**N922 Community Recreation Advisory Board Meeting**  
Day One - October 25th, 2016

**Attendees:** Lisa Weaver, Patty Owens, Don Inman, Steven Macksberry, Ed Dunning, Erica Realmulto, Kim Hansen, Dave Callaway , Brandon Lavin, Doug Hasselbring, Nancy Pesternack, Leslie Hogan, Leslie Gould

**The 2016 Navy**

Survey Data is not using the scantron anymore we are now using Survey Monkey created by Karen Widman. The survey is only 10 questions.

* When does the data cycle end, the drop dead date. Tentative December 9th
* Lisa mentioned printing the surveys and having the patrons complete them in person and staff input into survey monkey site.
* Patty mentioned using the Navy Community Recreation swag to entice the patron. CRAB Task: If installations are interested email Patty with a mailing address.
* CNIC Task: Steven would like the links sent out.
* Recommend using the link as the home screen for the go Wifi
* CRAB Task: iPad with WiFi is needed - How many are needed? Possibly one per base?

**MTP (Military Ticket Program)/TMS (Ticket Management System)**

* We have a 24 hour call center now with MTP. CRAB Task: Ensure all installations are calling when they have an issue. We can’t fix the issue if we do not know what is going on.
* CNIC is now tracking the call center tickets with a weekly report.
* SAP and Citrix logon issues are taking time away from the employees. We need to look at resolving these issues
* Our overall goal is to move to electronic ticketing.
* The TMS will be used at all installations for their local tickets as well.

**FY16 Achievements**

* Five standardized SOPs completed
* Overall average program score of 6.63
* Marketing plan implementation
* Great Navy Campout!
* Incorporation of Summer Reading Programs - The digital library has increased by 200%. CRAB Task: Find out what bases would like to participate in the 2018 Summer Reading Program. CNIC Task: Send out what bases will not be receiving Summer Reading package for the 2017 Summer Reading Program.
* Marina - We have 30 marinas within our installations
* All marina managers will be trained in IMM and AMM.
* Auto Skills program standards are released and it is up to the manager whether or not they want to use the new standards to score themselves in November.
* Program Sharing - CR/Liberty Internal Facebook Groups. CNIC Task: Send out the links to the CRAB members. CRAB Task: Send the link to the installations.

**FY17 Initiatives**

* CR Kronos and Cost Center Standardization FY17. New hires do not go into the admin account. CR will only have three cost centers.
* CR Training Workshop for 2016 new hires – *Tentative: March 2017*
* Events 101 Interactive Course Development
* Marketing
* Standardized Processes (rock climbing, waterslide inspections, uniform SOP, first aid kits, entertainment SOP, and alternative library delivery model)
* CNIC Task: Look into providing the CR information to the www.navymwr.org site

**FY17 Grants**

* Under $5,000 send to rec\_grant@navy.mil
* If over $5,000 send to Leslie Gould, Patricia Owens, or Leslie Hogan
* Training funding from CNIC will need to fill out an after action report and be sent back to CNIC. – CNIC Task: Send after action report.
* All grants will use the N9 Grant Form effective Jan 1,2017
* Must have all signatures (Installation, Region, and CNIC)
* You must send the grants before the deadlines. Give your Region enough time to send to CNIC.
* CNIC Task: Get with Michele and Lorraine to send out the N9 Grant Deadlines? Is there a deadline turnaround for CNIC? CRAB Task: Let the installations know to inform CNIC if you do not plan on using preapproved grant. CRAB find out what is your Region's policy on grants?

**Community Recreation Standards - Karen Widman**

* Average score in 2015 for Community Recreation was 6.54
* The lowest average score was 4.35 in personnel
* CNIC Task: Create a connections training to cover trouble standards especially 3.7, 3.10, 4.1
* Problem Standards within Community Recreation:
  + 1.1 Key staff vacancies (programmer or lead),
  + 1.3 Training/Certifications (CARE, FFR, CLIA, gear rental, and playgrounds),
  + 2.1.9 Adequate space for storage, repairs, and programming
  + 2.2.4 Signage (facility, informational, safety)
  + 2.2.20 Maintenance of green space grounds
  + 3.1.1 Annual special events calendar
  + 3.1.8 Off base events (discounted entry fees and event promotion)
  + 3.2.3 Trip is planned to break even
  + 3.3.1 Leisure travel booking, customer follow up and feedba
  + 3.5.1 Types of gear rental equipment (change or delete standard)
  + 3.5.3 Retail sale of consumable supplies (change or delete standard)
  + 3.6.3 Staff able to offer gear instruction
  + 3.7.1 POC for MWR spaces/outdoor rec areas
  + 3.7.8 Drop-in activities offered daily (concern most bases don’t have space)
  + 3.8.3 Information and referral for park areas outside gate
  + 3.9.1 Communication with home ported ships and tenant commands
  + 3.10.3 N9 information and resources
  + ck
  + 3.10.7 "Do it Yourself" trip/activity
  + 3.10.12 MWR phone numbers and URLs (for other MWR offices in your area)
  + 3.11 Number of visiting ships/squadrons
  + 4.1.1 Rental equipment available and maintained (difference with 3.5.1?)
  + 4.1.4 Vehicles
  + 4.1.14 Fleet recreation centers (Needs to be better defined, not same as a Liberty center. Usually has F/B, laundry, open to all ranks)
  + 4.2 Equipment replacements plans
  + 5.1.4 Tracking dollar value for free official command equipment and facility use
  + 5.1.5 Job descriptions
  + 5.1.13 Employee recognition programs
  + 5.1.21 Fees and charges posted (easy for customers to see and read)
  + 5.1.24 Customer interest assessment
  + 5.1.27 Lesson plan, trip/after action reports
  + 5.1.34 Equipment specification sheet (details how to clean and put away)
  + 5.1.35 Developed SOPs (need to be signed/dated and updated annually)
* What is going well with Community Recreation
  + Small special events
  + Trips, tours, and outings
  + Leisure skill classes
  + Tickets
  + Party picnic equipment support
  + Green space/picnic areas
  + CR program branding
  + Staff attitudes
* Execution Issues with Community Recreation
  + Number of trips per month
  + Number of special events per year
  + Multiple POS at one customer service desk
  + IT infrastructure
  + Dedicated facility
  + Cross training of staff who are established in their jobs
  + Sharing staff with other MWR programs (Liberty, Library, etc.)
* Questions
  + Bases that do not have a library will an alternative library be worked into the Liberty Standards? - The Library Program is supposed to fund a 1/2 staff member to promote the alternative library program.
  + When will the current cycle for the 2016 Navy Data Survey Customer Satisfaction be pulled? - This date is not set in stone. We are looking at December 9 2016.

**Light a Fire in Your Event - John Prue**

* Fireworks: a series of devices that makes a display of light or noise by the burning of explosive of flammable materials.
* Two biggest days for fireworks is Independence Day and News Years Day
* Two different industries: Consumers and Display Fireworks.
* Sample of Standard Shot or Shells of Fireworks: cake, crossette, dahlia, peony, mine, salute, set piece, and spider (www.americanpyro.com)
* CNICINST 1710.3: Entertainment Contracts and Insurance Coverage
* No use of APF/UFM for Fireworks displays
* RFP's: Its Not Just a Shell Count - Responsibility of the Contractor
  + Electronically fired
  + Choreographed to licensed music
  + Quality made and reliable shells (no bigger than 5")
  + Set-up and ready by no later than 6pm (takes about 8-10 hour setup, sometimes the night before)
  + Rain/weather contingencies if unable to fire on scheduled time
  + Typically in contingencies it is pay vendor after
* The Science of Fireworks
  + Color/Effect
  + Element
  + Contents of an aerial shell
* Ask the vendor if they can provide a rating criteria for their firework shells. (flight time, duration, debris, performance)
* Vendors: http://eventresourcemarketplace.com
* Proposals: Send out to procurement at least 120 days before
* Proposals: Shell count, shell size, quality, reputation (Google reviews, what other contracts they have done, what can they provide to you)
* Budget estimate is about $1K per minute for the show. Go for a “WOW” effect instead of length of show
* Music - Get Involved
* Narration & Voice Over: A nice way to extended your show
  + Tell your show
  + Get a radio "voice"
  + Thank you sponsors before & after
* Every choreographed & electronically fired show should provide the show on paper.
* Venue - Safety Distance: 5' shells are a 350ft radius from set off, have a fire watch crew on top of a tall building nearby and fire department on site
* Lighting Performance Enhancements: Think how it can enhance your show (can be very expensive)
* Show time - Communication: Radio Com's with all participants, cue make and count down, staying contact through duration, "What if" be prepared.
* \*\*Don't forget getting the vendors on base\*\*
* Find out what is required for your installation on the safety requirements of brining fireworks onto your event. Involve Security/ Safety in your meetings.

**N922 Community Recreation Advisory Board Meeting**  
Day Two - October 26th, 2016

**Attendees:** Lisa Weaver, Patty Owens, Don Inman, Steven Macksberry, Ed Dunning, Erica Realmulto, Kim Hansen, Dave Callaway , Brandon Lavin, Doug Hasselbring, Nancy Pesternack, Leslie Hogan, Leslie Gould

**Military Recreation Ahead Morning Discussion:**

* Bases that are scoring a 5 star accreditation in the CNIC standards would be perfect candidate for the CAPRA accreditation within the NRPA. NRPA is optional and cost is around $10,000 and takes about a year in prep time.
* Brainstorming: The important of cross training - How is your Region handling it?
* CNIC Task: Connections with the Regions: Community Recreation Standards - How are we handling the standards (good and bad)?
* Trip/Event Cost Sheet: Northwest will send to the group
* CNIC and CRAB Task: Let's remind the Regions: The Regions have a rep with Navy Community Recreation. Use your CR advisor for issues and concerns you may have.
* CRAB Task: Create a contact list for all CR director/programmer Region group email
* CRAB Task: Region quarterly call with the CR director/programmer and their CR advisor. Let's try two calls the next two quarters and see how it goes.
* CNIC Task: Update our CR distro list
* MCO 3500.27C: Marines Risk Management: Is the responsible of the safety division (base safety).
* The average American child spends only 4-7 minutes outside every day.
* JOLT (14-17 years old): Junior Outdoor Leadership Training - Teach them how to become a leader for the upcoming summer camps.
* Partnering with Youth Sports to meet the outdoor requirements.
* Pushing more outdoor programs with families within Community Recreation.
* CRAB Task: What outside vendor are you using to sell your tickets online? What is the cost (ie. Event Brite and Sign Up)? CNIC Task: Create a contract for all installations to use.
* Create a button on RecTrac to capture command events.
* All beaches should be guarded at all times at all times if there is swimming permitted.

**Accounting/Gift Certificates:**

* Individuals are throwing around that coupons are gift certifications. There is not clear clarification on what a gift certificate is.
* There are three categories of a gift certification: First: Preprinted blank certificate with no serial number (usually by the marketing department), Second: Preprinted certificate with a serial number (with/without a set value), Third: is 100% done by Rec Trac prints certificate with serial number and value.
* Several ways currently selling. Selling the gift certificates and receiving revenue right away, others are selling gift certificates and putting it into accounts payable, and the final is acting as a coupon.
* The majority of bases are using a preprinted gift certificate that has been created by the marketing department with or without a serial number.
* Majority of bases are telling the customers they are forfeiting their remaining balance when they purchase an item if they do not use the full face value of certificate.
* Community Recreation is selling the most coupons and is being used at more CR facilities.
* Marines use plastic gift cards that can be used for 'recreation' facilities, not F&B. They also use RecTrac systems in the USMC. Done through a contractor- same as NEX uses for STAR card. If not used within 1 year, $1 is lost each year from balance.
* You can only sell a gift certificate with 5.5-year expiration and in California you cannot sell a gift certificate with an expiration date.
* Idea: Contracting the gift cards out to be run like a Visa Gift Card with any desired value.
* CRAB Task: Informing the installations what the difference is between gift cards and promotional items (coupon).
* Tinder item: sell the gift card putting it into accounts payable after the card is used goes into revenue (Finance is reviewing gift certificate process)
* Forcing a customer to forfeit balance needs to stop immediately

**Entertainment SOP:**

* CNIC N9 Form 7/25/16
* Event Planning Form – CNIC Task: Send form to the CRAB for revisions.
* Delete Event Action Officers and replace with MWR Event Team
* Add in promotion guidelines; also nothing official is official until contract is signed and deposit is made

**Standards Updates:**

Standard 3.7.8 - Change the following: No Fee Drop-in Activities are offered through your community recreation facilities (inside or outside) on a weekly basis.

**IFEA – Becky Genorways**

* Becky Genoways: International Festival and Events Association: "On the waterfront" (Rockford); was the volunteer and has a degree in Recreation (Becky Genoways). Volunteer for the festival. Looked for an organization to pursue a career or agency to obtain information and participation in events. Events appear seamless; trying to explain it to others that don't do events is difficult.
* Wanted to become certified Festival Executive through IFEA. Now on the team to teach 3 of full day classes at Event Management School (Maximizing Revenue, Project Management, Volunteer Management).
* Now works for Memphis in May (6 months); St. Louis (1 month); and Arizona plus Chair for IFEA (teacher for CFEE).
* IFEA - Connecting You to a World of Celebration presentation.
* Goal is to represent the industry with 7 global locations and 5 million + events
* IFEA World Board of Directors
* A globally united industry, that touches lives in a positive way, through celebration.
* iDeaNA stealing the seed of an idea for the purpose of elevating it further or tweaking it to fit the needs of another market or event.
* Talented and well-informed people who are dedicated to the industry to produce great events. Underlying factor is people.
* IFEA Webinar series - from F&B, Operations, Security, Marketing and Sponsorship.
* Convention is 3 days; CFEE is conducted ahead of start date.
* Event Insider - Industry News
* IFEA Events - Budget Categories: 0-$250K; $250-$750K; $750-1.5M; $1.5M and above
* **Membership: www.ifea.com/p/membership/navy $150 per base to access newsletter, Insider, online magazine, resource link and online webinars**
* genowaysevents@gmail.com

**N922 Community Recreation Advisory Board Meeting**  
Day Three - October 27th, 2016

**Attendees:** Lisa Weaver, Patty Owens, Don Inman, Steven Macksberry, Ed Dunning, Erica Realmulto, Kim Hansen, Dave Callaway , Brandon Lavin, Doug Hasselbring, Nancy Pesternack, Leslie Hogan, Leslie Gould

**Community Recreation Job PDs:**

* Rec Aide NF 01 PD- concerns from Japan over the qualifications listed therein. Some confusion with which version HR may have. A special 'seasonal position' has been created to allow for the hire of high school students (who have not yet secured their degree/GED). For an NF 02, they need at least 6 months experience and degree/GED. Minimum, based on GSE minimums.
* NA 07/NA 05 positions that support CR with maintenance, fork lift, green space repair, etc.
* CRAB Task: NA Maintenance NA Auto Hobby. All NA positions that you can come up with (ie. NA Maintenance and NA Auto Hobby). Do you need one that is fork lift driver and not for life driver.
* CNIC Task: Update Standards to show the NA 07 or NA 05 positions. Not currently reflected in 1.1. For now count as NF 02.

**Community Recreation Standards:**

* CNIC Task: Do another Connection that trains all CR staff on these two standards- 1.3. 13 and 1.3.14. Show why they are important and explain the levels of certification. Changes these two standards point value to 1 point each.
* CNIC Task: Realign the training standards to positions like the new Liberty Standards.
* CNIC Task: Connection Training: Define the different categories of programming.
* CNIC and CRAB Task: Creating a standardized SOP for equipment replacement
* CNIC Task: Connection training: percent Equipment replacement due to Life-Cycle equipment.

**Regenerations**

* Traditionalists: 1925 - 1945
  + Defining moments: Great Depression
  + Outlook: Loyal patriotic, family, values, authority
  + Communication Style: Military chain of command
  + Career Path: slow and steady
  + Strengths: Work ethic, experience, maturity, engagement
  + Reach Traditionalists: Are we taking the time to reach out to the traditionalist: They are trying to find a fit. Story timing a great way to engage the traditionalists. They love to have paper and hold something but still are finding themselves online.
* Baby Boomers: 1946 - 1964
  + Defining Moments: Watergate, Woodstock, Vietnam, Kennedy assassinations, man on the moon
  + Outlook: Optimistic, competitive, individualist, sacrifice=success
  + Communication Style: Face-to-face and technology
  + Career path: work hard, pay your dues, move up
  + Strengths: knowledge, experience, dedication, leadership
  + Reach Baby Boomers: Keep them in decision-making process, offer development engage as mentors,. Communicate by word of mouth, traditional media. Message: You've worked hard and deserve time off". 84% have purchased travel online.

**Generation X: 1983 - 1963**

* Defining Moments: Challenger, Disaster, Operation Desert Storm, Berlin Wall, Space Station
* Outlook: Skeptical, independent, unimpressed by authority
* Communication Style: Easy-going and casual
* Career path: What are my options?
* Strengths: Adaptable, independent, flexible, creative, tech savvy, productive, open-minded, asks "why"?
* Reach Generation X: Answer the why before they do. Many of them are raising families and are highly committed to the family. Give them something straight to the point. No fluff. Let them trust you. Safety is extremely important to the generation.

**Millennials: 1982- 2000:**

* Defining Moments: Oklahoma City, Columbine, Y2K, Princess Di, smart phones, social networking sites
* Outlook: Optimistic, loyal to individuals not companies, live in the moment, immediate results, change the world
* Communication Style: Social media, texting, technology
* They want to make a difference and change the world
* Reach Millennials: Pour on the praise, scheduling, upward mobility, getting creative.
* What Millennials have to offer: tech-savvy, multi-taskers, well-educated, diverse, good networkers, team/goal oriented, creative, optimistic, civic-minded, welcome mentoring, global thinkers, life-work binders, want to make a difference, delaying traditional rites of passage, mobile/movers, wired differently
* Love the opportunity to create/invent something
* They have to stay engage. Give them opportunities to move and learn.
* Attention span is eight seconds. Make your message short, sweet, personalized.
* **CRAB and CNIC Task: Check Out: khaaot**
* If you manage Millennials: tell them exactly what you want, communicate with how you want them to communicate, keep giving them feedback.

*The Future of Programming: engagement, multi-platform, variable, memories, dynamic, friendly, shocking, online, multigenerational, adaptable, automatic, outside, innovative, broad, driven, training, dynamic results, results, warrior,*

**Marketing - Millennials: Teresa Faulk (**[**Teresa.Faulk@navy.mil**](mailto:Teresa.Faulk@navy.mil)**) N92 Marketing Specialist**

* The average age of our Military: Army is 29, Navy 29, Marine 25, Air Force 30, Coast Guard 30
* Millennials make up 21% of consumer discretionary purchases. Its estimated to be over a trillion dollars in direct buying
* Millennials believe parenthood is a partnership: 64% dad and 50% mom
* 50% Millennials will purchase an item from a company if it supports a cause
* Millennials are now makers!
* Millennials want to travel: 79% Millennial all 50 states and 75% travel abroad
* 69% Millennials say they crave adventure
* Today's consumers care less about stuff and more on what they post on social media.
* Can we create reviews on our installations website.
* MWR = Fun, Good Value, and Quality of Life
* To make MWR the first choice for our customers, they need to know the brand and recognize its value.
* Standardization is the cornerstone of brand building; the logo and brand cannot be dictated by personal preferences and leadership changes.
* Markets may change, but brands shouldn't - ever
* Navy Community Recreation has changed to MWR Community Recreation.
* CNIC and CRAB Task: Navy Community Recreation will have to three years to implement the new logo
* CNIC Task: Look into possibly providing a review section on our local websites. Millennials don’t trust organizations anymore they trust their peers instead.

**Great Navy Campout**

* CNIC and CRAB Task: What is our hash tag going to be?
* Looking to create an enterprise wide sponsorship package
* CRAB Task: Ask the installations in your Region if they would be interested in participating in the Great Navy Campout in 2017
* Date would be June 24, 2017
* Event: Campout with an outdoor movie. Navy Motion would pick the movie and CNIC N94 would create the commercials before the movie.
* CRAB Task: Provide feedback from the installations by November 10th, 2016. What bases are interested? What bases have the equipment? What bases are interested and do not have the equipment?