

Managers Report 9.16.26

2026 Membership Updates

Membership Type	Resident	Non-Resident
Family	142	123
Couple	20	3
Individual	16	11
Senior Couple	27	3
Senior Individual	42	13
Individual Tennis	7	18 (+6 since 7/15)

Current Membership Rates

- Moving to 65% of current rates

Prorated at 65%		
	Resident	Non-Resident
Family	\$1,098	\$2,594
Couple	\$829	\$2,106
Individual	\$507	\$1,290
Senior Couple	\$384	\$1,138
Senior Individual	\$254	\$699
Tennis Individual	\$309	\$569

Membership Monthly or Quarterly Options:

- Cash flow adjustment: prep for a 1 year working capital transition to deferred recurring payments will require using operating reserves to cover initial overhead until cash flows normalize.
- Shopping for new registration platforms that can support adjustable re-occurring monthly or quarterly payments

Billing Model	Pricing Strategy	Benefit
Monthly Auto-EFT / Credit Card	Set price 10–15% higher than 1/12th of annual rate to offset transaction fees.	Broadens community accessibility by lowering up-front cost barrier.
Quarterly Auto-Pay	Discounted relative to monthly (e.g., \$150/qtr vs. \$55/mo).	Reduces processing overhead and stabilizes 3-month attendance.
Annual Prepaid (Retained)	Replace early bird: Keep annual option at a slight discount relative to recurring options.	Retains an option for members who prefer single lump-sum payments.

- Policies & options:
 - Move to a rolling membership, with a 1 year commitment & 1 year starts whenever you join
 - Implement firm and clear cancellation fee and agreement
 - Adjust cancellation or refund policy, re-think credit-only form of 'refund'

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Annual Membership Pros	Annual Membership Cons
Upfront Capital & Budgeting: Provides early-year liquidity, making it easier to project revenues and secure vendor contracts or fund summer programming upfront.	High Initial Access Barrier: A single high upfront cost can be difficult for those facing immediate cash-flow constraints.
Lower Payment Processing Costs: Incurring processing fees once per year rather than 12 times per member preserves a larger share of fee revenue for operations.	Off-Season Revenue Slumps: Cash flow drops significantly in late fall and winter, requiring careful cash reserve management to cover ongoing overhead.
Reduced Administrative Overhead: Minimal effort spent tracking expired cards, failed billing runs, involuntary churn, or monthly payment inquiries.	Refund issues: relocation or life changes mid-year, handling pro-rated refunds or prorated membership purchases.
Higher Year-Round Engagement: Members who pay for a full year upfront exhibit strong initial buy-in and higher initial usage rates.	Sect. 66000 & Prop 216/26 Scrutiny: Under California law, public special district fees must closely mirror the <i>actual cost of service delivery</i> ; annual lump sums can face legal challenges if unbundled from usage.

Monthly/Quarterly Pros	Monthly/Quarterly Cons
Increased Equity & Lower Barrier to Entry: Lowering the upfront cost improves access for lower-income residents, fixed-income seniors, and working families, directly supporting public recreation mandates.	Administrative & Financial Overhead: Monthly invoicing, payment tracking, handling expired credit cards, and processing monthly refunds/cancellations significantly increases administrative workload.
Consistent Year-Round Revenue: Smooths out seasonal cash flow slumps (typically experienced during winter months) by establishing predictable monthly receipts.	Increased Credit Card Processing Fees: Processing 12 smaller transactions instead of 1 annual transaction per member increases total merchant processing fees paid by the district.
Higher Long-Term Member Retention: Auto-renewing monthly or quarterly memberships typically yield longer overall retention than annual plans that require explicit manual renewal.	Involuntary Churn Risks: Expired, stolen, or declined cards require dedicated software workflows and staff effort to recover failed payments.
Flexible Seasonal Pricing Tiers: Enables the district to offer flexible quarterly passes for summer-only aquatic/day-camp users without discounting full annual rates.	Mid-Year Price Adjustment Constraints: Under Proposition 26, any rate increase applied to recurring tiers must be carefully calculated so fees do not exceed reasonable cost of service.

Pool Parties & BBQ Proposal:

- A few requests to use BBQ during pool parties
- Purchase a portable/Weber grill that is easy for people to setup and use on their own.
 - The BBQ pits require staff supervision and setup
 - Charge for charcoal and lighter fluid
 - Easier to manage a smaller grill and already have access to grilling utensils

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Camp Drop-In Follow Up

- 2026: There were 21 drop-ins in addition to the 167 campers, bringing total camp participants to 188 and \$4,145 of revenue that is already included in the financials.

2026	Participants
Camp Drop In 10-1pm	4
Camp Drop In 10-3pm	17
Total	21

- 2025: there were 26 drop-ins in addition to the 181 campers, bringing the total camp participants to 207 and \$3,740 of revenue that is already included in the financials.

2025	Participants
Camp Drop In 10-1pm	13
Camp Drop In 10-3pm	13
Total	26

Aquatic Programs:

- M/T/Th Masters Sept Reg: 4
- Intro to Masters Sept: 10
- Swim Lessons: ongoing
 - Additional instructor teaching year round

Fitness Swim:

- 2026
 - September 5-8yr: 10
 - September 9 & Up: 9
- 2025
 - September 5-8yr: 11
 - September 9 & Up: 13

Past Community Events:

- Labor Day Festivities:
 - Sunday 9/6: Terrigal Burn & BBQ
 - Monday 9/7: Inflatables & BBQ
- Empty Nester will resume in October 25

Upcoming Community Events: Classes & Events

- 9/18: Happy Hour with Blue Line Pizza & S'mores
- 9/26: Largest Pet Walk!
- 9/26: KNO, same night as a progressive party
- 10/1: Jam Session

Facilities:

- Path: Request to pave and rebuild stairs and path between Duranzo & Erica
 - Waiting to get access to path to get quotes
 - Dry Rot on small house will cost \$4000—waiting on Misko
- Israel placed wooden slats to cover grate and prevent tripping hazards.

Other:

- Employee compensation