

Managers Report 12.11.25

2026 Membership:

- Working on physical and digital brochures
 - Distribute to local school newsletters
 - Post on Nextdoor, listserv & PVforum
 - Post on LRD websites
- Banner to hang by Ladera map 'Ladera Recreation District Membership Annual Registration is Open!'
- Individual flyers posted at local shops to advertise membership, camp & programs
- Camp Ladera
 - List activities and timeline
 - Post on school newsletters
 - Post on lrd website
- New Ideas:
 - Have parallel membership types for Residents & Non-Residents at varying costs.
 - Add a student membership for ages 18-26
 - Keep Early/Late Bird Rates
 - 10 guest passes for all 2026 signups
 - Introduce auto-renewal memberships
 - Still fleshing out details
 - New member referral to current members, \$200 off membership
 - Fill out form with clear guidelines
- Prices listed on next page

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Non-Member survey response:

Based on the survey results you shared, here is a summary of the 27 responses from the "Former LRD Member Survey."

Survey Overview

- **Total Responses:** 27
- **Demographics:** The membership tenure varies significantly, with a mix of long-term members (20+ years), mid-range members (7-16 years), and newer members (2-4 years). A few respondents noted they simply forgot to renew or didn't realize their membership had lapsed.

Key Findings

1. Why Members Left

- **Primary Drivers:** The most common reasons for leaving were **children aging out of programming** (33.3%) and **not using the facility enough** (29.6%).
- **Cost:** 18.5% cited cost as the primary factor.
- **Usage:** There is a sharp drop-off in usage during the off-season (Oct–April), where 44.4% reported using the club "Rarely," compared to the summer months where 55.6% used it "Several times a week."

2. Member Satisfaction & Value

- **Value Rating:** The average value rating was **3.59 out of 5**, with the majority (48.1%) giving it a 4.
- **High Satisfaction:** Members were generally most satisfied with **Community Events** and **Youth Programming**.
- **Pain Points:** There was noticeable dissatisfaction regarding **Adult Tennis/Pickleball Programming** and **Lap Lane Availability** (though many marked these as N/A).

3. What Members Value Most

When deciding if membership is worth the cost, respondents prioritized:

- **Community Atmosphere** (12 votes)
- **Quality & Cleanliness of Facilities** (11 votes)
- **Convenience of Location/Hours** (10 votes)
- **Variety of Programs** (10 votes)

Feedback & Suggestions

- **Cost Structure:** There is a strong desire for more flexible membership options, specifically **lower rates for senior couples** (e.g., lower age requirement, or if only one spouse is 65+) and **"associate" memberships** for those who only want to attend social events but not use the pool/courts.

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- **Tennis Issues:** Specific frustration was expressed regarding youth tennis responsiveness, the restriction on outside coaches, and tennis programs monopolizing courts during peak hours.
- **Communication:** Several former members simply forgot to rejoin and suggested better reminder emails.
- **Community Connection:** Some respondents felt like "outsiders" or that the club has become less friendly to the neighborhood.

Would you like me to draft a summary email or a presentation slide deck based on these findings for the LRD board?

Based on the survey results from the 27 former members, here is a summary of why they left and actionable recommendations to help retain members or entice them back.

Why They Left

The primary drivers for attrition are life-stage changes and usage frequency rather than dissatisfaction with the facility itself.

- **Children Aging Out:** The #1 reason (33.3%) is that families feel they no longer need the club once their kids stop participating in youth programming.
- **Low Usage:** 29.6% left because they "didn't use it enough." Usage drops precipitously in the off-season (Oct–April), with 44.4% using the club "Rarely."
- **Cost:** 18.5% cited cost as their primary reason for leaving.

Recommendations to Retain & Entice Members

To address these specific pain points, here are changes to policies, programs, and pricing suggested by the feedback:

1. Create Flexible Membership Tiers (Pricing & Policy)

- **"Empty Nester" / Senior Adjustments:** Several comments noted that the "Senior Couple" requirement (both must be 65+) is too strict.
 - *Change:* Allow the rate if only **one** spouse is 65+, or lower the age threshold (e.g., to 55+) to capture those whose kids have aged out but aren't yet retired.
- **Social / Associate Membership:** Since "Community Atmosphere" is the top value driver (12 votes), create a low-cost "Social Only" tier. This would allow people to attend BBQs, holiday events, and buy food without paying for pool/tennis access they don't use.
- **Punchcard System:** Offer a 10-visit pass for former members who only want to visit occasionally. This addresses the "didn't use it enough" crowd who can't justify a full annual fee.

2. Revamp Adult Programming (Programs)

- **Adult Aquatics:** There is demand for adult swim lessons and water aerobics. Since usage drops in winter, these programs could engage members during the off-season.
- **Tennis Accessibility:** There was specific frustration regarding the tennis program.

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- *Policy Change:* Review the restriction on "outside coaches" which forced some families to leave.
- *Availability:* Ensure organized tennis programs do not monopolize courts during peak hours for working adults.

3. Improve Communication & Operations

- **Renewal Reminders:** Multiple respondents said they simply "forgot" to renew or didn't realize their membership had lapsed. Implement a stronger automated email/text reminder system for renewals.
- **Responsiveness:** One specific complaint cited a lack of response to inquiries about youth tennis; improving administrative responsiveness here is low-hanging fruit.

4. Leverage Your Strengths

- Don't lose sight of what works: **Community Events** and **Facility Cleanliness** are what members value most. Ensure that any budget cuts do not impact the quality of the events (BBQs, 4th of July) or the maintenance of the grounds, as these are your strongest retention tools.

Other Updates:

- Tennis & Plus 1 Tennis :
 - Meeting was on Friday 11/14 @ 2pm
 - Positive
 - Want the opportunity to add adult programming and work together.
 - Will be on break from 12/20-¼
 - Next meeting is on 12/18 @ 2pm
- Jazzercise: Monday, Wed, Friday
 - Proposal: M, W, F @ 8:30-9:30am

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- 6-month agreement
 - January start date of 1/12/2026
 - Offer LRD 20% of net revenue or a minimum of \$200/month—whichever is more instead of rental fees (approx \$500/month)
- Healthcare enrollment
 - Enrolled and coverage began on 12/1
- After Hours Pool Lease Insurance & Lifeguards
 - Is LRD comfortable having leasers use pool without lifeguards so long as they have insurance?
 - Water polo coaches are not LG certified, but are USA water polo certified which includes:
 - Concussion, cardiac arrest, cpr
 - Coaches and teams are covered by USA Water Polo
- Budget: listed after managers report
- **Programs:**
 - Aquatics:
 - M/T/Th Masters
 - December Registration: 3
 - Intro to Masters
 - December Registration: 10
 - Swim Lessons-ongoing
 - Fitness swim is ongoing
 - December 2025 Registrations: 7
 - Diving: on hold till the new year
 - Pickleball Clinics:
 - Friday 12/12: 1
 - Saturday Yoga @ 8:30-9:30am
 - 3 registrations
 - Wednesday Yoga @ 4:15-5:15pm
 - First two classes are free
 - Add a small charge for the future
 - 3 participants for inaugural class
 - 2 participants on 12/10

Upcoming Community Events: Classes & Events

- Possibly Holiday Cheer and Caroling with Katie Garlinghouse
- Upcoming Community Event Dates

Community Events (free for membership & community to attend)			
Event	Date/Frequency	Time	Description

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Vintage Sunday	reoccurring on 1x Sunday/month	4-6pm	Group of 'empty nesters'
Spring Egg Hunt	3/28	11-1pm	
Wednesday Evening BBQs	Reoccurring btwn May & Sept	5-9pm	Free for residents and free guests (max 5)
Mothers Day Brunch	5/10	11-1pm	Light snacks & coffee
Memorial Day BBQ	5/25	5-9pm	BBQ & Bounce House
Fathers Day	June 21	TBD	
4th of July	7/3-7/5	varies	
Bike Repair Workshop	August	9-12pm	Various tools an
Labor Day	9/7	5-9pm	BBQ & Bounce House

Facilities:

- Patching up the second spot in the parking lot. Asphalt company will cut a hole to send water into drain \$11k
- Outdoor Fitness: \$20K
- Light Quotes:
 - No movement--waiting for more info to put together a cost for equipment and installation.
 - ♣ Unable to update rates year-to-year if enrolled in re-occurring payments
 - New member referral to current members, \$200 off membership
 - ♣ Fill out form with clear guidelines