

**Germantown Athletic Club Advisory Commission
Minutes**

**Wednesday, January 4, 2017 – 6:00 pm
Great Hall & Conference Center**

- Members Present:** Chairman Ric Wolbrecht, Mr. Frank Baker, Mr. Justin Buck, Mr. Jim Hastings, Mr. Jason Herrington, Mr. Jason Orman, Mr. Ronald Poll, Mr. Albert Pope and Alderman Dean Massey
- Members Absent:** Mr. Keith James
- City Staff Present:** Mr. Phil Rogers, Mrs. Amy LaRusso, Mr. Curt Cromis, and Mrs. Debbie Powers
- Guest:** None

Call to Order

Chairman Ric Wolbrecht called the January 4, 2017 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. Jim Hastings and seconded by Mr. Frank Baker. All were in favor.

Introductions:

Chairman Wolbrecht opened the meeting welcoming the new Commission Members; next he introduced Alderman Dean Massey and asked to take a moment for brief introductions. He also shared on PowerPoint a brief financial history of the Club over the past 7 years.

Club Overview:

Mr. Rogers opened Club reports giving a brief history of the Club for the new members.

SELFIE:

- Club Amenities
- History of the Club – 25th Anniversary in 2016
- 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

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
- 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

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.
- Attitude 101 “Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude”. Thomas Jefferson

2017 – A look ahead:

- Budget
- New equipment lease
- Dues increase
- Future phases on renovation

Open Discussion:

Members discussed with Mr. Rogers upcoming focus group for making decisions on the new equipment lease.

Adjournment:

Meeting Adjourned