



**CITY OF MAYVILLE PARKS & RECREATION
COMMISSION
MEETING AGENDA
SEPTEMBER 9, 2026
3:30 PM
1700 BRECKENRIDGE STREET**

1. CALL TO ORDER AND ROLL CALL

2. PLEDGE OF ALLEGIANCE TO THE FLAG

3. CITIZEN COMMENTS

Citizen Comments are to be kept to a maximum of five minutes per speaker unless the chairperson allows an extension of time. Each citizen is to make comments at the podium after stating name and address. Each citizen may comment only one time per public hearing / meeting.

4. DISCUSS WITH POSSIBLE ACTION

4.1. Discuss, with Possible Action, Audubon Day's Softball Tournament at Fireman's Field

4.2. Discuss, with Possible Recommendation, Simplified Membership Schedule, Including Separate Breakdowns for Aquatics-Only, Fitness-Only, and Full Facility Memberships

4.3. Discuss, with Possible Recommendation, Increasing 24/7 Access FOB Pricing, Including Adjusting New FOB Costs and Renewal/Reactivation Fees

5. NEXT MEETING DATE AND TIME

5.1. Next Meeting Date - October 6, 2026, at 3:30PM

6. ADJOURNMENT

Andy Shoemaker, Presiding Officer

NOTE: Persons with disabilities requiring special accommodations for attendance at the meeting should contact City Hall at least one (1) business day prior to the meeting.

Resident	Aquatic 20%	Fitness 10%	Whole Facility	Formulas	
Youth	\$ (160.00)	\$ (180.00)	\$ 200.00	\$ (160.00)	\$ (180.00)
High School	\$ (204.80)	\$ (230.40)	\$ 256.00	\$ (204.80)	\$ (230.40)
Adult	\$ (284.00)	\$ (319.50)	\$ 355.00	\$ (284.00)	\$ (319.50)
Senior Individual	\$ (241.60)	\$ (271.80)	\$ 302.00	\$ (241.60)	\$ (271.80)
Adult Couple	\$ (401.60)	\$ (451.80)	\$ 502.00	\$ (401.60)	\$ (451.80)
Senior Couple	\$ (344.80)	\$ (387.90)	\$ 431.00	\$ (344.80)	\$ (387.90)
Single Parent	\$ (311.20)	\$ (350.10)	\$ 389.00	\$ (311.20)	\$ (350.10)
Family	\$ (451.20)	\$ (507.60)	\$ 564.00	\$ (451.20)	\$ (507.60)
Non Resident	Aquatic	Fitness	Whole Facility		
Youth	\$ (237.60)	\$ (267.30)	\$ 297.00	\$ (237.60)	\$ (267.30)
High School	\$ (308.00)	\$ (346.50)	\$ 385.00	\$ (308.00)	\$ (346.50)
Adult	\$ (407.20)	\$ (458.10)	\$ 509.00	\$ (407.20)	\$ (458.10)
Senior Individual	\$ (351.20)	\$ (395.10)	\$ 439.00	\$ (351.20)	\$ (395.10)
Adult Couple	\$ (578.40)	\$ (650.70)	\$ 723.00	\$ (578.40)	\$ (650.70)
Senior Couple	\$ (488.80)	\$ (549.90)	\$ 611.00	\$ (488.80)	\$ (549.90)
Single Parent	\$ (449.60)	\$ (505.80)	\$ 562.00	\$ (449.60)	\$ (505.80)
Family	\$ (644.00)	\$ (724.50)	\$ 805.00	\$ (644.00)	\$ (724.50)

TAG Center Revised Monthly Membership Schedule (Proposed)

Membership Type	Resident Monthly Rate	Non-Resident Monthly Rate	Membership Definition
Family Membership	\$51.00	\$71.25	Includes 1 or 2 adults and their dependents up to age 23 living in the household
Adult Membership (Ages 19–59)	\$33.75	\$46.50	Individual adult membership
Adult Couple Membership	\$46.00	\$64.50	Two adults living in the same household
Senior Membership (Age 60+)	\$29.50	\$40.75	Individual senior membership
Senior Couple Membership	\$40.25	\$55.00	Two seniors living in the same household
Youth Membership (Ages 8–18)	\$25.50	\$36.25	Individual youth membership

Additional Notes for Discussion

- Proposed structure simplifies membership categories and monthly pricing.
- Resident rates continue to support City of Mayville taxpayers while maintaining accessibility.
- Non-resident rates help offset operational, utility, and maintenance costs associated with facility usage.
- Simplified structure may improve customer understanding, staff administration, and marketing efforts.
- Family definition updated to clearly include dependents up to age 23 residing in the household.
- Removing the single parent and redefining the youth membership.
- We will also continue to offer military discounts, city of Mayville employee discounts, Mayville school district discounts and membership specials and reciprocal agreements.

TAG Center Membership Fee Structure Discussion

Finance Committee Discussion – Membership Options & Financial Sustainability

Current Membership Model

The TAG Center currently offers **one all-inclusive membership**, providing access to: Indoor Aquatics, Fitness Center, Walking Track, Gymnasium, Programming & Recreation. This model is simple for members, encourages use of multiple amenities, and provides the greatest overall value.

Proposed Membership Structure

Membership Type Annual Resident Family Rate % of Full Membership

Whole Facility	\$564.00	100%
Aquatics Only	\$451.20	80%
Fitness Only	\$507.60	90%

Proposed Pricing Philosophy

- **Aquatics Only:** 20% discount from the full membership, recognizing reduced access to the fitness center, gymnasium, walking track, and land-based programs.
- **Fitness Only:** 10% discount from the full membership, recognizing members still have access to most of the facility while excluding aquatics.
- **Whole Facility Membership:** Remains the best overall value, encouraging members to utilize all TAG Center amenities.

Financial & Community Impact

Annual Operating & Revenue Overview

- **Membership Revenue:** Approximately **\$400,000**
- **Aquatics Revenue:** Approximately **\$90,000**
- **Fitness Revenue:** Approximately **\$25,000**
- **Rentals:** Approximately **\$15,000**
- **Estimated Pool Operating Cost:** Approximately **\$178,707**

After direct aquatics revenue, the estimated net operating cost of the pool is approximately **\$88,700**, before considering the significant membership revenue the pool helps generate.

Daily Aquatic Attendance (Non-Member/Day Users)

January – June 2026

Amenity	Total Day Users
Aquatics	3,768
Gymnasium	1,305
Walking Track	527
Fitness Center	430

Aquatics Monthly Attendance

- January: **862**
- February: **796**
- March: **1,017**
- April: **689**
- May: **243**
- June: **161**

Key Takeaway: Aquatics accounted for approximately **62% of all day-pass users** (3,768 of 6,030 total visits), making it the TAG Center's most utilized day-pass amenity and a primary driver of community use.

Discussion Points

- Does separating memberships provide additional flexibility for residents?
 - Should the all-inclusive membership remain the best overall value?
 - How do we balance affordability with rising operating costs, utilities, and facility maintenance?
 - What impact could membership downgrades have on overall membership revenue?
 - Would separate memberships attract new users or primarily shift existing members into lower-priced options?
 - How should the high demand for aquatics be reflected in our membership pricing strategy?
-

Recommendation

If the Committee wishes to explore separate membership options, staff recommends:

- Maintaining the **Whole Facility Membership** as the best overall value.
- Offering **Aquatics Only** at approximately **20% below** the full membership.
- Offering **Fitness Only** at approximately **10% below** the full membership.
- Continuing to monitor membership trends and facility usage before implementing permanent structural changes.

While the pool has significant operating costs, it also generates substantial direct revenue, attracts thousands of annual visitors, supports family memberships, and distinguishes the TAG Center as a full-service community recreation facility. Any changes to the membership structure should protect the long-term financial sustainability of the TAG Center while continuing to provide exceptional value to the community.

DAILY FEES

Aquatic.....	\$5.00
Fitness Room (ages 15 & up)....	\$8.00 (Includes Fitness Room, Gymnasium/Court Room & Walking Track)
Gymnasium/Court Room Only...	\$3.00
Walking Track Only.....	\$3.00

10 VISIT PUNCH CARD

All Punch Cards have a 1 year expiration. No refunds or extensions will be given if not used by expiration date.

	Resident	Non-Resident
Aquatic Only	\$40	\$45
Fitness Only	\$70	\$75

* MEMBERS RECEIVE A FREE EQUIPMENT ORIENTATION

Orientations are highly recommended to give you a better understanding of the weight and cardio machines and to provide you with the basics of how to safely use the equipment.

Please sign up for an appointment.
(This is not a personal training session)

NEED A PERSONAL TRAINER?

Roy's business card is located at the front desk

TAG Center Membership Rates

MEMBERSHIP DISCOUNT

20% off all Mayville School District Taxpayers/Residents
TAG Center Memberships will be subsidized by the Bachhuber Foundation.

(Resident prices reflect 20% discount)

Method of Payment:



CASH/CHECK/VISA/MASTERCARD/DISCOVER

(3% convenience fee to use credit card)

GIFT CERTIFICATES

AVAILABLE FOR PURCHASE!

ANNUAL MEMBERSHIPS

	RESIDENT		NON-RESIDENT	
	Paid-In-Full	Bank Draft	Paid-In-Full	Bank Draft
Youth (Grade PreK-8)	\$200	\$20.75	\$297	\$29.00
High School/College	\$256	\$25.50	\$385	\$36.25
Adult	\$355	\$33.75	\$509	\$46.50
Senior Individual (62 +)	\$302	\$29.50	\$439	\$40.75
Adult Couple	\$502	\$46.00	\$723	\$64.50
Senior Couple	\$431	\$40.25	\$611	\$55.00
Single Parent	\$389	\$36.50	\$562	\$51.00
Family	\$564	\$51.00	\$805	\$71.25

*Family includes yourself, a married spouse or significant other and your children in one immediate family living in the same household. Children 21 and older can remain on membership if currently enrolled as full-time college student (12 credit undergrad; 6 credit grad) must show proof of current registration.

*Adult Couples must be married or are a significant other partner under the same household.

*College student must be enrolled as a full-time college student (12 credits, 6 credit grad) and must present a copy of a current college schedule.

SHORT TERM MEMBERSHIPS

	RESIDENT			NON-RESIDENT		
	1-mth	3-mth	6-mth	1-mth	3-mth	6-mth
Youth (Grade PreK-8)		\$76	\$129		\$107	\$189
High School/College	\$47	\$95	\$170	\$65	\$131	\$250
Adult	\$80	\$156	\$238	\$113	\$226	\$344
Senior Individual (62 +)		\$133	\$204		\$189	\$289
Adult Couple		\$222	\$336		\$320	\$486
Senior Couple		\$190	\$284		\$273	\$408
Single Parent		\$170	\$261		\$250	\$378
Family		\$256	\$398		\$355	\$545

- Resident-Mayville City and Village of Kekoskee Tax Payer
- Bank draft ACH have an additional \$50 annual service fee figured into the monthly withdrawal
- Members will be charged \$40 for a NSF notice from the bank for insufficient funds or closed accounts
- All Short term memberships must be paid in full
- Children ages 7 and under must be accompanied by a parent or guardian 12 years or older
- The TAG Center reserves the right to change prices, schedules and hours.



24/7 ACCESS

24/7 availability has access to the Fitness Center, Bike Room, Gymnasium and Group Fitness Court Room after hours**

Must be 18 years & older, carry a valid TAG Center Membership, complete waiver and pay \$10 key fob fee.

WHEN: Wednesday, October 14th

TIME: 7:00am-12:30pm

WHERE: TAG Center



We're honored to help support Brynlee Giese through Let There Be Light. At 5 years old, Bryn continues to fight leukemia with incredible courage every single day.

To help bring a little light to her journey, log on to the donation page below.
Donation link: <https://square.link/u/OjldZt36?src=sheet>

TAG CENTER MEMBERS/PUNCH CARDS/DAY PASS USERS 2026

Membership Type	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1 Month - MILITARY ADULT	0	0	1	1	0	0						
1 Month Adult	3	2	2	4	5	6						
1 Month High School/College	2	0	0	0	0	1						
1 Year - Adult	73	65	71	70	69	70						
1 Year - Adult Couple	99	106	108	106	98	98						
1 Year - CORP Adult	2	3	3	3	2	2						
1 Year - CORP Adult Cpl	4	4	4	4	4	4						
1 Year - CORP Family	9	9	9	5	5	5						
1 Year - CORP Senior Cpl	6	6	6	6	6	8						
1 Year - CORP Single Prt	3	6	3	3	3	3						
1 Year - Family	416	423	422	377	374	373						
1 Year - High School/College	20	16	16	15	14	12						
1 Year - MILITARY ADULT	4	4	3	3	3	3						
1 Year - MILITARY ADULT CPL	2	2	2	4	4	4						
1 Year - Military FAMILY	16	16	22	22	22	22						
1 Year - MILITARY SENIOR CPL	0	0	0	0	0	0						
1 YEAR - MILITARY SR	2	2	3	2	3	2						
1 Year - Military Single Prt	2	4	2	2	2	2						
1 Year - Senior Couple	44	45	41	43	37	41						
1 Year - Senior Individual	49	47	47	52	52	52						
1 Year - Single Parent	22	22	20	21	21	21						
1 Year - Youth	1	1	3	3	3	3						
3 Month Adult	14	16	17	15	17	15						
3 Month Adult Couple	12	14	10	8	2	0						
3 Month Family	20	22	26	22	14	16						
3 Month High School/College	5	8	7	7	14	14						
3 Month MILITARY ADULT	1	1	0	0	0	0						
3 Month Senior Couple	8	10	12	6	6	6						
3 Month Senior Individual	6	6	5	5	1	1						
3 Month Single Parent	0	0	0	0	2	2						
3 Month Youth	2	2	0	0	0	0						
6 Month Adult	22	20	23	19	17	17						
6 Month Adult Couple	12	16	18	18	16	14						
6 Month Family	54	54	53	51	52	47						
6 Month High School/College	5	4	6	5	7	8						
6 Month MILITARY ADULT	1	1	1	1	2	1						
6 Month MILITARY ADULT CPL	0	0	0	0	0	0						
6 Month MILITARY SENIOR	0	0	0	1	1	1						
6 Month Senior Couple	8	9	9	11	9	9						
6 Month Senior Individual	19	19	17	14	11	9						
6 Month Single Parent	7	7	10	10	10	8						
6 Month Youth	0	0	0	0	0	1						
Monthly - Adult	52	54	54	50	48	48						
Monthly - Adult Couple	52	44	46	46	44	42						
Monthly - CORP Adult	0	0	0	0	0	0						
Monthly - CORP Adult Cpl	2	2	2	2	2	2						
Monthly - CORP Family	22	22	22	22	20	18						
Monthly - CORP Senior Cpl	2	2	2	2	2	4						
Monthly - CORP Senior	0	0	0	0	0	0						
Monthly - CORP Single Prt	0	0	0	0	0	0						
Monthly - Family	352	331	340	341	332	330						
Monthly - High School/College	1	2	2	2	2	3						
Monthly - MILITARY ADULT	0	0	0	0	0	0						
Monthly - MILITARY FAMILY	11	15	11	11	11	11						
Monthly - MILITARY SENIOR CPL	2	2	2	2	2	2						
Monthly - Senior Couple	20	20	20	20	20	20						
Monthly - Senior Individual	11	11	11	10	9	10						
Monthly - Single Parent	76	64	64	64	61	66						
Monthly - Youth	0	0	0	0	0	0						
24/7 Access	936	950	940	941	928	921						
RenewActive/One Pass	849	874	859	873	879	886						
Silver & Fit/Active & Fit	33	35	40	40	40	40						
Silver Sneakers	183	187	192	195	196	194						
Staff	36	38	39	37	35	37						
TOTAL	3615	3645	3647	3596	3539	3535	0	0	0	0	0	0

PUNCH CARDS

	<u>Jan-26</u>	<u>Feb-26</u>	<u>Mar-26</u>	<u>Apr-26</u>	<u>May-26</u>	<u>Jun-26</u>	<u>Jul-26</u>	<u>Aug-26</u>	<u>Sep-26</u>	<u>Oct-26</u>	<u>Nov-26</u>	<u>Dec-26</u>
10 Visit Punch Pass - Aquatics	41	42	41	42	40	35						
10 Visit Punch Pass - Fitness	26	29	26	28	26	26						
10 Visit Punch Pass - SilverSneakers	9	7	9	10	8	9						
20 Visit Punch Pass - Aquatics-SUMMER					0	15						
20 Visit Punch Pass - Fitness-SUMMER					2	10						
<u>TOTAL</u>	76	78	76	80	76	95	0	0	0	0	0	0

DAILY USERS

	<u>Jan-26</u>	<u>Feb-26</u>	<u>Mar-26</u>	<u>Apr-26</u>	<u>May-26</u>	<u>Jun-26</u>	<u>Jul-26</u>	<u>Aug-26</u>	<u>Sep-26</u>	<u>Oct-26</u>	<u>Nov-26</u>	<u>Dec-26</u>
Aquatic	862	796	1017	689	243	161						
Fitness	69	69	107	62	72	51						
Gymnasium	295	274	397	176	60	103						
Walking Track	122	58	59	56	23	9						
<u>TOTAL</u>	1348	1197	1580	983	398	324	0	0	0	0	0	0

Fitness Challenge included -2/W-26

DAILY SWIPES

	<u>Jan-26</u>	<u>Feb-26</u>	<u>Mar-26</u>	<u>Apr-26</u>	<u>May-26</u>	<u>Jun-26</u>	<u>Jul-26</u>	<u>Aug-26</u>	<u>Sep-26</u>	<u>Oct-26</u>	<u>Nov-26</u>	<u>Dec-26</u>
	7558	6905	6796	6177	4397	5270						
<u>24/7 DAILY USERS</u>	737	543	702	664	734	596						
<u>TOTAL</u>	8295	7448	7498	6841	5131	5866	0	0	0	0	0	0

SIMULATORS (Paid Users)

	<u>Jan-26</u>	<u>Feb-26</u>	<u>Mar-26</u>	<u>Apr-26</u>	<u>May-26</u>	<u>Jun-26</u>	<u>Jul-26</u>	<u>Aug-26</u>	<u>Sep-26</u>	<u>Oct-26</u>	<u>Nov-26</u>	<u>Dec-26</u>
Simulator-Golf / 1 hour	103	76	112	53	8	16						
Simulator-Shooting / 1 hour	2	2	3	2	0	0						
1 hr / 5 Visit Punch Card	0	0	0	0	0	0						
<u>TOTAL</u>	105	78	115	55	8	16	0	0	0	0	0	0

AQUATIC CLASSES

	<u>Jan-26</u>	<u>Feb-26</u>	<u>Mar-26</u>	<u>Apr-26</u>	<u>May-26</u>	<u>Jun-26</u>	<u>Jul-26</u>	<u>Aug-26</u>	<u>Sep-26</u>	<u>Oct-26</u>	<u>Nov-26</u>	<u>Dec-26</u>
Aqua Joints-M/W/F	15	16	16	17	16	12						92
Easy Moving-T/H	8	10	8	8	7	7						48
Water Fitness-T/TH	21	22	17	16	16	19						111
Slash Down to Refresh-W	6	6	6	5	5	5						33
Pure Aqua Aerobics-M/W	16	16	13	17	10	6						78
Aqua Shock	xx	xx	xx	xx	xx	9						9
	66	70	60	63	54	58						

HomeSchool Swim			5	2
Tot Time			58	27

24/7 Fitness Fob Access Fee Proposal

Due to rising operational and technology costs associated with maintaining 24/7 facility access at the TAG Center, I would like to propose an adjustment to our 24/7 fitness fob pricing structure.

Proposed Fee Structure

- **New 24/7 Access Fob:** \$20
- **Fob Renewal or Reactivation:** \$10

Current Operational Costs

The TAG Center continues to experience increasing expenses related to operating and maintaining the 24/7 access program, including:

- Each physical access fob currently costs approximately **\$9.45** to purchase
- Annual costs for the Martin Systems security and access control software system total approximately **\$6,000 per year**
- Additional utility expenses include lighting, televisions, and general facility operations during unmanned hours

Purpose of the Adjustment

This proposed fee adjustment is intended to:

- Help offset rising operational and technology costs
- Maintain a secure and reliable 24/7 access system
- Continue providing convenient extended-hour fitness access for members
- Keep renewal costs affordable for existing users while covering the higher cost of issuing new fobs

This proposal keeps renewal/reactivation fees relatively low for current users while ensuring new access fobs better reflect the actual cost of equipment and system maintenance.