

**Huron Joint Recreation District  
Regular Board Meeting – Minutes  
Tuesday, Feb. 6, 2018 at 6:30pm  
Huron Boat Basin Marina Building, Huron, OH**

**Members Present:** Tom Solberg, Joe Dike, Chuck Thompson, Rene’ Franklin, Jen Kilbury, Tom Solberg, Julie Spitzley, Jody Mast

**Present from HPRD/City of Huron:** Andy White, Doug Steinwart, Brian Croucher, Rick Reinbolt

**Members Absent:** Tim Golling, Gordon Hahn

**Community members in attendance:** Rob Moore, Huron Port Authority

Meeting called to order by Mr. Steinwart.

***OLD BUSINESS***

**A. Project Updates**

Mr. Steinwart provided updates

-Fabens Park Shelter/Storage – project is basically finished. Some punch lists items like grading and seeding scheduled to be done this spring. As time allows, our staff is working on setting-up the inside storage area. We have ordered eight picnic tables (to be assembled) for shelter area, plus three 6-foot tables for under the “lean-to” area. We have also purchased some new trash receptacles and plan to install a flag pole.

- Boat Basin – since we last met, the white raised letters on the landscape brick wall were installed. On the Clock Tower, we finished some aesthetics—including the “x” bracing and gate on the back (east) side. On the dumpster enclosure, we are getting close to completion; the weather has held up the installation of gates.

- Adams Ave. Culvert project – Schalk Brothers from Tiffin is lead contractor; they worked through Dec. 20<sup>th</sup>. They plan on returning next week to continue the work, as long as temperatures are in/above mid-20’s. They want to have it ready for the road as soon as the asphalt plants open in the spring.

Mr. Thompson asked about potential of speed bumps; also discussed temporary speed bumps for season/ events. Board members commented that the Shelter looks really nice. Mr. Steinwart said we have considered internally, having our May Board Meeting/Open House/Picnic at the Shelter. Next meeting, we are probably going to review the Fabens Park master plan progress; and hope to update new Board members at that time.

***NEW BUSINESS***

**A. Feasibility Study for Health & Wellness Center**

Mr. Steinwart stated that the Feasibility Study Proposal from Integrated Wellness Partners was emailed to Board members in preparation for this meeting (*copy of the Proposal also attached to these minutes*). He then asked Mr. White to add his comments. Mr. White mentioned that several staff and community members had been able to tour the Integrated Wellness facility in Rootstown. This proposal outlines the next steps to explore a facility in our community, which would establish feasibility based on data. He invited HJRD Board members to be interviewed later this month, as part of the study. Board members briefly discussed the proposal. Mr. Steinwart also encouraged Board Members to check out the Integrated Wellness Partners Rootstown facility website for an overview of that facility.

**B. Huron Historical Society/Huron Port Authority Markers – *The Legacy of Huron Docks***

Mr. Steinwart distributed copies of marker layouts. He stated that while working on the Lake Shore Electric Trail historical marker two years ago, the Huron Historical Society proposed this project. With funding now secured, we are able to proceed through a partnership with the Huron Historical Society, the Huron Port Authority, and Huron Parks & Recreation Department -- to produce a series of interpretive panels depicting the legacy of the docks, basically on the east side of the river. Jen Kilbury from Cottage Design laid these out, with the intention of matching the materials used on the Lighthouse block house marker. We have also identified potential locations. Mr. Steinwart stated that he is submitting to the Board for feedback. We will eventually submit to Huron City Council.

Mr. Moore from the Huron Port Authority stated that this project supports the Port Authority's mission, helps our community to be aware of the docks' history, and we do have funds to contribute to the project. He continued that the ideal of a "trail" is also very exciting. Mr. Steinwart followed-up that the goal is to get people moving around in the North Main Street area; with a tie-in to the block house marker. He reviewed the proposed locations. Mr. White thanked the Port Authority, and suggested this may tie-in well to "way finding" signage under consideration.

Mr. Solberg moved to support the "The Legacy of the Huron Docks" marker program with the Huron Historical Society and the Huron Port Authority. Seconded by Ms. Franklin; motion carried.

***CHAIRMAN'S COMMENTS***

Mr. Steinwart asked for comments. Ms. Franklin mentioned that she has been walking at Fabens over the winter, and expressed how grateful she is for the facility. Ms. Spitzley announced that her father is donating land to the Schools, on Maple. Ms. Mast stated she is excited about The Legacy of the Huron Docks project, and really excited to see the outcome of the Feasibility Study. In response to question about Show Boat property, Mr. White stated that most of our time has been spent on ConAgra development; Show Boat will be our next priority.

Board members welcomed Mr. Dike. Mr. Croucher stated we are only six weeks away from our first community event of the season – March 24<sup>th</sup> will be Breakfast with the Easter Bunny, with the Lions Club; followed by the Egg Hunt at the Boat Basin. Mr. Reinbolt thanked the Township for their support of the new Shelter/Storage Building at Fabens. Mr. Thompson said he appreciated the opportunity to be on this Board, and appreciates the efforts of the staff and Board, and he is particularly interested in programs. Mr. Steinwart said we can discuss more program information at the March meeting – he also welcomed Mr. Dike to the Board.

***OTHER MATTERS – ADJOURNMENT***

Upcoming meeting is Tuesday, March. 6, 2018 at 6:30 pm at the Huron Boat Basin Marina Building. Motion to adjourn by Ms. Mast, seconded by Mr. Thompson; motion passed.

Respectfully submitted,

Patricia Irvin, Administrative Coordinator  
Huron Parks & Recreation



October 13, 2017

Andy White  
City Manager  
417 Main Street  
Huron, OH 44839

**Re: Feasibility Study Phase Proposal for a Health & Wellness Center**

Dear Andy:

Pursuant to our recent conversations, this letter is in response to your request for a proposal to conduct a first phase Feasibility Study for a proposed Health & Wellness Center (Center) to be located within the City of Huron ("the City") area. Integrated Wellness Partners and Signet Enterprises (IWP/Signet) are pleased to provide this proposal to undertake a 90 day feasibility process that will provide an evaluation and recommendations for key project determinants, including: a needs assessment, a market study, core program identification, base facility building program, operations and staffing plan, operating pro forma and project narrative. Working with the City, the identification of viable project partner(s) and "stakeholder pool" and conducting of evaluation meetings with this group to determine suitability and interest level will also be performed.

The feasibility phase report areas of concentration, fees and terms are described in detail below:

**Needs Assessment.** Utilizing a variety of methods that may include use of surveys, focus groups and one-on-one interviews, IWP/Signet will determine the need/demand for health promotion and wellness services in the surrounding marketplace/catchment area. Likewise, the study will ascertain the need for fitness, recreation and community meeting and social facilities. It is anticipated that the needs assessment process will engage with the general public, local government leadership, business leaders, local schools and colleges, healthcare providers, local medical community physicians/clinicians as well as other key stakeholders and prospective project partners as identified by the current project team.

**Market Study.** IWP/Signet will conduct a market analysis (inclusive of Bowling Green State University – Firelands) to determine the potential for utilization of the wellness services (fitness, recreation, sports performance, worksite wellness, etc.) and retail components of the proposed Center as identified through the needs assessment. This effort will include basic demographic analysis and market segmentation of the residential community within the likely trade area. Demographic information will also be gathered and assessed for key constituencies such as destination vacationers/visitors to the area, students, faculty, staff and affinity groups. An in-depth review of the local business community will also be completed to identify industry type, employee demographics, employee health promotion needs, etc. to determine market potential for membership and worksite wellness services. The competitive landscape in the market will be assessed pertaining to all Center components. A price sensitivity analysis for all likely retail offerings will be conducted to insure the accurate development of financial pro forma for the project.

**Core Program Identification.** Based on the needs assessment and IWP/Signet's historical experience with health and wellness center product offerings, recommendations and descriptions will be provided for programs and services having the greatest potential to function in a collaborative and synergistic manner to promote overall project success. Areas of focus in this regard will include: wellness services (fitness, nutrition, worksite wellness, recreation, and sports performance), academics (research, curriculum/classroom, internships, STEM), clinical integration, campus and community directed health promotion/wellness programming and retail offerings.

**Project Site Analysis.** An analysis of potential proposed project sites will be conducted. A site evaluation and criteria matrix will be developed that illustrates the identified relative strengths, weakness and opportunities of the site. Finally, based on all criteria and our industry experience, we will rank the sites in terms of likelihood of successfully achieving project goals.

**Facility Building Program.** Based on the identified site, any previous and new quantitative/qualitative analyses, and historical experience with community health and wellness center projects, IWP/Signet will work with its professional development team to estimate initial space allocations for suggested program and building components.

**Operations and Staffing Plan.** IWP/Signet will provide an operating plan overview for the center. This plan will include a high-level strategic marketing and communications approach, integration plan, organizational chart and oversight board development recommendations. An FFE plan will be developed to insure the various project components are appropriately equipped to effectively and efficiently deliver their services, programs and user experience. An initial staffing model (including position description, credentialing and FTE allocations) for the health and wellness component will be provided.

**Capital Requirements Analysis and Ownership Structure.** Based on the overall analyses and recommendations contained in the feasibility study and program plan, IWP/Signet will estimate capital requirements related to project development and oversight, site development, building construction and funding of initial operating losses. Potential ownership structures will be identified, highlighting the relative impact of each structure on project attractiveness and viability.

**Financial and Operating Pro Forma.** IWP/Signet will formulate both a detailed year 1 operating pro forma as well as yearly financial operating and cash flow projections covering years 1-10. All pro forma will include sections that address all key underlying revenue, expense and other critical assumptions.

**Project Narrative and Identification of Prospective Project Partners.** IWP/Signet will work with the City and others to develop a compelling project vision or "narrative". This narrative will describe the physical and programmatic elements of the proposed project and the positive impact it would have for the project partners and the community. It will describe the opportunities for partner involvement, including the benefits that are anticipated to accrue to those organizations that choose to become involved. Also, in collaboration with, IWP will conduct introductory meetings with potential project partners to present the project vision, partner opportunity and assess the suitability and interest level of the various prospective partners

**Fees.** Our standard fee for the feasibility phase is \$50,000. However, based on the particulars of this proposed project and our belief that this project has the opportunity to have a truly transformative

impact on the health and well-being of the City and the surrounding communities, we will underwrite 50% of our customary fee. Therefore, we are pleased to offer to perform a comprehensive feasibility phase for this proposed project for a total fee of \$25,000.

The fee will apply for 90 days from date of this proposal. Additional services apart from those described will be available at an additional cost.

**Timeline.** The feasibility phase will be completed within 90 days of acceptance of this proposal. A detailed presentation of the feasibility phase study to the client and Q & A session is included in the price and can be scheduled at the client's site at a mutually agreeable date and time.

**Terms.** The \$25,000 feasibility phase fee will be payable in 3 equal monthly installments (\$8,333) due on the 1<sup>st</sup> day of each month and beginning when this agreement is signed.

Client shall reimburse Signet/IWP for those direct out-of-pocket expenses (not to exceed \$2,500) incurred including, but not limited to, travel expenses, meals and lodging. IWP will provide Client with an invoice statement each month detailing out-of-pocket expenses incurred in conjunction with the services rendered under this Agreement. Payment for these expenses shall be made by Client no later than 15 days after submission of an itemized invoice

Thank you for the opportunity to provide you with a proposal to explore the feasibility for the proposed health and wellness center to be located the City of Huron, Ohio. IWP/Signet have been fortunate to lead project and operations teams in the development of health and wellness center projects that, when properly planned for and executed, transform the communities that they serve. We look forward to working with all the key stakeholders in this process.

Sincerely,



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