for the past 2
90 years. The attendance was down this year.
- 91 • *Lifeguard Training Certification Course and Jr. Lifeguard Training* – Both
92 of these are fee based programs which provide opportunities for teens to
93 learn basic lifesaving skills. Jr. Lifeguarding is for ages 11-14 and the
94 standard Lifeguard Training is the course required by anyone 15 + to
95 become a lifeguard at the pool.
- 96 • *Vamos a Nadar en Familia* – This is the 4th year we have hosted this
97 program in conjunction with the CCPP. It is a 1 day, family water safety
98 class, open to the community and offered in English and Spanish. The
99 cost for participants is only \$5 per family. In this program they learn
100 basic rescue and swimming skills, receive nutrition and healthy snack
101 tips and receive a \$25 off coupon for swim lessons. We had over 100
102 attendees this year. This was up from last year.

103
104 A survey was distributed the last month of operation and was reviewed by the
105 Calistoga Pool Advisory Committee (CPAC). Committee members reviewed
106 comments in conjunction to the attendance and usage to make
107 recommendations for the upcoming 2013 season. Some of the changes to look
108 for in the upcoming season include:

- 109 • More mid-day lap swimming in the spring and fall;
- 110 • Exciting new water aerobics class options (possibly Aqua Zumba!);
- 111 • New training program for all of our swim instructors to enhance the quality
112 of our swim lesson program;
- 113 • Family Float nights – allowing families to bring inflatables to the pool on
114 special occasions;
- 115 • Adult masters swim program;
- 116 • Youth fitness swim team;

117
118 Overall, 2012 was a strong season for the pool. We had a warm summer and
119 our attendance overall increased because of it. In the off season City Staff will

120 be working a few capital projects which include re-painting the facility, sanding
121 and re-varnishing the changing room benches and tearing up the changing and
122 restroom floors and re-pouring the concrete to allow it to drain properly.

123

124 The 2013 season promises to be a big year for us and we are attempting make
125 additional plans to continue to enhance. St. Helena will be closing their pool for
126 the summer and fall months for construction so we will be in the unique
127 opportunity of being the only public pool up valley and one of the only pools to
128 offer swim lessons. This is a great opportunity to increase our exposure and
129 attendance.