



Madison Community Center Advisory Committee Agenda

November 18th, 2025, at 12:00 PM

500 NE 11st Street, Madison, SD

Join via Zoom:

<https://us04web.zoom.us/j/5740733812?pwd=pMbQ2appHr5b1Ag3iUwYzZYGpUrXvO.1>

CALL TO ORDER: Mike McGillivray called the meeting to order at 12:07 PM

ROLL CALL: Members Present: Mike Ham, Nick Bird, Brooke Rollag, Shane Scholten
City of Madison Present: Jamal Branco, Mayor Roy Lindsay, Mike McGillivray

ADOPT AGENDA: Motion to approve Nov 18th, 2025 minutes made by Michael Ham and seconded by Nick Bird. Motion passed unanimously.

APPROVAL OF MINUTES: Motion to approve Oct 21st, 2025, meeting minutes made by Nick Bird and seconded by Mike Ham. Motion passed unanimously.

STAFF REPORTS See attachments

OLD BUSINESS

1. Hot Tub Repair (December 1-5)
 - Email, facility posters, and social media communication with members about temporary closing

NEW BUSINESS

2. Youth Basketball Tournament
 - As of 11/18/25: 29 teams registered, goal of 36
 - Volunteers are encouraged to help out
 - Armory, MCC, and DSU locations
3. 2024/2025 Membership Comparison
 - Changes in insurance companies has affected the membership numbers (e.g. Silver Sneakers)
 - Discussed possible factors for small changes in membership numbers (daycare, local competition with Anytime Fitness and Hot Yoga)

- Discussion about membership auto renewing; Discussion for auto renew vs auto cancel, forcing member to return to the fitness center to continue membership.
 - Recommendation to keep this discussion in Old Business
4. Community Center Advisory Committee Board Opening
 - Brooke and Coach Moe's terms are ending in November.
 5. Review and acknowledge Revenue / Expense Reports – October 2025
 - Sponsorships are expected to meet budget by the end of the year
 - Communicating with DSU about electrical costs
 - Golf tournament revenue has not been entered
 - Sportsplex dollars on a different budget

ITEMS FOR FUTURE DISCUSSION

Membership pricing and auto renewals

Continue youth soccer and football conversations – being part of MCC

PUBLIC COMMENTS

ADJOURN

Next meeting – December 16th, 2025

Our mission is to serve the health, wellness, recreational and social needs of Dakota State University, City of Madison and the surrounding area

Staff Reports

Director – Jamal Branco

General

- DSU Swipes for September: 3,516
- Processing financials for CC
- Insurance Billing
- Facility Maintenance & Repairs
- Bi- Weekly FT Staff Meetings
- Youth Basketball Tournament (December 13th & 14th)
- Winter/Spring Brochure printed this week

Marketing

- Website Updates General Content

Front Desk & Staff

- Full time Staff Monthly Check-In
- Scheduling

Aquatics Coordinator – Aly Black

Department Highlights:

Staffing

- 16 lifeguards on staff – 12 WSI certified

MAC

- Ordered supplies/inventory for 2026

CC Pool

- Ordered new supplies (lifejackets, signage, rescue equipment, etc.)
- Hot Tub Refinish by Kustom Epoxy
 - December 1st – 5th
- Rentals
 - Dell Rapids High School
 - Madison Makos
- Gobble Gobble Swim Challenge
 - November 10th – 23rd
- Grinchmas
 - December 19th @ 2PM

Swimming Lessons

- Private lessons
 - 6 currently in progress
 - 9 completed in September
- Group Lessons
 - December 2nd – 18th
 - Sign up Tuesday, November 18th @ 7AM

Fitness Coordinator – Derek Lund

Department Highlights:

- Our NG Nutra sales have taken off and continue to be consistent.
 - I already had to make an additional order to restock our preworkout, creatine and TB 16.
 - So far, we've had approximately \$1,040 in revenue from supplement sales.
- Our Hoist Leg Press machine had a pulley issue that is now resolved.
 - While it was down, we also decided to replace the back pad as it was starting to tear as well.
- I conducted approximately 44 sessions in the month of September.

Fitness & Sports Enhancement Specialist – Jordan Peirce

Department Highlights:

- I had 28 personal training sessions this past month, including a new client
- We finished our Overdrive program; the kids loved the program and many of them said they are hoping to do it again!
- We had our Zombie Run last month at the State Park. We had 50 volunteers and 26 people running it, which made for a great event! Most of the zombies were really engaged, which had a huge impact on the race.
- We have our Turkey Trot 5K this Saturday at 10am. First play for men and women both get a free turkey, so we are hoping for another great turnout.
- We are promoting our Commit to Get Fit weight loss challenge that starts January 2nd with the hope of having more participants than last year

Recreation Coordinator – Caden Hunsley

Department Highlights:

- Currently in the middle of youth basketball. There are seventy plus kids in total participating grades jk-6th grade
- We finished adult rec leagues on Tuesday November 4th. (Co Ed VB 9 teams, Outdoor soccer 6 teams, Flag football 4 teams)
- Gym space is getting busy with more activities moving indoors. These include pickleball, basketball, & other open rec opportunities.
- We are preparing for our youth basketball tournament in December. The goal is to get a total of 36 teams between boys/girls' 4th-6th grade
- Some rec equipment has been replaced. These are items that include pickleball nets, badminton request, flags, & soccer balls.

Youth Services Coordinator – Kaylee Winrow

Department Highlights:

Community Center After- School Program:

- October 23rd- 25th I attended a conference in Spearfish, SD for the Fall SoDak SACA Conference. Keynote speaker, Juan Alvarado, spoke about leading with intention, and how to better connect with staff and children in a leadership role. The conference is a time for OST Directors across South Dakota to come together to learn, lead, and grow together.
- Recreation programs such as Volleyball and Basketball have been taking place.
 - In Volleyball we had 5 girls participate and for Basketball we currently have 22 kids participating. These are all students who participate in the After- School Program.
- Halloween Oct. 31st- the After- School Program staff dressed up as the 4 Seasons of the Year, and Kaylee and Aly dressed up as Shrek and Fiona. It was a good day, and all the kids enjoyed seeing all the costumes.
- The kids and staff will be creating a Thankful Tree as a program art project for the community to see. We hope to display it in the entry way by the Meeting Room window.

Here are a few pictures to show how the school year has been so far!



Fall SoDak SACA

Conference-

Spearfish, SD

- Director's and kids met for a Lights on After- School event.
- Kaylee showing off a raffle prize.



Old Business

1. **Hot Tub Repair:**

Last year, we applied a temporary fix to the hot tub to maintain its appearance. This year, we've made it a priority to fully address the issue by redoing the entire hot tub with a brand-new surface, updated design, and refreshed look. These improvements will not only enhance the overall experience but also provide a more enjoyable and welcoming space for all Madison Community Center members to relax, recharge, and connect. The work will be done December 1st through the 5th. We have already started to build marketing graphics and such to notify members of the facility so we can make sure this isn't a surprise to anyone.

New Business

2. **Youth Basketball Tournament:**

The Madison Youth Basketball Tournament, taking place this year on December 13th and 14th, is designed to bring together up to 36 teams from across the region for a weekend of competition, growth, and community. With this being year 2, our vision is to create an event that not only showcases developing basketball talent, but also strengthens connections among youth, families, and communities through the shared experience of sport.

By hosting this tournament, Madison continues its commitment to providing meaningful opportunities for youth, supporting local athletics, and bringing people together through activities.

3. **2024/2025 Membership:**

Below is a breakdown of how memberships numbers look:

2024 Total: 1,121

- Family: 282
- Adult: 214
- Senior: 90
- Youth: 66
- Walking: 17
- Insurance: 290

2025 Total: 1,101

- Family: 334
- Adult: 214
- Senior: 141
- Youth: 62
- Walking: 24
- Insurance: 337

4. Community Center Advisory Committee Board Opening:

The Community Center Advisory Committee board opening is a great chance to welcome a new voice into the future of our community center. This committee helps shape the programs, activities, and overall direction of the center, making sure it continues to serve people of all ages in a positive and meaningful way. With this open spot, we're looking for someone who cares about recreation, wellness, and bringing the community together. Filling this role will help us keep fresh ideas coming, strengthen the connection between the center and the community, and support the fun, welcoming environment we work hard to provide. During the meeting, we'll talk about what we're looking for in a candidate and how we plan to move forward in finding the right fit.

5. Review and acknowledge Revenue / Expense Reports – October 2025:

October financial reports provided by the city for review

