



May 8, 2018

Executive Director's Report for the Annual Meeting

This year is our YMCA's 150th in Cortland. March 17, 1868 was our birthday and this year on March 17th we celebrated with an Open House complete with cake and candles. The year will be full with 150th Anniversary events and celebrations.

This past year we have focused on program improvement and accessibility projects. Our aquatic and gymnastics programs continue to grow and thrive under the guidance of dedicated staff and volunteers. We had a concern about our basketball programs with some long-time leaders moving on, but our winter leagues and youth basketball programs showed good participation and good recovery from the fall programs.

Our Youth and Government program remains strong and has begun meeting at the Homer High School due to space conflicts here in the YMCA. Look for an article soon in the Cortland Standard about the history of Youth and Government here in Cortland and their many successes.

Our Koei Kan Karate program is also seeing some growth and new energy with a recent visit from one of the program founders – Pamela Bellott, and advanced level black belt testing for several of our leaders.

On the accessibility front, our senior staff participated in training through SUNY Cortland's Inclusive Recreation Resource Center to complete a Youth Inclusion Project. Besides the on-line and classroom training, we had a deliverable of an Inclusion Action Plan and a mentor available to help with implementation. All of this was a supplement to the Accessibility Grant projects funded by the Cortland Community Foundation that we have working on completing.

I'm sure you have all noticed the new entrance ramp at the front of our building. It provides a much safer and more welcoming access to our front doors, which now have automatic openers. Those features along with a new

pool lift, changes to the bathrooms on our main floor, and creation of a fitness area in our Community Room make the main floor of our YMCA fully accessible. Our efforts were recognized by being named an Inclusion Champion at the NYS Parks & Recreation Society conference in Syracuse.

Looking forward, we have chosen to focus this year's efforts on the membership side of our association. With ever-increasing pressure from the cost of operations, we recognize the need to increase revenue from membership, primarily through increasing the number of members. There are several new features that we are implementing later this month that will increase the value, and reduce the cost for our members. Three new features include: Nationwide Membership, the Membership Referral program, and Membership For All.

Nationwide Membership is an enhancement to our local membership that allows our full-privilege members to have full membership privileges at all participating Ys across the US. (97.5% of 2,700 Y's currently participate.) Simply show your Y card at the Y's Member Service Desk for full access.

Membership Referral means that if you refer a new member to our Y, both you and the new member will receive a reduction in your membership dues. Multiple referrals don't increase the reduction, but they do further guarantee your participation.

Membership For All is a new implementation of our financial assistance program. It will reduce the turn-around time for granting membership at a reduced rate for those with financial need. Hopefully, it will make Y membership a possibility for a larger part of our community.

To close, we continue to implement the 2015 Strategic Plan and its frames for action for growth of our healthy-living options and adapting our programs and services to the changing community demographics to ensure maximum impact. It is time to update the Strategic Plan for 2018 and continue to build on our commitment to serving our community from our downtown location. We look forward to making membership for all a reality for the families of Cortland County.