

River Cities

Community Pool Association

Summer Newsletter June 2025

Continuing the RCCPA Tradition of Excellence – A Leadership Update

At the River Cities Community Pool Association (RCCPA), we are proud of our strong tradition of quality programming, responsive service, and a deep commitment to our community. That tradition continues as we share an important update about our leadership—one that brings both continuity and excitement for the future.

RCCPA Board of Directors is pleased to announce that **Alex Shaw** has been named our new Executive Director. As many of you know, the Shaw family has been part of RCCPA for a very long time. With Alex stepping into this role, we're thrilled to continue building on that legacy of service, dedication, and community connection.

Alex brings great energy, a strong work ethic, and a passion for health and learning to the role. He is a certified personal trainer, a college student pursuing a Bachelor's degree in Exercise Science and Health preparing for a career in education, and someone who has been engaged with RCCPA operations for years—as an employee, swim instructor, and familiar face around the facility.

You'll see Alex in and around the building—**teaching classes, lifeguarding, working the front desk, or in his office near the gym**. Be sure to say hello and give him a warm RCCPA welcome! You can reach him via email at [**rccpdirector@gmail.com**](mailto:rccpdirector@gmail.com) or call at **715-330-8908**.

We also want to express our deep appreciation to **Jessie Shaw** for her outstanding leadership as Executive Director over the past several years. Her energy, creativity, and tireless advocacy helped strengthen RCCPA in every way. The good news? Jessie isn't going anywhere! She will continue teaching classes, providing lifeguard coverage as needed, and returning to her former responsibilities in bookkeeping and behind-the-scenes support.

Even more importantly, Jessie will serve as a mentor to Alex during this transition. Together, they'll ensure that day-to-day operations remain smooth and that the mission, values, and quality our members expect continue without interruption.

In short: Nothing is changing—except that we are welcoming a new Shaw into the leadership role.

Thank you for your continued support of RCCPA. We are excited for what's ahead and grateful for the opportunity to grow while staying grounded in the people and values that make RCCPA special.




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RCCPA Member Update: YMCA Acquisition & What It Means for You

As many of you know, the YMCA has received County approval to acquire the UW Marinette Fieldhouse. We want to provide a quick update on what this means for RCCPA:

-  Our lease has been renewed for another year, so RCCPA operations, programs, and staffing will continue unchanged.
-  We maintain a strong working relationship with the YMCA, and we're in regular communication as they plan next steps.
-  If a transition does occur, RCCPA is committed to making sure member needs are respected and a clear, smooth transition plan is shared in advance.

Although the County has approved the YMCA's plan to acquire the UW Marinette Fieldhouse, several important steps must be completed within the next 12 months in order for the move to happen:

1. **Raise a Minimum of \$4 Million:** The YMCA must launch and complete a capital campaign to raise at least \$4 million from community donors, foundations, and partners.
2. **Secure a \$500,000 UW System Grant:** An additional \$500,000 in funding must be secured from the University of Wisconsin System, designated specifically to support this project.
3. **Obtain All Necessary Zoning Approvals:** Before any renovation or move can happen, the Y must get local zoning approvals for the new site to ensure it meets all legal and operational requirements.

The **RCCPA Executive Director and Board of Directors** committed to staying in close communication with YMCA leadership and keeping our members informed every step of the way.

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Summer Hours Are Here at RCCPA!

We're in full swing with our summer schedule—and there's something for everyone! Whether you're swimming laps, joining a class, or enjoying open gym time, RCCPA is the place to be this summer.

 The pool is open for fitness, fun, and relaxation.

 The gym is available for pickleball, basketball, and community events—check the calendar for details!

Our fabulous team of instructors is here to guide, encourage, and make every visit great. And we're especially excited to welcome back Dee Dee Thull, RCCPA's very first executive director, who's back teaching this summer! Dee Dee is a longtime favorite who truly loves our members and community.

 See the summer schedule on our website – and remember, it's subject to change, so check back often!

 Want real-time updates?

Sign up for text alerts by texting RCCP3 to 84483 to stay informed about weather-related pool closures and schedule changes.

Come dive in, shoot some hoops, or paddle into fun—we can't wait to see you this summer at RCCPA!