



## Park Board Agenda Item

Meeting Date:	Wednesday, June 28, 2023
Agenda Item:	Staff Report for Whitewater Aquatic and Fitness Center
Staff Contact (name, email, phone):	Eric Boettcher – <a href="mailto:eboettcher@whitewater-wi.gov">eboettcher@whitewater-wi.gov</a>

### BACKGROUND

(Enter the who, what when, where, why)

Enclosed is the Whitewater Aquatic and Fitness Center Action Plan that was provided at the last common council meeting. The document outlines the initiatives and goals for the WAFC over the next two years. Key elements of the plan focus on increasing lifeguard staffing, Membership growth and retention as well as operational budget goals. This plan will become part of the overall WAFC Business and Marketing plans that will be presented to the council in the near future.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

-WAFC Plan was presented at WAFC Subcommittee Meeting on June 14, 2023

### FINANCIAL IMPACT

(If none, state N/A)

N/A

### STAFF RECOMMENDATION

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Whitewater Aquatic and Fitness Center Action Plan