

Madison Community Center Advisory Committee Minutes

January 20th, 2026 at 12:00 PM
500 NE 11th Street, Madison, SD



CALL TO ORDER: Mike McGillivray called the meeting to order at 12:00PM

ROLL CALL: Members Present: Lori Stank, Amy Veenhof, Shane Scholten, Leslie Stover, Mike Ham, Nick Bird, DeVonte Garcia, and Erin Bruce

City of Madison Present: Amy Sad, Mike McGillivray, Jamal Branco, Mayor Roy Lindsey, Stacy Krusemark, and Jerae Wire

ADOPT AGENDA: Motion to approve January 20th, 2025 agenda made by Mike Ham. Seconded by Leslie Stover. Motion approved.

APPROVAL OF MINUTES: Motion to approve December 19th, 2025, meeting minutes made by Mike Ham. Seconded by Nick Bird. Motion Approved.

STAFF REPORTS: See attachments

Old Business:

- No comments on staff reports

1. Auto Renew Membership Policy

- Working with Club Automation to ensure new profiles are designated for auto renewal.
- Work process has been put in place for bi weekly staff review of declined payment withdrawals.
 - At which point a member's membership is flagged.

NEW BUSINESS:

2. Holiday Hours/Closure 2026

- Jamal directed the committee's attention to the calendar attachment (See attachment)
 - Excellent commitment and sacrifice on the part of CC staff to only close for 5 days out of the year.
 - For context City of Madison employees receive 13 recognized holidays.

3. New CC Advisory Committee Recognition

- Brooke Rollag; Termed off
- DSU Women's Head Basketball Coach, David Moe; Termed off
- Lori Stank; New Term
- DSU Head Volleyball Coach, Amy Veenhoff; New Term

4. 24/7 Access Update

- 60 active members.
- Potential for greater growth as 15 - 20 college students have yet to renew their access from the previous semester.
- Nick Bird asked about closing and the potential for members to stay after hours despite not having 24/7 access
 - Jamal said it is part of the closing staff members duties to make a 24/7 membership check before leaving for night.

- Amy Veenhof asked about any potential conflict with DSU baseball or softball given their early morning and late night practice schedules.
 - Jamal said no because the gyms are locked.

5. Review and Acknowledge Revenue/Expense Reports - December 2025

- After School Program (ASP) saw a deficit for the first time in its history.
 - \$26,000 in the red.
- Rates were mentioned by Amy Sad as an area worth exploring.
 - Jamal said that the CC hasn't touched their ASP rates in two years.
 - This is why in large part compared to the surrounding area, the CC's ASP is incredibly competitive.
 - Embe \$255 a week per child
- Keeping focus on staff ratios with ratio is an important emphasis by Jamal and staff to help keep cost low.
- When exploring other data points for the deficit and large topic for discussion was the population of young children in town. Multiple factors include: small class sizes, the general cost of child care, and the push for homes to consider keeping their children home because of the expensive nature of child care.
 - Mayor Lindsey said Joel Jorgenson (Madison Central Superintendent) said total enrollment was up this year but we are unsure how the increase is dispersed through K-12.
- DeVonte asked about federal funding grant opportunities.
 - Amy Sad said we have applied for funding opportunities in the past but neither were approved.

- Revenue as a whole was short, close to \$80,000.
 - Sponsorship down. Membership down. Personal training down. Group fitness down...down about \$7,500
- Expenses were short, close to \$120,000....
- Overall the Community City was \$15,000 in the positive.
- Nick Bird mentioned Illuminate (Hot Yoga Studio) and how the CC is losing memberships.
 - Erin Bruce, a member of Illuminate agreed. Illuminate has become an incredibly popular fitness location for women.
 - Mike Ham asked if the CC has come forward with their own version of women specific workout programs.
 - Jamal said conversations have been had before but never any follow through especially with instructors.
- The committee had a large discussion concerning Community Center's marketing and advertising.
 - Jamal recognized the opportunity for improvement and brought up the Community Center's upcoming Family Night as an example of how the CC is trying hard to advertise itself.
 - Jamal and Savannah (Olinger) work together to put together an advertising strategy.

ITEMS FOR FUTURE DISCUSSION:

- Leslie Stover reminded the committee about the upcoming ADA law policy.

- Jamal said the new ADA policy has been front and center for the City of Madison and by default the Community Center is aware and on top of the new compliances.

PUBLIC COMMENTS:

- No

ADJORN: Motion to adjourn made by Nick Bird and seconded by Mike Ham. The motion passed unanimously. The meeting adjourned at 12:52 PM.

Next meeting - Tuesday, February 17th, 2026

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