

**Germantown Athletic Club Advisory Commission  
Minutes**

**Tuesday – October 2, 2012  
Great Hall – Conference Center**

**Members Present:** Chairman Garth Thompson, Mr. Bill Erskine, Mrs. Dee Dee Dunehew, Mr. Jim Hastings, Mrs. Kristin New, and Mr. Ron Rossman

**Members Absent:** Alderman Ernest Chism, Mr. Ron Fittes, Mrs. Kelly Nanney Mr. Joe Denton, and Mr. Rick Wolbrecht

**City Staff Present:** Mr. Phil Rogers, Mrs. Carrie Corbett, Mr. Curt Cromis and Ms. Debbie Powers

**Call to Order**

Chairman Garth Thompson called the October 2, 2012 meeting to order. The meeting was held in the Great Hall.

**Approval of the Minutes**

Chairman Garth Thompson asked for a motion to approve the minutes. Motion to approve the August Revised minutes was made by Mrs. Kristin New and seconded by Mr. Bill Erskine and all were in favor.

## **Club Report:**

Mr. Rogers opened the meeting discussing the Malcolm Baldrige Quality National Award the City has been preparing for, and the process of applying and receiving the award. He explained the City of Germantown is currently applying for the Tennessee Center for Performance Excellence, Level 4 Quality Award, which if we receive, will make us eligible for the Malcolm Baldrige Quality Award. In the Private Industry places like FedEx have received this quality award. But only one other City has received the award of excellence, and that was the City of Coral Springs, Florida. Mr. Lawton and the City of Germantown's Administration would like to be the second City to win this national achievement award.

Mr. Rogers also reported that the new handicap doors were installed, and he has been working with the manufacturer's representative tweaking the timing, of the opening and closing of the doors.

Mr. Rogers noted that the Swim Team's organization is donating a new digital scoreboard for the pool area, and it should be up in the next few weeks.

Mr. Rogers reported that the numbers on the Club profit for FY12 is up to approximately \$147,000.00, and in the final stages of the financial adjustments, and could be more. Commission Members asked about the Summer Memberships and retentions. Mr. Rogers responded that our retention from Summer Memberships was up compared to last year. The Club offered the summer members who wanted to keep their membership, to start their billing at the beginning of October.

Mr. Rogers noted that the vendor for our equipment and spin bikes has donated a Spin bike to the Club for a promotional give away.

Mr. Rogers asked for volunteers from the Commission Members for our upcoming Gobble Wobble 5K event on November 4. He added the 5K will be a chip timed race this year, and the Club expects over 500 participants. This event is growing every year, and the proceeds are donated to Baptist Rehab.

Mr. Rogers explained the new ways the Club is working on retaining new memberships; He writes personal thank you notes, Ms. Boyd our Membership Sales Advisor follows up with a 7 day letter, Mrs. LaRusso's staff follows up with offering a free fitness consultation, and after 30 days a follow up Constant Contact Survey, in which, the Club is receiving very good feedback.

Mr. Rossman commented that it sounds like we are getting back to customer service, and asked if there was a plan to offer anything in lieu of the funding, the Club lost this year for upgrades. He asked about the small group personal training programs, staff had discussed with the upgrades.

Mr. Rogers responded that his emphasis on customer service has always been the same; it's at the forefront of his planning, regardless of renovations. His response to the second question was no, at this time he is not planning anything in lieu of the loss of funding for renovations. Mr. Rogers added that he and Amy LaRusso are looking at group training, but floor space and noise are still an issue. He is looking at optional space, he's not sure where or how, without taking away some of the current fitness equipment on the floor now. Mr. Rogers added he is always looking at options, he doesn't want to lose revenue, and he's not going to shoot himself in the foot by not trying to stay ahead of the curve, just because of lost funding.

Mr. Cromis asked Mr. Rogers to explain to the group about his ongoing cleanliness project.

Mr. Rogers responded that he is in a group called Six Sigma, a quality improvement process group. He is currently working on his Green Belt with Six Sigma, and his core process is Quality Improvement in Cleanliness. He added he loves this process, because of the data and numbers involved. Mr. Rogers explained how he and other staff have been rating the entire club, by measuring the cleanliness at different times of the day for the past four months. This all comes back to the City, looking to save money with contracted cleaning services, and the data he is gathering in the Six Sigma program has helped him with setting guidelines on what the Club expects. Mr. Rogers stated that the City currently has bids out for contracting cleaning services, and last week he led a walkthrough of the Club with the interested bidders. Also he has written the specs and guidelines of what he expects out of his cleaning people. Mr. Rogers stated his personal expectations for the Club is very high, and keeping In-house employee cleaning staff is still an option. He hopes to gain his own separate cleaning staff that will be available to the Club at any time.

In response to Mr. Rogers' statement, members of the Commission added their suggestions for things they have seen in the Club, which could use more attentive cleaning. Mr. Rogers took note, and responded that the cleaning staff working for the City does not have the man power to do everything needed, and that he and his staff take responsibility for many of the cleaning needs. He stated we are still cleaner than most facilities.

**Adjournment:**

Meeting Adjourned