

# **Germantown Athletic Club Advisory Commission Minutes**

**Wednesday October 3, 2018 – 6:00 pm  
Conference room**

**Members Present:** Acting Chairman Jim Hastings, Mr. Frank Baker, Mr. Dana Driver, Mr. Charles Hurst and Mr. Jason Orman

**Members Absent:** Chairman Ric Wolbrecht, Mr. David Cashbaugh, Mr. Jason Herrington and Alderman Massey

**City Staff Present:** Mr. Phil Rogers, Mrs. Amy LaRusso and Mrs. Debbie Powers

**Guest:** None

## **Call to Order**

Acting Chairman Jim Hastings called the October 3, 2018 meeting to order. It was held in the Conference room at the Club.

## **Approval of the Minutes**

Acting Chairman Jim Hastings asked for a motion to approve the August 1, 2018 minutes as presented. Mr. Dana Driver motioned to approve and Mr. Frank Baker seconded and motion passed.

## Club Updates:

Mr. Rogers opened the updates discussing the Club winning first place in the Commercial Appeal for best athletic club and second place with the Memphis Flyer for best athletic club. Everyone applauded kudos to the Club and the members who think and voted for the club being the best. In response to comments he said the staff is working on the Club social media presence.

Mrs. LaRusso commented that we have a good many email addresses that are bouncing back, so staff has been asking those members to update their emails. She added staff updated 125 email addresses in September. Mr. Rogers responded to a comment on being bombarded with too many emails, that when members update their information and indicate the areas of interest in the facility, that staff will only contact them pertaining to their areas of interest. He added we are in the electronic age, postage is expensive and members have the option of opting out.

In the pool area Mr. Rogers commented that staff has installed signage for the men's locker room and staff will be closing the indoor pool for a couple days to make repairs to the pool liner.

Mrs. LaRusso discussed the upcoming fall programming:

- FPT testing in the cycle room
- October 27th is the Super Saturday fitness class
- Children's fall break camp is the week of October 8 - 12
- Life Guarding Class
- Senior Expo November 1st
- Thanksgiving Invitational Swim Meet
- Staff is asking members to take selfie's working out and tag the Club on Face book or Instagram #gaclife

Mr. Rogers asked how many knew about the Net Promoter scores. He explained the Net Promoter score is actually a one question survey of how likely you would refer the particular business in our case the Athletic Club to a friend. He went on to share how the Club has purchased the software that can be used to survey members at various times for a Net Promoter score satisfaction. Mr. Rogers stated staff has already sent out two separate surveys to random members to score their satisfaction. He said the Club scored 73% compared to the industry bench mark of 48%. Mr. Rogers stated he was very happy with those numbers and staff is following up with members who scored less than a 9 or 10 to see what staff can do to bring their scores up. He added that members will only receive this up to four times a year, and that is why staff is working on updating the email addresses and areas of club usage. He added the survey is broken down into three categories: Promoters, Passives or Detractors. Detractors are members who score less than 7 out of 10. Mr. Rogers said this software allows staff to gage customer satisfaction on a consistent basis. He said staff's goal is a loyalty ship. The Commission members said they have already heard from members about staff responding to their surveys and they were impressed that someone followed up. Mr. Rogers added there is another component to this software called connect. He said hopefully we will get to a point where we can #tag groups who sign up for specific feeds, and members will only receive emails on those interest. He said many organizations are using this Net Promoter score and staff is excited about using it. Mr. Rogers added our scores indicate member satisfaction is much higher, and support the better athletic club in Memphis vote.

**Projects:**

- Security Cameras for the building on the Agenda for the November BMA
  - Co-op Government pricing , requiring no bids
  - Approximate 50 cameras and PA system
- Phase IV Club Renovations
  - Meeting with engineers for timeline discussions - after the first of the year for renovations
- Re-Branding
  - New logo for signage and social media marketing

Mr. Rogers responded to questions about adding cameras in the parking lot, he explained he needs power in the parking lot and when the lighting in the parking lot is replaced in the coming year that will allow him to add cameras in the parking lot.

Mrs. LaRusso discussed the re-branding and working with procurement, once she has some options available she will share with the Commission members. In response to a question about the re-branding, Mr. Rogers said the signage out front is more cosmetic and this will pertain to the cafe for logo's and branding the cafe and the feel the Club wants to have. He added the rebranding will be part of our social media.

In closing Mr. Rogers reminded the members of the commission the Mayors Appreciation Dinner on Thursday November 8th will replace our November meeting. He added if more information comes available on the re-branding staff will contact them about scheduling a taskforce meeting. Mr. Rogers also reminded the members if they wanted to re-apply for the Commission their application are due before November 30th. The Commission will not meet in December unless there is a taskforce meeting scheduled.

**Adjournment:**

Meeting adjourned