

Germantown Athletic Club Advisory Commission Minutes

**Wednesday November 7, 2012
Great Hall – Conference Center**

Members Present: Chairman Garth Thompson, Mr. Ron Fittes, Mrs. Dee Dee Dunehew, Mr. Jim Hastings, Mrs. Kelly Nanney, and Mr. Rick Wolbrecht

Members Absent: Alderman Ernest Chism, Mr. Bill Erskine, Mrs. Kristin New, Mr. Joe Denton, and Mr. Ron Rossman

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

Call to Order

Chairman Garth Thompson called the November 7, 2012 meeting to order. The meeting was held in the Administrative Conference room at City Hall.

Approval of the Minutes

Chairman Garth Thompson asked for a motion to approve the minutes. Motion to approve the October minutes was made by Mrs. Dee Dee Dunehew and seconded by Mr. Jim Hastings and all were in favor.

Chairman Thompson opened the Commission meeting reminding the members this would be the last commission meeting for the year, and asked if everyone had completed their paperwork who wanted to serve on the commission next year.

Club Report:

Mr. Rogers opened club reports discussing ideas he has presented to H.R. on implementing hiring city employees for group personal training. He displayed in a power point presentation, FY12 Revenue for the Club, how Membership Sales represented 81% of our revenue, Other Sales represented 12%, and Personal Training Sales represented 7%. He stated as an Enterprise Fund, we need to be financially independent, and the City expects the Club to stay in the black. With that said; he is looking at changes, because there are only so many times the Club can turn over memberships, and the building can only service so many members. Mr. Rogers said the Club needs to be more solution based; we are in an industry to help people, so how do we get there? We have to add to our sales; by increased value and diverse income. He explained that the Club has a diverse population, the majority in the ages of 35 – 55 or under the age of 20, and he believes this is important to know.

Mr. Rogers said when we look at personal training one-on-one, some people perceive it as for the elite, but there are a lot of people who do not like one-on-one personal training. One-on-one personal training has only a 2% penetration nationwide. In moving forward, the Club is looking at Group Team training. He stated currently the Club offers contracted one-on-one session based personal training. He is proposing Group Team Training; which will be club employees with an EFT base and a group dynamic. Mr. Rogers showed an example of a club in California with group training that takes place every hour on the hour. He added there are gyms in Nashville and now at Desoto Athletic Club, that are offering group training and slowly building their revenue. In comparison personal training is lost revenue: when we have a contractor turnover, because the relationship is with the contractor, not with the Club. Mr. Rogers explained the staff is planning to hire a full time Fitness Assessor Training Manager, who will program and standardize the training workout with fitness coaches. He explained members will pay a set monthly fee, for a group training package, and the members can attend as many classes as they want in a month. The Club will offer 3 different group training packages:

- Fundamental which will train up to 10 people the basic introductions for proper workout.
- Small Group training for up to 4 members.
- Team Training for up to 12 members working out at a time.

Mr. Rogers added this will not affect the contracted trainers on staff now, unless they want to transfer over to be an employee of the City, but these are part time positions. He explained the Club is not taking away anything currently offered; this will be an additional amenity of the Club. Mr. Rogers stated this is a change that will take time to implement; because of the multiple pay rates, and scheduling, the Club has just received the approval from H.R. to hire employees, and have them certified for group personal training. He said he is hoping to get everyone excited about this program, and plans to promote by giving all new members and current members, a 1 time thirty-day trial offer of group training.

Cleaning:

Mr. Rogers reported the bids for housekeeping are in, and with the needs of the Club, the bids came back very high. He said that after looking at the bids for housekeeping, Mr. Lawton and I have determined the Club will hire In-house cleaning staff to handle our needs. These people will be full time city employees; with staggered shifts to cover a 16 hour day, with the assistance of the facility representatives we have now. Mr. Rogers explained the Club sub-contracts-out carpet cleaning and large projects, and that will continue. Also the maintenance in the building will not be affected by the change in housecleaning.

Adjournment:

Meeting Adjourned