

AMES PARKS AND RECREATION COMMISSION MEETING
City Hall Council Chambers – 515 Clark Avenue
Thursday, October 17, 2024

NOTICE TO THE PUBLIC: The Parks and Recreation Commission welcomes comments from the public during discussion. The Standards of Decorum, posted at the door and available on the City website, define respectful conduct for public participation. If you wish to speak, please complete a green card and hand it to City staff prior to the meeting. When your name is called, please step to the microphone, state your name and address for the record, and limit the time used to present your remarks to three minutes so others have the opportunity to speak. The normal process on an agenda item is staff may first give a report on the item, Commissioners may ask questions for clarification, public input is received, a motion is placed on the floor, the Commission discusses the issue or responds to the audience concerns, and the vote is taken. In consideration of all, if you have a cell phone, please turn it off or put it on silent.

1. Call to Order: 4:00 p.m.
2. Approval of Minutes from September 17, 2024
3. Public Forum (For items not on the agenda)
4. Story County Water & Land Legacy Bond (Presented by Mike Cox, Director)
5. Ioway Creek Project in Brookside Park Update (Liz Calhoun, Stormwater Resource Analyst)
6. Approval of 2025 Dog Park Fees
7. FAC End of Year Report
8. Project Updates
 - a. Fitch Family Indoor Aquatic Center
 - b. Steven L. Schainker Plaza
9. Monthly Report
10. Commission Member Comments
11. Next Meeting:
 - a. November 21, 2024, at 4:00 PM (Regular Meeting)
12. Adjournment

AMES PARKS AND RECREATION COMMISSION MEETING MINUTES

DATE: September 17, 2024

COMMISSION

PRESENT: Sarah Cady, Jeff Iles, Duane Reeves, Nathan Shimanek, Debra Tapp, Jeff White

ABSENT: Janet Rathe

STAFF PRESENT: Keith Abraham, Courtney Kort, Joshua Thompson,

CALL TO ORDER: 4:00 PM

APPROVAL OF MINUTES FROM AUGUST 15, 2024

Reeves moved, with a second by Iles, to approve the August 15, 2024, meeting minutes. No Discussion. No opposition. Motion Approved.

PUBLIC FORUM

None

IOWA MULTISPORT REQUEST TO HOST THE AMES TRIATHLON ON JUNE 22, 2025, AT ADA HAYDEN HERITAGE PARK

Thompson gave a brief overview of the event and Iowa Multisport's (IM) requests. Thompson also stated that IM has been made aware that the Ada Hayden Path Replacement Project may be in progress and the route for the running portion of the event may have to be modified. IM staff has acknowledged this possibility and will alter the route if needed. Staff recommends Alternative #1.

Shimanek moved, with a second by Iles, to approve Alternative #1.

1. Waive the enforcement of the No Swimming Rule at Ada Hayden Heritage Park North Lake, 7:00 – 10:00 AM, on Sunday, June 22, 2025, to allow Iowa Multisport to host the Ames Triathlon.
2. Approve Iowa Multisport to enter Ada Hayden Heritage Park at 5:00 AM on Sunday, June 22, 2025, for event preparation.
3. Recommend that the City Council waive enforcement of Ordinance 19.9 from 5:00 AM to 1:00 PM on Sunday, June 22, 2025, to allow Iowa Multisport to utilize two motorized golf carts on the AHHP trails.

No Discussion. No opposition. Motion Approved.

AMES CYCLONE AQUATICS CLUB 2025 ROCK THE BLOCKS SWIM MEET (MEMO)

Kort reviewed some event history and the development of the Memorandum of Understanding which was approved prior to the 2024 meet. Parks and Recreation staff and Ames Cyclone Aquatics Club (ACAC) participated in a meeting to discuss the 2024 meet. Staff worked on finding solutions to many, but not all, of ACAC's challenges. ACAC has decided to hold this event at the Ames High Pool in 2025.

Iles asked what some of the challenges were. Kort stated that ACAC's decision was based on the burden on their staff and the number of volunteers needed to hold this event. Many items must be moved around when using the aquatic center for this event. Also, a timing and scoring system has to be brought in when using Furman, but it is already in place at the high school.

2025-2030 CAPITAL IMPROVEMENT PLAN DISCUSSION (CIP)

Abraham reviewed the CIP process and funding with the commission members. Staff tries to get as much feedback as possible and shared comments received from the Public Input session held on September 11, 2024. Abraham reviewed the items that were in immediate need and input from the staff and the public when putting the CIP together.

- a) CIP Public Input Feedback
Eight people attended the public meeting.
- b) E-mail and Phone Correspondence Regarding the CIP
E-mail and phone correspondence were included in the packet.

Aaron Delashmutt, 1412 Arthur Dr

Delashmutt informed the Commission that he believes the city should develop a network of multi-use soft trails for mountain bikers, runners, and cross-country ski enthusiasts. These trails are designed for bikes and have adaptations for other uses.

Iles asked how this kind of trail would be maintained. Delashmutt stated volunteers often maintain these trails.

Reeves asked what the minimum acres would be for a trail like this. Delashmutt informed him there are trails of all types and lengths.

Cady voiced her concern as the existing soft trails already deal with substantial erosion and trail maintenance.

Iles asked Delashmutt if there is a local group of volunteers. Delashmutt informed him that there was not an organized group now, but he was confident that a network could be developed.

White stated that Story County had also been looking into trails. However, he does not know if that included mountain biking.

Shimanek thanked him for bringing this up; he thinks it is a good idea.

Abraham reminded the Commission that the department would be developing a master plan, and at that time, a consultant would examine how we use all our spaces. Some funding could be set aside to have someone specifically examine potential bike trail areas.

Abraham asked the Commission if there were any additional comments regarding the CIP. White said his one concern is that maintenance is always rough. He wondered if there was a need for a volunteer coordinator. Abraham stated that a volunteer coordinator would come from the operations budget, not the CIP.

Reeves asked if there was still talk about a free-standing multi-use recreation center. Abraham informed the Commission that a field house or recreation center is one of the Council's five priorities.

PROJECT UPDATES

Fitch Family Indoor Aquatic Center

Story Construction and RDG have given an update to City Council on the project. Required vapor barriers were not installed under the pump pit and backwash basin and the contractor will need to remove the concrete and repour with the vapor barrier installed. The delay in getting the precast is now thirteen weeks instead of the estimated nine weeks.

Steven L. Schainker Plaza (out of order)

The Council directed Staff to send a letter to Henkel Construction rejecting the option to use the epoxy and chemical cover. Henkel has hired their own professional engineer who gave them some possibilities. One option would be grinding the surface to a uniform height or grinding the surface down one inch and repouring the top. The two experts will have conversations, and at some point, there will be an update for the council. Everything outside of the ice ribbon should be completed by October 8.

Mini Pitch

Kort will present the updated plans and specifications at the next council meeting. The

timeline is for a spring installation.

MONTHLY REPORT

Thompson stated that the funds available to complete the agility course and restroom in Carr Park are insufficient based on the engineer's cost estimate. City Council has approved removing the restroom but including a small shelter so the agility course can be completed with the funding available.

Kort informed the Commission that the fall concert series has started at the Auditorium. She also pointed out that this is the first concert series with concessions.

The Duck Derby sold 588 ducks and awarded 36 local prizes, for donations totaling \$4,065. Kort thanked the Muckey Duck for its \$1,500 sponsorship and generous donation of gift cards. First National Bank was also a sponsor.

COMMISSION MEMBER COMMENTS

NEXT MEETING: October 17, 2024, at 4:00 PM (Regular Meeting)

ADJOURNMENT: White moved to adjourn the meeting at 5:08 PM

COMMISSION ACTION FORM

SUBJECT: 2025 DOG PARK FEES

BACKGROUND:

Fees and Charges for Parks and Recreation programs, activities, facilities, and services are approved by the Parks and Recreation Commission in January of each year. One exception to this is Dog Park fees, as permits are good for the calendar year and are sold beginning in December of the year prior.

In early 2023, access controls were added to the entry gate of the Dog Park. Each passholder enters the dog park by using an app on their cellular phone. Comments received about the system have been very positive and animal control has had to respond to very few issues at the park compared to past years. All dogs entering the facility are still required to have all the necessary paperwork as well as a tag on their collar.

**DOG PARK
PROPOSED 2025 FEE SCHEDULE**

		First Dog	Additional Dog
Resident	January - December	\$64	\$32
Resident	April – December	\$50	\$25
Resident	July – December	\$34	\$17
Non - Resident	January – December	\$80	\$40
Non – Resident	April – December	\$66	\$33
Non – Resident	July – December	\$50	\$25

DAILY PASS FEES

	First Dog	Additional Dog
Resident	\$6	\$3
Non – Resident	\$8	\$4

WEEKLY PASS FEES

	First Dog	Additional Dog
Resident	\$12	\$6
Non - Resident	\$16	\$8

Following is additional information regarding Dog Park permits and proposed fees:

- The following permits/passes have been sold in 2024
 - 575 annual permits
 - 58 daily/weekly passes
- Permit fees were last raised in 2024
- 2025 Dog Park permits will go on sale December 1, 2024
- Once purchased, the permit can be used immediately
- There are no fee changes to the daily and weekly passes.

ALTERNATIVES:

1. Approve the proposed Dog Park fees for 2025 as stated above.
2. Approve that 2025 Dog Park fees remain the same as in 2024.
3. Refer back to staff

STAFF RECOMMENDED ACTION:

The dog park is still a very popular amenity within the park system even though there has been a decline in the number of passes sold from last year. The access control system has been well received with very few complaints. Costs continue to increase for utilities and overall maintenance of the facility. Therefore, staff recommends the Commission approve Alternative 1 as stated above.

October 17, 2024

STAFF REPORT
Furman Aquatic Center

SEASON SUMMARY:

The goal of 2024 was to continue providing a safe swimming environment and quality aquatic experience for patrons. Staff strive to serve the public with high standards and expectations to assist in achieving this goal. This report highlights several achievements from this past season.

Off-season pool maintenance and facility improvements were completed to contribute to a quality customer experience. A list of improvements is listed below:

- 123 tubes for the lazy river were ordered.
- 98 deck loungers, 28 deck chairs, and 38 mesh chair repair kits were purchased.
- New calcium hypochlorite system was installed spring 2024.
- Replaced gutter pieces on all three basins.
- Installed a new springboard diving board.
- Caulked the seams on the family slide to reduce water leaking.
- Caulked holes in the south side of waterfall to reduce water leaking.
- Replaced 12 benches in the concessions seating area.
- Provided new deep-water signs on the slides.
- Replaced several steps on ladders in the Lap pool.
- Replaced all (14) anodes on sand filters.
- Sealed a leak in rec pool sand filter.
- Repaired storm damaged shade tarps.
- Installed new shocks on all baby changing stations in family locker room.
- Repaired and installed new timer on the swimsuit dryer.
- Replaced air conditioner condensation drainpipe.

- Grinded some concrete areas for smooth transitions on sidewalks.
- A new slushie machine was purchased for concessions.

The Furman Aquatic Center season spanned 101 days, May 25-September 2, 2024. During this time, inclement weather caused the facility to be closed portions of the day on 12 occasions. The splash pool was closed 12 times for Tot Time, due to low temperatures, with a majority of those occurring at the beginning of the season. The Splash Pool also had to be closed for one and a half days this summer due to a fecal incident. This is comparable to the number of low temperature cancellations Tot Time last year, with 11 in 2023. Early Bird Lap Swim was cancelled 5 times due to weather.

There were 23 occasions this summer when amenities and/or basins were closed during operating hours due to not having enough lifeguards available to work. Seven of these instances were during the beginning of the season during when school was still in session, May 25-May 31, 2024. Sixteen of these days were at the end of the season, August 17-September 2, 2024, when many staff begin moving for college or beginning extra-curricular activities. During the end of the season, amenity closures were a daily occurrence due to staffing. Staff made efforts to adjust and combine activities. For example, if there were not enough staff to open the Splash Pool for Tot Time, a section in the 50-meter pool was roped off for Tot Time participants to utilize. When faced with these decisions, staff explores what the most versatile basin is to accommodate the most customers. Decisions are also made to alternate hours of which basins are open.

Over the summer, deck operations employed 71 lifeguards (17 college students, 2 non-traditional, 52 high school students), 32 swim instructors (8 college students, 3 non-traditional, 21 high school students), 8 deck shift leaders, and 1 head deck shift leader. A total of 13 swim instructors also served as lifeguards. Deck shift leads and the head deck shift lead also work lifeguard shifts throughout the season. Admission/Concessions employed 23 cashiers, 4 shift leaders, and 1 head shift leader. In total, Furman Aquatic Center had a total of 127 staff members during the 2024 season.

STAFF RECRUITMENT:

Applications for the 2024 season were opened on December 1, 2023. Specific lifeguard hiring events were also held at Iowa State Forker Pool, which allowed candidates the ability to apply, interview, and complete the lifeguard pre-skills requirements, all at once. This sped up the hiring process and got new lifeguard staff in certification classes earlier, resulting in them becoming eligible to work sooner. A total of eight hiring events were held from December 23, 2023, through February 24, 2024.

Furman Aquatic Center positions were promoted on Facebook, through posters to area colleges/universities, on the City Website, City Slickers, City Side (within electric bills), the Parks and Recreation Newsletter on numerous occasions (over 12,000 emails), and information was sent out to area high schools (Ames, Gilbert). The Aquatics Manager also visited the Ames High School lifeguard class and spoke about Furman Aquatic Center employment opportunities and held onsite interviews for interested students.

The Aquatics Manager also worked with Gilbert Middle School and spoke with every 8th grade student during their health class about water safety and promoted the new junior lifeguard Swim Camp Program offered at Furman during the summer and gave real life experiences on what it is like to be a lifeguard and work at Furman Aquatic Center. The Swim Camp was redesigned as a weeklong camp-like program for Junior Lifeguards who have an interest in lifeguarding but do not meet the 15 years of age requirement. The goal of this camp is to lay a foundation for future recruiting in aquatics and providing life-safety education in a safe environment.

Admission and Concession filled all 23 cashier positions by mid-March. All 5 Admission and Concession shift leaders were returners from the 2023 season.

STAFF TRAINING:

Training for deck shift leader staff began on March 11, 2024. The first of many onboarding/paperwork sessions with City of Ames Human Resources for all other FAC staff began April 30, 2024.

Certification classes offered this year:

- Lifeguard Class, December 1, 2, & 3, 2023
- Water Safety Instructor (WSI) Class, January 6- 11. 2024
- Lifeguard Class with Iowa State Recreation Services, March 12-14
- Lifeguard Instructor (LGI) Class with Iowa State Recreation Services, March 15-17
- Lifeguard Class, April 12-14
- Lifeguard Recertification Class, April 20
- Lifeguard Class, April 26-28
- LGI Class, April 26-28
- Lifeguard Recertification Class, May 11
- Lifeguard Recertification Class, May 18
- Water Safety Instructor (WSI) Class, June 3-5
- Lifeguard Recertification Class, June 7
- Lifeguard Class, June 21-23

While training deck staff (lifeguards and swim instructors), an emphasis was placed on cross training staff to be able to serve as both lifeguards and swim instructors, as opposed to only one. This provided staff with the opportunity to gain more knowledge and skills, along with the ability to gain more hours. More swim instructors can also result in the ability to offer more swim lessons, and more lifeguards reduces the number of times the facility may have to close amenities, basins, or reduce hours due to limited lifeguard staff availability. In all, 13 swim instructors held dual positions titles as swim instructors and lifeguard. The deck shift leaders and head shift leaders fulfil hours as lifeguards throughout the season as well.

Iowa State Forker Pool was used heavily in the winter and spring to train deck staff prior to the 2024 Furman season. Having a pool space to train staff prior to Furman opening is crucial to being able to fully staff Furman Aquatic Center at the beginning of the season with trained and capable staff. This year, all staff were re-certified and trained in the new Red Cross guidelines before opening day at Furman.

SCHEDULING:

Scheduling over 70 lifeguards, with varying schedules, can become difficult to manage at times. To provide more consistent scheduling this year, lifeguard shifts were better defined, and lifeguard staff were required to commit to a set schedule throughout the summer. The benefit of this model allowed the deck staff a more consistent work schedule, which allows them to be able to plan around their work schedule and provide a better work/life balance with set days off.

The average worked hours per week for lifeguards in the 2024 season was 16.68 hours. This is a slight increase from 15 hours per week in 2023.

STAFF RETENTION:

To assist with staff retention, creating a fun work environment for the staff at Furman Aquatics Center is important. An incentive program was incorporated and proved to be highly successful. Staff enjoyed the ability through this program to earn prizes to show off their hard work. They were called “Badge of Honor Awards” to which staff could earn recognition for such things as receiving a compliment from a patron, performing a successful rescue, picking up three or more extra shifts per month, exceptional performance, going above and beyond, and being nominated as guard of the week. These Badges of Honor align well with our City of Ames Core Values.

Pool parties were also planned for staff after hours, and staff found other activities outside of the pool environment, like coordinating after hour sand volleyball games. Food is also another opportunity to increase moral, and management provided breakfast, pizza, and sweet treats on special occasions throughout the season. Themed celebrations also occurred such as Lifeguard Appreciation Day, Day 50 (halfway through the summer), and trivia.

A plus/delta system was also implemented to give immediate feedback to staff on their performance throughout the summer. If they did not have any deltas throughout the season, they were eligible for an award and prizes at the end of the season staff party.

Some examples of awards and prizes included Lifeguard of the Year, Cashier of the Year, Swim Instructor of the Year, Most Plus Reports, Best Customer Service, and many more. At this party, staff were able to invite a friend to promote the fact of working at Furman can be a fun experience.

A committee program was developed this summer to allow staff to take a more active role in the operations and feedback of the season. Some of these committees were a Social Committee, Facility Quality Assurance Committee, Lifeguard Training, Lesson Feedback and Training, Problem Areas, Customer Service Quality Control, and Employee Relations. Admission and concession staff, with deck and swim lesson staff could serve on these committees, allowing them to work and get to know others from different facility operations better.

To recognize the hard work of staff, a Guard of the Week, Admissions/Concessions Employee of the Week, and a Swim Instructor of the Week were selected and recognized throughout the season. These were nominated and voted on by the shift leader staff. The lifeguards of the week were recognized by being able to carry the “Guard of the Week” rescue tube and received a certificate signed by the Parks and Recreation Director and a special prize. The Admissions and Concessions and Swim Instructors received a signed award and a special prize as well. Individuals were further recognized in social media posts.

END OF SEASON FACILITY OPERATIONS:

Furman Aquatic Center is one of the few aquatic centers in Iowa that operates until Labor Day, while some communities close their pools and aquatics centers once school begins. Other aquatic centers that remain open through Labor Day (Iowa City and Noelridge in Cedar Rapids) offer reduced hours and programs during the week and on weekends.

Furman Aquatics Center is also one of the few facilities which offer programming throughout the day with minimum closure time. Furman opens at 5:30 AM and closes at 8:00 PM during the week and offers the public the opportunity to rent the pool thereafter.

This season, lifeguards made up 56% of the total positions and 73% of the lifeguards were between the ages of 14-17. Annually, Furman Aquatic Center experiences a drastic decline in staff availability beginning the second week of August through the end of the season. Of the total 127 staff employed at Furman during the summer of 2024, 27 lifeguards, 15 admission/concession staff remained on staff through the end of the season with varying times of availability.

ATTENDANCE:

Furman Aquatic Center total attendance was 84,916 for 2024. The monthly breakdown and totals for the past five years is shown below:

Year	2020	2021	2022	2023	2024	Average*
Season Dates	N/A	May 29- Sept 6	May 28- Sept 5	May 27- Sept 4	May 25 – Sept 2	Last four operating years
May	0	560	1,763	4,691	2,582	2,399
June	0	27,583	27,745	26,959	31,140	28,357
July	0	30,456	29,356	30,936	28,985	28,767
Aug	0	23,475	17,993	21,588	21,022	21,020
Sep	0	2,182	2,061	4,955	1,187	2,596
Total	0	84,256	78,918	89,129	84,916	84,305

*Average does not include 2020, as the facility was closed due to the COVID-19 pandemic.

Admission by payment types over the past five years is shown below.

Payment Type	2020	2021	2022	2023	2024	Average*
Daily Admission	0%	41%	36%	37%	32%	37%
Punch Card	0%	3%	5%	4%	5%	4%
Season Pass	0%	56%	59%	59%	63%	59%

*Average does not include 2020, as the facility was closed due to the COVID-19 pandemic.

The history of season passes, and punch card sales is illustrated in the following table. Please note that a family pass counts as one pass sold but has multiple people included on the pass. The total number of people with a season pass illustrates the total number of people with a pass, including those additional family members listed on a family pass.

Pass Type	2020	2021	2022	2023	2024	Average*
Adult (16+)	-	248	203	240	240	233
Family	-	810	838	856	876	845
Senior Citizen (62+)	-	332	345	356	393	357
Youth (1-15)	-	221	255	251	184	228
Total # of People with a Season Pass	-	5,384	5,099	5,097	5,218	5,200
Punch Card	-	235	335	238	389	299

*Average does not include 2020, as the facility was closed due to the COVID-19 pandemic.

For the fourth season, End of Season Passes were sold at 30% of the original price for the last third of the season; these passes were valid August 1-September 2. A total of 56 passes were sold. This continues to be a successful promotion and is planned to continue in 2025.

Year	2021	2022	2023	2024	Average
End of Season Pass Sales	55	49	64	56	56

CONCESSIONS:

Furman Aquatic Center operates every day during open swim, totaling 41.5 hours per week. Cashier staff, like deck staff, are cross trained to work both the admissions gate and concessions. The total amount of sales in 2024 was \$90,571. The table below shows the last five years of concession sales.

Year	2020	2021	2022	2023	2024	Average
Season	\$0.00	\$90,804	\$81,051	\$91,224	\$90,571	\$88,413
Total						

*Average does not include 2020, as the facility was closed due to the COVID-19 pandemic.

RENTALS:

The 2024 season had 22 private rental hours, which is down compared to other seasons.

Year	2020	2021	2022	2023	2024	Average
Hours	-	47	39.5	34.75	22	35.8

*Average does not include 2020, as the facility was closed due to the COVID-19 pandemic.

EVENTS SUMMARY:

Wibit, AquaTrack, and Wiggle Bridge: These inflatable obstacle course pieces were again offered most Saturdays throughout the season. From 5:30-8:00 PM, the diving board, platform, and drop slide were closed for the Wibit inflatables to be used. Many components of this attraction are due for replacement for the 2025 season.

Sun Safety Day: Mary Greeley Medical Center, William R. Bliss Cancer Center, and McFarland Clinic sponsored an annual Sun Safety Day on June 21, from 1 – 5 PM. The event featured tips to keep patrons safe in the sun and drawings for fun prizes.

Wrangle the River Race (formerly Conquer the Current): This event was re-named and revamped this year to try and meet the declining numbers of the event over the years. However, not enough participants registered for the event to have this year.

Superhero & Princess Pool Party: This year the Superhero and Princess Party were combined to one date as opposed to two dates to support the feedback that families gave last year in having something for all genders in their family on the same day. The event was held on Saturday, June 15, 2024, 8:30 AM – 10:30 AM. Although it was raining and cold this day, 30 individuals participated.

Build Your Own Boat Race in the Lazy River: This was a new event this year. The event was planned for Saturday, June 8, 2024, 8:30 AM – 10:30 AM. Unfortunately, there were not enough registrations to hold the event. The plan is to offer again next year, and try different approaches to marketing to build interest, as many aquatic centers offer this type of event and are highly successful.

Recreational Inertube Water Polo: This was also a new program offered this year. Due to a lack of registered participants, it did not continue. During staff pool parties this was played, and content was gathered to assist in the promotion next season to see if there is any interest.

Adaptive Swim lessons: This was a new program to offer children with special needs that may not succeed in a group swimming lesson setting. These lessons were the same cost as group lessons with a reduced ratio during a less distracted time. A total of 8 individuals registered for this program this summer, and staff has received requests to incorporate in the fall, winter, and spring swim lesson offerings.

Build Your Own Boat Race in the 50-meter: This was a new program to allow people to build a boat out of cardboard and duct tape that they could race in the lap pool, 50-meters. This event was cancelled this year due to a lack of registered participants.

Swim Camp: This is a new re-vamped program this year, expanded from the junior lifeguarding program that had been previously held. This year's camp was a week-long, allowing participants to learn what it is like to work at an aquatic's facility as a lifeguard or swim instructor, as well as completing the junior lifeguard program with CPR and First Aid. Three sessions were offered with a total of 17 registered participants, which is an increase from last year's 11 participants.

Christmas in July: This was a new program this year where Christmas was celebrated on July 25, 2024, 6:00 PM – 9:00 PM, with games, prizes and a visit from Santa. This was a successful event with a total of 198 attending.

Scholarship Duck Derby:

The second annual Scholarship Duck Derby was hosted at Furman Aquatic Center on the final day of the season, Monday, September 2. Over 588 rubber ducks were released down the tube slide into lazy river. The ducks completed one lap in the lazy river. Local businesses provided prizes for the top 36 places and generated \$4,065 profit to contribute to the Parks and Recreation Scholarship Fund.

SWIM LESSONS:

A total of 10 swim instructors were certified as American Red Cross Water Safety Instructors (WSI) this summer. Certifying instructors as a WSI is key to building a quality swim lesson program. The WSI course consists of 30 hours of hands-on training and approximately 8-10 hours of online training to learn how to best teach individuals 6 months of age through adulthood how to swim. In order to provide WSI participants with a better training experience, staff worked with the Boys and Girls Club to have its youth receive free swim lessons. This assisted staff by having an actual student to teach during the certification class.

Summer swim lessons were offered June 10-August 2 for those 6-month to adult. Four morning swim lesson sessions were offered, Monday-Thursday, while two evening sessions were offered on Monday and Wednesday evenings. A total of 931 participants

registered for swim lessons this summer. This total increased by 91 participants from 2024 summer lessons.

Below are some of the comments received from surveys that were sent to participants at the completion of each session.

- "Very dedicated and patient teacher."
- "Liked the long-distance swimming, making sure the children had endurance."
- "Preschool teacher was great with our daughter, had a ton of fun and never pushed her."
- "I liked the small classes."
- "It seemed to be more lax than previous year."
- "I feel that they had more hands on and learned more this round."

SAFETY:

Live Action Recognition Drills: Four live action Recognition (red shirt) drills were conducted during the 2024 season. These drills present examples of emergency scenarios and train staff how to properly respond and provide aid. Mary Greeley EMS, Ames Fire Department, and Ames Police Department participate in these drills with Furman staff, so everyone has a better understanding of roles and responsibilities from each entity during an emergency.

Staff and the public are made aware when Live Action Recognition Drills will be conducted through press releases, social media posts, notifications to staff, etc., but does not provide detailed information on which scenario will be presented, who the "victim" will be, time the drill will take place, or the specific location.

After the drill, staff and the emergency partners debrief and provide feedback. This training is invaluable to staff, emergency community partners, and the public in understanding and demonstrating the roles of all parties in the event of a true emergency.

Rescues/Medical Emergencies: Staff responded to 37 rescues/medical emergencies at Furman Aquatic Center. These emergencies range from water rescues, seizures, and heat-related emergencies.

Quantity	Location	Reason
1	Parking Lot	Child left unattended in vehicle
4	Splash Pool	Rescues or Assists
2	Facility	Missing Child
6	Lazy River	Rescues or Assists
6	50-meter drop slide	Rescues or Assists
8	50-meter diving board	Rescues or Assists

All emergencies were conducted in a timely and professional manner and did not require medical transportation to the hospital.

Additional signage was installed in the offseason on the platform, diving board, and drop slide with more visuals for non-English speaking patrons and non-readers to better inform them of the depth of water in this area. The number of rescues in these areas did reduce to 14 in 2024 from 21 in 2023.

SURVEY RESULTS:

After the conclusion of the season, the public was invited to complete a survey regarding the 2024 season. The survey was sent to all season passholders, end of season passholders, and punch card holders (2,138) via email, included in the Parks and Recreation Newsletter on multiple occasions (over 14,284 subscribers), and was posted to the Parks and Recreation and Furman Aquatic Center social media pages. A total of 379 responses were submitted, with a total of 42% completion rate. Total responses decreased by 15.5% from 2023.

See Attachment A for an Executive Summary of the survey. Below are a few patron quotes from the survey:

- Appreciated listening to patron input to solve problems.
- We really enjoy going to the pool each summer.
- Overall, really great! Wish could be open little later into September.
- Great staff! Thank you
- Thank you for this excellent facility! It's one of my favorite parts of summer!
- I appreciate the facility and look forward to many more walks there!
- We love coming to the pool!
- Thank you for making sure there were enough tubes for the lazy river!!
- I really love the aquatic center! You guys do a great job. I think all the lifeguards do a great job and are very appreciated!
- Way to go, staff! Thank you!
- We love Furman!
- Thank you for being such a wonderful resource for the Ames community!!
- Appreciate you responding to feedback about the need to open up early enough so EBLS could get in the water on time. Staff are awesome.
- I plan to buy a family season pass next year and also hope to rent out the facility for a birthday party or two. I'm very happy.
- Our family loves going to the pool every summer. We spend almost every day there.
- Staff very attentive and caring when I had a medical emergency. I will never forget their kindness and professional attitude.
- I live in Ankeny (formerly lived in Ames) and definitely prefer how Furman is and how it's run compared to Ankeny pools ... will continue to make the drive up!
- Appreciate the efforts to keep most of the water basins after school begins until Labor Day.
- Thank you for hiring, training, and retaining the best aquatics staff I've seen. THANK YOU! We are truly blessed to have this facility in our community.
- Water walking is one of my favorite things about summer

FURMAN AQUATIC CENTER

**CLOSED
FOR THE SEASON**

We look forward to seeing you in 2025!

**FURMAN AQUATIC CENTER
2024 User Survey**

Executive Summary

After completion of the summer season, a survey was emailed to season pass and punch card holders, included within the Parks & Recreation weekly newsletter, and posted on the Parks & Recreation Facebook page to generate feedback. A total of 379 responses were submitted, with a total of 42% completion rate. Total responses decreased by 16% from 2023. Percentages below are expressed by those respondents who elected to answer.

To incentivize survey participation, individuals had the option to be included in a drawing for a free 2025 season pass upon completion.

The following data and highlights were provided:

General Operations	2024: Always or Regularly	Change from 2023
Facility was professionally operated.	89%	-5%
Rules are consistently enforced.	76%	-5%
Facility is safe.	93%	-4%
Staff members are friendly and helpful.	83%	-8%

Rate the job performance of the following staff members:	2024: Always or Regularly	Change from 2023
Lifeguard Staff	91%	-4%
Swin Instructors	87%	n/a
Deck Shift Leaders	86%	-12%
Admission/Concession Staff	85%	-10%

Rate the following:	2024: Always or Regularly	Change from 2023
Rate the quality of the facility.	91%	-4%
Rate the cleanliness of the facility.	91%	-4%
Rate the cleanliness of the locker rooms.	70%	-6%
Information was effectively communicated.	76%	-9%

Did you participate in any of the following special programs? Select all that apply.	Number of Responses	Response Percentage
Open Swim	205	56%
Water Walking (mornings 11am-1pm)	176	48%
Water Walking (evenings)	108	29%
Lap Swimming (weekdays 11am-1pm)	64	17%
Tot Time	67	18%
Swim Lessons	41	11%
Wibit Inflatable Obstacle Course	35	9%
Aqua Aerobics	23	6%
Adaptive Open Swim/Swim Lessons	2	0%
Early Bird Lap Swim	16	4%
Twilight Swim	19	5%
Log Rolling	0	0%
Princess/Superhero Party	4	1%

I am a	Number of Responses	Response Percentage
Family Season Pass Holder	114	31%
Individual Season Pass Holder	142	39%
Punch Card Holder (12 for the price of 11)	48	13%
Daily Pool User (no pass or visit card)	58	16%

Season Pass Purchase in 2024	Yes	*No
If prices are approximately the same in 2024, do you plan on purchasing a season pass next year?	67%	32%

*If answered **NO** the question above:

- I will use my visit card instead
- Didn't use it enough, would opt for the visit card
- Inflation and costs are so high
- On a limited budget
- Live just outside of Ames, too expensive
- Consistent staffing



Caring People ♦ Quality Programs ♦ Exceptional Service

TO: Keith Abraham, Director of Parks and Recreation

FROM: Staff

RE: Monthly Report October 2024

PARKS AND FACILITIES:

1. Staff completed painting soccer fields and grooming softball fields at North and South River Valley for the final time this season. Staff has started removing soccer goals and other athletic field equipment and placing them in storage for the winter months.
2. Staff completed tree maintenance and turf maintenance at the Dog Park during the annual shutdown in mid-September.
3. Staff started shutting down water fountains for the season in mid-October due to forecasted below freezing temperatures. Staff will start shutting down restrooms and irrigation systems in the parks in late October.
4. Staff sanded and recoated the main shelter at Ada Hayden Heritage Park and the Walnut shelter at Inis Grove Park.
5. A Leadership Ames group removed the Stuart Smith Park Playground to be repurposed at the new Bridge Home location.

RECREATION PROGRAMS:

1. In September, the Ames/ISU Ice Arena hosted 24 public skating sessions with a total attendance of 285 skaters and 146 skate rentals. A total of 74 skaters attended 22 figure freestyle sessions and 139 skaters attended 21 stick and helmet sessions. A total of 30 public skates were sharpened in September and 5 birthday parties were held in the Igloo Room.
2. Homewood Golf Course had 3,489 rounds played in September. The course is generally open through October, however, if the warm weather continues, Homewood will most likely stay open into early November.
3. A new session of West Coast Swing began on September 16 with 17 participants and a new session of Line Dance began on September 16 with 25 participants.
4. A new session of Yoga Basics began on September 10, with seven participants.

5. A new session of Healthy Foot class began September 12 with four participants.
6. Fall swim lessons offered on Sunday mornings began at ISU State Pool on September 29. This first session of classes has a total of 159 participants. Registrations are currently being accepted for the second session, which begins January 19.
6. Below is a table highlighting the Furman Aquatic Center attendance for the past five seasons.

Year	2020	2021	2022	2023	2024	Average*
Season Dates	N/A	May 29- Sept 6	May 28- Sept 5	May 27- Sept 4	May 25 – Sept 2	Last four operating years
May	0	560	1,763	4,691	2,582	2,399
June	0	27,583	27,745	26,959	31,140	28,357
July	0	30,456	29,356	30,936	28,985	28,767
Aug	0	23,475	17,993	21,588	21,022	21,020
Sep	0	2,182	2,061	4,955	1,187	2,596
Total	0	84,256	78,918	89,129	84,916	84,305

7. In the Auditorium:
 - a. The Central Iowa Symphony held four rehearsals in September.
 - b. Lutheran Church of Hope held five services in September.
 - c. Hosted 2 performances of its Fall Concert Series.
 - d. Hosted a performance featuring touring artist Ruby Mountain Soul Music.
 - e. Cameron Gray hosted a film showing as part of the “We Glow in the Dark” series.
 - f. Hosted the City of Ames Mental Health Expo.
8. At the Bandshell:
 - a. The annual Free Movie Night event was held Friday, August 30 with the showing of Honey I Shrunk the Kids. Approximately 400 people attended the movie.
9. Registrations for Kindergarten – 2nd grade youth basketball program for this fall is shown below:

Program	2024	2023	2022
Youth Basketball K-2	44	34	42

10. Team registrations for adult basketball for this fall/winter are shown below:

Program	2024	2023	2022
Men’s Basketball	18	14	15

PROJECT UPDATES:

1. Plans and specifications for the Mini Pitch Court at Lloyd Kurtz Park were approved by City Council on September 24, 2024. Bids are open for this project through October 23, 2024, and bid results will be taken back to City Council on November 12, 2024.
2. Staff is meeting with the neighbors of Carr Park on October 16 to review the final plans of the Carr Park Agility Course. After receiving additional feedback about the project, staff will make changes as needed. Plans and specifications will be going to Council for approval on October 22 to be sent out for bid on October 23. Bids are due back on November 27 and will be reported to Council on December 10. The project is expected to start construction in the spring of 2025