

**Germantown Athletic Club Advisory Commission  
Minutes**

**Wednesday – May 5, 2021 - 6:00 pm  
Great Hall Multi Media room**

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

**Members Absent:** Mr. Richard Bernstein and Ms. Kristina Garner

**City Staff Present:** Mr. Phil Rogers

**Guest:** None

**Call to Order**

Chairman Ric Wolbrecht called the May 5, 2021 meeting to order. The meeting was conducted in the Great Hall multi media room.

**Approval of the Minutes**

Chairman Ric Wolbrecht asked for a motion to approve the February 3, 2021 minutes as presented. Mr. Frank Lamanna motioned to approve and Mr. Dana Driver seconded and the motion passed.

**Club Updates:**

Mr. Rogers opened the meeting discussing the Club finances in comparison to pre-covid revenue. He explained the first quarter of the year is usually the Club's busiest time of the year. This year of course has been our slowest quarter for the Club due to members being allowed to keep their membership frozen at no cost. The Club temporarily froze members for free during the initial Covid period until they were comfortable utilizing the Club. As of April 1<sup>st</sup> that has changed and members are now being charged to remain frozen and Mr. Rogers stated that communication was sent out before March 31<sup>st</sup>. There were some members who thought the Club was opening too early; and some cancelled their memberships. He explained as a business we try to empathize with members; when making the decisions that work best for the majority of the membership. Mr. Rogers stated he believes the Club reopening went over well; however, the Club lost approximately 20% of the memberships over the past year. Mr. Rogers stated since he has been at the Club the membership hasn't been below 10,000 members or approximately 5200 contracts and it has been a struggle for the Club. He added of the memberships the Club shows 15% of the active members are still on freeze. This means of the 9747 active members, 15% of those are still on freeze paying \$10 a month; which means the Club only has approximately 7200 active members paying full price membership fees. The Club revenue is about 53-54% of pre-covid revenue numbers. He explained the Club lost some members because of the Club's enforcement of the health directives when other health clubs chose to ignore some of the mandates. In response to comments on the floor he agreed the mask mandate made a big difference. There are people that have strong feelings on both sides of the mask mandate. Mr. Rogers stated the Club has been seeing numbers improving for the summer months and inquiries for summer memberships. He stated the Club typically gains approximately 114 new members a month the first four months. So far MTD in May the Club had gained 66 memberships and 23 of them were summer memberships. He is very optimistic about the forecast for summer memberships.

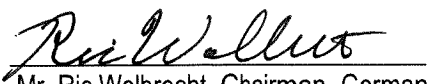
Mr. Rogers stated he believes social distancing is going to be our new normal for quite some time. Staff will be making decisions on reservations at the outdoor pool for spacing that we feel comfortable with. He noted he had been looking at commandeering another basketball court in the future but Covid 19 sped that need up. The Board of Mayor and Alderman have just approved a purchase to replace some of the selectorized equipment, which he has decided to keep on the basketball court. The FY22 budget will have the replacement of the equipment and flooring in the weight room, such as racks, benches, bars, etc.

**Marketing:**

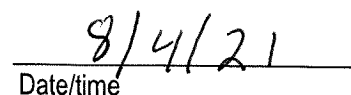
Mr. Rogers talked about direct mail pieces going out advertising Summer Memberships. The Club is offering an amnesty program this summer that will waive the \$99 enrollment fee for prior members who are still in our computer system.

**Adjournment:**

Chairman Rick Wolbrecht announced the Commission will not meet next month and tentatively for July. There being no further business, comments, or questions by the Commission, with a motion on the floor Chairman Rick Wolbrecht adjourned the meeting at 7:00 p.m.



Mr. Ric Wolbrecht, Chairman- Germantown Athletic Club Commission

  
Date/time