

Germantown Athletic Club Advisory Commission Minutes

**Wednesday, January 7, 2015 – 6:00 pm
Great Hall & Conference Center**

Members Present: Chairman Ric Wolbrecht, Mr. Frank Baker, Mr. Ron Fittes, Mr. Doug Geyer, Mr. Clint Hardin, Mr. Jim Hastings, Mr. Jason Herrington, Mrs. Kristin New, Mr. Garth Thompson, and Alderman Forest Owens

Members Absent: Mr. Jason Orman

City Staff Present: Mr. Phil Rogers, Mr. Curt Cromis, Mrs. Amy LaRusso, Ms. Leala McLaughlin, and Mrs. Debbie Powers

Guest: Mayor Palazzolo

Call to Order

Chairman Ric Wolbrecht called the January 7, 2015 meeting to order. It was held in the Conference Room at the Great Hall.

Approval of the Minutes

Chairman Ric Wolbrecht asked for a motion to approve the November minutes. Motion to approve the minutes was made by Mr. Ron Fittes and seconded by Mr. Garth Thompson. All were in favor.

Chairman Wolbrecht opened the Commission meeting introducing Alderman Forest Owens, the Clubs new Alderman liaison. Chairman Wolbrecht asked the members of the Commission if they all had received, and signed their Code of Conduct for the City. He then introduced Mayor Palazzolo to the Commission Members, at which time he turned the floor over to Mayor Palazzolo to explain the Code of Conduct and Ethics for the City.

Mayor Palazzolo welcomed all the returning and new members of the Commission. He noted he had the privilege of serving on this Commission for several years. Furthermore he explained to Alderman Owens, as Commission liaison, that the Club has a certain rite of passage and obligation in May, when the Chill n Grill takes place.

Mayor Palazzolo said getting back to business, that the City has about 20 different Commissions, consisting of about 200 volunteer citizens, working with, and advising the Board of Mayor and Alderman. The Mayor thanked the Commission Members for their hard work, and explained they represent the Club. He asked them to read the Code of Conduct and Ethics, review, and sign; additionally to remember the important three D's of NO's in conduct: it is important not to Deliberate, Discuss and Decide on a decision outside of the Commission meetings.

Chairman Wolbrecht stated that the Commission will meet every other month, for the first six months, and will re-assess the need to meet more than every other month later in the year. He added the Club had its best year ever in revenue last year.

Club Report:

Mr. Rogers opened Club reports giving a brief history of the Club for the new members. He explained the Club is celebrating its 25th Anniversary this year, opening February 19, 1990. He shared some of the plans and brochures that staff have been working on along with a power point of key interest:

SELFIE:

- Club Amenities
- History of the Club – 25th Anniversary
- 2007- identified as a separate entity from the Parks Department
- Remained separate Enterprise Fund entity of the City
- The Club's net profits are invested back into the Club, and has reimbursed the General Fund

MEMBERSHIPS:

- Mr. Rogers had a slide showing the breakdown of the various membership demographics

MISSION STATEMENT:

- All aspects of health and wellness
- Sense of Community
- Sustainability - Triple bottom line; Social, Economic, and Environmental

The mission statement of the Germantown Athletic Club states: We believe a strong family and community begin with a central place that fosters relationships and improves the health and quality of life for every member.

Mr. Rogers touched on statistics of why clubs fail; the importance of being competitive in the fitness industry, and the Club's plans to succeed.

MOST IMPORTANT ASPECT TO THE CLUB: Helping members reach their personal goals

- Retention
 - Getting members grounded in the facility
 - Never reached goals for members – offering consultations
 - Getting members tied into classes and affordable personal training
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- Customer Service
 - Proactive in getting to know members on a personal level
 - More management presence on the floor
 - Customer service education and training for employees

BORED WITH CLUB OFFERINGS:

- Club goal is to be ever changing and competitive in the fitness industry
- Educate members who need help in fitness and nutrition
- Importance of the Club keeping up with the Jones (competition)

MEMBERS NOT GROUNDED IN FIRST 30 DAYS:

- Club goal is to retain new members by personal connections, and 30 day follow up
- Asking questions to help members reach the goals that brought them into the Club

SATISFACTION SURVEY RESULTS:

- Members' survey reports for the Club indicate member satisfaction response is on the rise

NO RE- INVESTMENT BACK INTO THE CLUB:

- The club is investing back into the club
 - Renovations
 - New equipment
 - Updated programs and fitness classes

RETENTION KEYS:

- Staff addressing concerns and problems professionally
- Recognizing that a customer is not always right; but should be heard and understood..

Revenue Report:

Mr. Rogers shared a comparison report of the Club's revenue since FY07 through FY14 and the strides in progress the Club has made. He explained the reports are actual budget for the last 7 years, and how the Club went from a deficit to a net profit of \$795,000.

Open Discussion:

The members asked about areas of revenue other than the membership base, and Mr. Rogers explained the Club is always exploring multiple profit centers of revenue for example: leasing out space for a snack bar/smoothie bar, rentals, personal training, pro-shop clothing, supplements and various items.

There were questions about expanding the pro-shop area. Mayor Palazzolo asked about the inventory control and how often the club updates the pro-shop. Mr. Rogers responded we definitely recognize when the inventory is down, and he explained Mrs. LaRusso is overseeing the pro-shop area and how it is very successful. There were questions about surrounding competition and their membership ratios' compared to ours. Mr. Rogers explained that the Jewish Community Center and Life Time are the two key competitors, and it is hard to gauge why people choose those facilities over the Club, because of the differences between the facilities. The members asked staff when the members could expect the renovations to begin. Mr. Rogers said he really doesn't have a date, because the Club is still in the permitting and approval process. The Commission Members agreed the members are very excited about the renovations.

Mr. Rogers introduced Leala McLaughlin, the Club's newest staff and Youth Coordinator. He added with the changing demographics in Germantown, he felt the need for a youth coordinator to head up the expansion in the children's area.

Mrs. McLaughlin introduced herself and shared her prior experience and education in recreation for youth and family programming. She explained she will oversee programs for summer camps, child care, and youth programs. Mrs. McLaughlin stated she is in the process of sending out a survey focusing on customer needs, wants, and ways to improve in the children's area. She added she is implementing new processes, policies, and programs, providing staff training and giving a little TLC to the children's area because they are customers too.

Adjournment:
Meeting Adjourned