

**Germantown Athletic Club Advisory Commission**  
**Minutes**  
**Wednesday – January 6, 2021 - 6:00 pm**  
**Virtual**

**Members Present:** Chairman Ric Wolbrecht, Mr. Frank Baker, Mr. Dana Driver, Ms. Kristina Garner, Mr. Charles Hurst, Mr. Frank Lamanna, Ms. Gizelle Motley, Ms. Sylvia Poll and Alderman Brian Ueleke

**Members Absent:** Mr. Richard Bernstein

**City Staff Present:** Mr. Phil Rogers and Ms. Amy LaRusso

**Guest:**

**Call to Order**

Chairman Ric Wolbrecht called the January 6, 2021 meeting to order. It was held virtually via Google Meet for commission members, and available for the general public through a call in number.

**Approval of the Minutes**

Chairman Ric Wolbrecht asked for a motion to approve the February 5, 2020 minutes as presented. Mr. Frank Baker motioned to approve and Mr. Dana Driver seconded and the motion passed.

### Club/Covid-19 Updates:

Mr. Rogers gave an update on the impact covid-19 has had on the Club both operationally and financially. When the Club closed in the middle of March and subsequently reopened in the beginning of May, the decision was made to allow members who didn't feel comfortable returning to be able to freeze their membership free of charge until October 31, 2020. This date was extended to December 31 and then again to March 31, 2021 as cases of the virus was surging locally.

Approximately 25% of the active membership base is currently on freeze. One key performance indicator that is looked at is the change in net members. In 2019 the Club added 144 net members to its membership base. In 2020 there was a loss of 455 net members due to cancellations, or contracts that weren't renewed due to fears of the pandemic.

Since reopening member traffic and earned membership dollars are around 53% and 52% of where they were at this time last year. Monthly new members are less than half of what is normally sold during the latter months of the calendar year. So far the Club is operating at a loss for the year with hopes that it will improve in the typically busier New Years and summer months ahead. Although the Club is operating at a loss currently, prudent financial planning has kept a substantial amount of cash in reserves and a transfer from the General Fund should not be needed at this time.

With the New Year upon us, a different approach to marketing was developed that focused on "discovering a healthy way back." The direct mail piece that was sent focused on showcasing the commitment the Club has to providing the cleanest and safest fitness experience. It also included a new member promotion of a \$29 application fee, or \$0 application fee for returning members.

Mr. Rogers also talked about how the Club was looking to adapt and pivot in order to move forward. Supply chain restraints on cleaning supplies, particularly wipes have caused prices to increase and lead times to extend several months. Budgets will have to be adjusted to account for additional staffing levels and products needed to maintain current cleanliness and sanitation efforts. Air purifying systems are being considered for this and future budget years in addition to the added filtration and air turnover already being done.

Understanding what will help members feel comfortable about coming back will also be important, but it is comforting to note that the members that are coming in feel comfortable and satisfied with the measures that are being taken as reflected in a NPS score of 71. The biggest complaint and area of dissatisfaction is with the mandate of having to wear a mask while exercising.

A hybrid membership that includes a virtual component is being looked at so that members could potentially live stream group exercise classes, personal train virtually, as well as have a more contactless and seamless experience in order to access their member account, etc. Mr. Rogers also noted that he feels that socially distancing to some degree is here to stay, at least for a while, and that the facility layout and equipment layout might need to continue to be altered in a more permanent way.

### Adjournment:

There being no further business, comments, or questions by the Commission, with a motion to adjourn on the floor Chairman Rick Wolbrecht adjourned the meeting at 7:00 p.m.

  
Mr. Ric Wolbrecht, Chairman

Feb. 3, 2021.