



SHAKER HEIGHTS

Recreation Committee Agenda Via Video Conference (Zoom) Wednesday, October 4, 2023, 6PM

This meeting is being held remotely (Zoom) pursuant to Chapters 113 and 115 of the Codified Ordinances (as amended in Ordinance 22-28), and Resolution 22-29, enacted on March 22, 2022.

Join the Zoom meeting as a viewer or listener from a PC, Mac, iPad, iPhone or Android device. Join online at <https://zoom.us/j/91660441017?pwd=ZIR0bnAveHRwMnVKcWtSakVYNzJrQT09>, Password: 33553400; Description: Recreation Committee; or join by phone at 833-548-0282 or 877-853-5257 (toll free); Webinar ID: 916 6044 1017, Password: 33553400. International numbers available at <https://zoom.us/u/acB5GMr3mV>.

1. Approval of September 2023 Minutes

Documents:

[SEPTEMBER DRAFT 2023 MINUTES DRAFT.PDF](#)

2. Request to Approve Contract with Dance to EvOLVE

Documents:

[DTE CONTRACT RECOMMENDATION RECREATION COMMITTEE 10042023.PDF](#)

To request an accommodation for a person with a disability, call the City's ADA Coordinator at 216-491-1440, or Ohio Relay Service at 711 for TTY users.



**Recreation Committee Minutes
Tuesday, September 6, 2023
6 P.M.
Via Teleconference – Zoom**

Members Present: Ifeolu Claytor, Council Member Chairperson
Alexandria Nichols, Recreation Department Director
Sean Malone, City Council Member
Jeri Chaikin, CAO
Jonathan Kraft, Citizen Member
Troy Neujhar, Citizen Member

Others Present: Jan Devereaux, League of Women Voters Representative
Quiana Player, Recreation Department Business Services Manager
Thomas Lach, Recreation Department Aquatics Coordinator
Caroline Barni, Resident

CALL TO ORDER

Ifeolu Claytor, Council Member Chairperson

The meeting was called to order at 6:03 pm by Council Chairperson, Ifeolu Claytor

Review and Approval July 11, 2023 Minutes

Ifeolu Claytor, Council Member, Chairperson

It was moved by citizen member Troy Neujhar and seconded by citizen member Jonathan Kraft that the minutes from July 2023 be approved as written.

Review and Approval of August 2, 2023 Minutes

Ifeolu Claytor, Council Member, Chairperson

It was moved by Councilman Malone and seconded by Council Member Chairperson Claytor that the minutes from August 2023 be approved as written.

Recommendation on Pool Fees

[2024 Thornton Park Pool Fee Recommendation Presentation](#)

A presentation was made to the Recreation Committee to discuss proposed changes to the Thornton Park Pool Passes and Daily Admission Fees. Following the presentation, there was a period of comment and questions. Responses are included below.

A portion of the discussion included access for non-residents living in neighboring communities that do not have outdoor pools in their communities. Shaker does allow sales of pool passes to non-residents but no daily admission access without being accompanied by a resident. There is concern

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that this could cause crowding so the committee did not recommend making this option available but rather this discussion be included as a part of the recreation strategic planning that is projected in the near future.

Question: Majority of increase cost given by seniors, what is the percentage of individuals that will be affected by this increase?

Answer: 597, or 27%, of all season passes sold were senior passes. Of that 597 seasonal passes, 550 are Shaker Heights Residents. 12% of all pool passes sold may be affected by the proposed age increase for the senior category. Of the projected senior adult pool passes, those people younger than 65 no longer be able to purchase a pool pass at the senior rate. A breakdown of these numbers are in chart below:

Total Senior Season Passes Sold:	597	
Resident:	550	92%
Non-Resident:	47	9%

Resident Senior Pass Breakdown:		
Individual:	258	47%
Couple:	292	53%

Total Resident Season Passes Sold:	2186	
Ages 50-64:	258	12%
Ages 65+:	319	15%

Question: Are these rate increases equitable to our residents, seniors?

Answer: Yes, there are programs available at the county level to allow for our residents to get financial assistance to help reduce the cost of the seasonal pool passes. These programs are available to Shaker residents who receive social services. Also available are passes at discounted prices with early-bird and preseason rates on all our seasonal resident pass types. The committee suggested making financial assistance information more widely known for residents.

Question: Are operation expenses covered?

Answer: No, Thornton Park Pool revenues do not cover expenses and it is subsidized annually. This increase on pool pass fees is to help reduce the subsidy needed but will not cover all expenses. Shaker as a whole does not update fees on a routine or regular basis so changing fees to help recover expenses typically seems like a big change. The Recreation Department is currently working on a plan to strategically increase fees rather than doing so on an infrequent basic. This plan is not yet final.

Following the discussion, the Recreation Committee unanimously approved this item to move forward to the Finance Committee.

Adjournment

There being no further business, the meeting adjourned at 6:46 pm.

Ifeolu Claytor, Council Member
Chairperson, Recreation Committee



Memorandum

To: Members of the Recreation Committee

From: Rhonda Miller, Program Coordinator, Recreation Department
Alexandria Nichols, Director, Recreation Department

Cc: David Weiss, Mayor
Jeri E. Chaikin, Chief Administrative Officer

Date: October 4, 2023

Re: Request to Approve Contract with Dance to EvOLvE

In 2019 the Recreation Department began contracting with Dance to EvOLvE to provide youth dance instruction for the community. Dance classes and other programmatic classes operated by Recreation include an annual programmatic services agreement with individual instructors and these types of services are considered professional services for which there is no formal quote or bidding process. Instructional programs are individually designed by the instructors and there is no method to compare instructors on an apples to apples basis which is typical with fine arts instruction.

In July 2022, Recreation requested approval from City Council to enter into an agreement with Dance to EvOLvE for a cost not to exceed \$40,000 for the calendar year. These programs continued to be strong in 2023 and it expected that they will remain popular in 2024. For the upcoming year, we expect to continue to provide programs that meet capacity expectations for enrollment for existing classes. The table below details program offerings over the past few years.

<i>Average Number of Registrants</i>	2020	2021	2022	2023	Projected 2024
Magical Munchkins Tap/Ballet	0	14	58	89	120
Tiny Movers Tap/Ballet	12	15	50	110	120
Beat Breakers	not offered	10	30	64	70
Star Shiners	0	10	45	96	120
Dream Dancers	not offered	7	canceled	64	70
Tween Hip Hop (Pre-Teen Hip Hop)	not offered	12	3	27	35
Jungle Safari Dance Camp	not offered	not offered	not offered	0	20
Calling All Superheroes Hip Hop Dance Camp	not offered	16	9	15	20
Rainbow Unicorn Dance Camp	not offered	not offered	16	15	20

The most successful classes have been those designed for youth between the ages of 3 and 7 years. For youth ages 8 and up, registration is low and it is suspected that this is because youth seriously interested in dance will register at a studio with a full array of more concentrated classes.

The contract with Dance to EvOLvE is based upon a 70/30 revenue share with the instructor receiving 70% of the revenue. The table below shows the City’s revenue for these programs as well as a projection for 2023.

Revenue	2020	2021	2022	2023	Projected 2024
Magical Munchkins Tap/Ballet	\$0.00	\$2,970.00	\$7,003.00	\$ 12,103.00	\$16,800.00
Tiny Movers Tap/Ballet	\$1,704.00	\$1,890.00	\$6,202.00	\$ 14,960.00	\$16,800.00
Beat Breakers	\$0.00	\$2,228.00	\$5,222.00	\$ 5,981.00	\$9,800.00
Star Shiners	\$0.00	\$1,091.00	\$9,063.00	\$ 11,983.00	\$16,800.00
Dream Dancers	\$0.00	\$754.00	\$0.00	\$ 5,981.00	\$9,800.00
Tween Hip Hop (Pre-Teen Hip Hop)	\$0.00	\$0.00	\$357.00	\$ 2,601.00	\$4,900.00
Jungle Safari Dance Camp				\$ -	\$3,580.00
Calling All Superheroes Hip Hop Dance Camp	\$0.00	\$2,680.00	\$2,804.00	\$ 2,705.00	\$3,580.00
Rainbow Unicorn Dance Camp	\$0.00	\$0.00	\$2,824.00	\$ 2,685.00	\$3,580.00
Total	\$1,704.00	\$11,613.00	\$33,475.00	\$ 57,024.00	\$85,640.00

From a financial standpoint, Dance to EvOLvE classes are doing well and are expected to remain popular and will continue to grow in 2024. Based upon the revenue share, the payment to the instructor may be up to \$60,000 for the 2024 calendar year. The table below shows the revenue

trends for this class and the amount of the revenue share for the City and contractor for each calendar year.

	2020	2021	2022	2023	2024
City Revenue	\$ 511.20	\$ 3,483.90	\$ 10,042.50	\$ 17,107.20	\$25,692.00
Dance to EvOLvE Revenue	\$ 1,192.80	\$ 8,129.10	\$ 23,432.50	\$ 39,916.80	\$59,948.00

Providing meaningful programs to the community is a core value for the Recreation Department and Dance to EvOLvE classes are well received by the community. Programs encourage social interactions and personal development. In 2022 City Council approved an agreement with Dance to EvOLvE with a cost not to exceed \$40,000 for the calendar year and in 2023 the agreement was for a cost to not exceed \$50,000 for dance classes. It is requested that the Recreation Committee recommend to City Council the approval of the agreement with Dance to EvOLvE for a cost not to exceed \$60,000 for the 2024 calendar year.