

Germantown Athletic Club Advisory Commission
Minutes
Tuesday – March 2, 2010

Members Present: Chairman Stephen Wilensky, Alderman Chism, Mr. Rob Ayerst, Ms. Dee Dee Duneheew, Mr. Bill Erskine, Mr. Clint Hardin, Ms. Laura Jaggar, Mr. Paul Mosteller, Mrs. Teresa Rando, Mr. Garth Thompson and Mr. Larry Williams

Members Absent: None

City Staff Present: Mr. Patrick Lawton, Ms Danelle Toole, Mr. Curt Cromis, Ms. Scarlet Jones and Ms. Debbie Powers

Guest: Mr. Anthony House
Mr. Pat Keadle
Mr. Rick Johnson

Call to Order

Chairman Stephen Wilensky called the March 2, 2010 meeting to order. The meeting was held in the Great Hall Media room.

Approval of the Minutes

Chairman Stephen Wilensky asked for a motion to approve the minutes. Motion to approve the February minutes was made by Mr. Hardin and seconded by Mr. Thompson and all were in favor.

Club Reports

Curt Cromis opened the meeting explaining the charts on Operating Revenue and Expenses for the Club year to date. Looking at our total revenue compared to last year, he expects to exceed the three million earned last year, but we will be negatively impacted by the shortfalls in the pool area and membership fees.

Membership Revenue which consists of membership fees, daily fees, and application fees, are above last year's revenue, but he doesn't expect to achieve our budget for this year. He added it's hard to determine the shortfall for this year. Next we have the Aquatics Revenue which reflects a shortfall, but there are two receipts from swim meets that are not included in these numbers and once they are included we should be nearer to last year's revenue. Staff is making efforts to bring Aquatics back on track. Next we have Personal Training which has been tracking consistently for the last several months. As of January to date we are ahead of last year.

Curt thanked Danelle for managing our expenses for the year. The numbers on the expense report are very close to last year and we will be well within our budget in both recreation and aquatics, up only marginally compared to last year. He believes those trends will continue through the year. Mr. Lawton asked for clarification if the Club is still below budget in the recreation expenses. Curt agreed and said that he expects to continue below budget.

Scarlet explained her reports on memberships for February. Compared to January, we gained 482 new members, but out of 648 expiring members we retained 379 bringing our total membership count increase to 213 for the month of February. Mr. Hardin clarified this report does not include the Silver Sneakers' members, but Curt's revenue report does include the Silver Sneakers Group. Staff agreed and Danelle added that the Silver Sneakers Group revenue generates about \$2,700.00 to \$3,000.00 a month.

Scarlet shared plans for marketing in the recent months. We recently had a Daddy Daughter Dance held in the Great Hall, also staff attended and had a booth at two Memphis Basketball games handing out pompoms and contact information for the Club.

Scarlet added that on February 27 the Club was a silver sponsor of the 2010 Move it Memphis 10k held downtown that had over 700 participants. Our Club trainers led the warm ups, she spoke at the awards ceremony, and the race packets pick up point was at the Club with our brochures in each packet, and staff handed out water at the race.

The Club will be participating in the Grand Opening event of Breakaways Athletic store in Germantown in March. Also the Club offered a special on the application fee the week of February 14 -20 where members could bring a guest for free and we gained 95 new members, we advertised this event through email, e-motion and indoor signage, following up with phone calls. In the coming weeks we will have advertisements on the grocery dividers at the Schnuck's stores located at Farmington and Forest Hill Irene.

Danelle explained she is working with Laura Jaggar on a timeline for the Kid's Klub area, from the recommendations made by Thinkwell and the focus groups. They hope to have some information for the members soon.

Germantown Entrance/Great Hall Taskforce

Teresa Rando who is a member of the Taskforce and the Athletic Club Commission presented a power point presentation for the Great Hall Area and the proposals they have taken to the Board of Mayor and Alderman.

Teresa mentioned the areas of concentration the Taskforce focused on:

- Administration
- Sales
- Marketing
- Catering
- Physical Plant

Anthony House with Chick-Fil-A representing the taskforce was here to discuss the marketing of the Great Hall. He touched on suggestions for marketing;

1. Improving the Product line first
2. Branding the Great Hall Logo / outer and inner unified presence with it.
3. Marketing
4. Increasing the budget

Ms. Rando recapped some of the recommendations made, such as, in catering, relocating the kitchen and adding a larger kitchen area. She discussed the area of Physical Plant that she was assigned to, which included adding parking spaces, adding possibly a fountain out front to create movement and give a visual from the street and possibly renaming the street coming into our parking lot. Ms. Rando discussed creating a sitting area outdoors for weddings and receptions, updating the lobby to make it more inviting or cachet for the event. She discussed making changes in the housekeeping area, possibly by outsourcing.

Mr. Lawton, City Administrator added the City has already approved looking at competitive bids for outsourcing the cleaning of the entire building, starting a commission for the Great Hall and they have also approved taking sealed proposals for Marketing.

Ms. Rando added that the Taskforce members had been very considerate of the other facilities in the building when making suggestions, and how their suggestions might impact these facilities. She added that they had discussed possibly closing the Germantown Entrance doors to the Athletic Club when construction and upgrades started in the Great Hall Area.

Chairman Wilensky thanked Ms. Rando and Anthony House for their time, creativity, organization and passion they displayed in the presentation. He asked what timelines they are looking at and what funds are available for these changes.

Ms. Rando replied they hope the Commission created will guide the process and timelines for the improvements. A lot is still to be determined, the marketing firm has been approved and they will hopefully have a plan in place this fiscal year, but it is unlikely they will be able to implement anything with the budget they have left of this year.

Patrick agreed the Board had already authorized the funds for marketing. He did ask about the closing of the Germantown Entrance to the Athletic Club and staff working that out.

Ms. Rando again stated the Taskforce is very considerate of the other facilities in the building, and they had discussed when construction of the parking lot begins may be a good time to close the doors.

Chairman Wilensky asked members who had questions and comments to hold them until after the meeting for Teresa concerning the Great Hall, also with nothing on the agenda for motions or decisions tonight to move on to other issues and business. Members and staff discussed previous concerns for the trash bins and extra seating in the Sauna area and maintenance on the air handlers. Danelle responded that we have quotes on the trash lids, the size of the Sauna has been put to rest, but she will look at possibly putting another bench in the Sauna area and the air handlers have been installed.

Adjournment:

Meeting Adjourned

