

**Germantown Athletic Club Advisory Commission**  
**Minutes**  
**Tuesday – July 6, 2010**

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

**Members Absent:** Alderman Chism, Ms. Dee Dee Dunehew

**City Staff Present:** Ms. Danelle Toole, Mr. Curt Cromis and Ms. Debbie Powers

**Guest:** Alderman Billingsley representing Alderman Chism

**Call to Order**

Chairman Stephen Wilensky called the July 6, 2010, meeting to order. The meeting was held in the Great Hall Conference Center.

**Approval of the Minutes**

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

**Club Reports:**

Danelle opened up Club Reports beginning with the locks in the new aquatics dressing areas. As everyone is aware we have had 32 broken digital locks that were installed less than a year ago, and we have received replacements for those locks this week. Danelle has been in touch with representatives from Digilocks, and their engineers are examining the locks for abnormalities and defects, and will be getting back with her on their decision. Also we are changing out batteries on all of the locks and setting up schedules for battery changes in the future. Danelle agreed to update the Commission on Digilocks decisions on the locks.

Curt updated the Commission on the Operating Revenues and expenditures for the Club for 2010. Curt explained he expects the Club to exceed our forecast for the year.

Curt explained his charts, and reminded the Commission that the membership revenue represents the greatest portion of the revenue. We had forecasted about 2.5 million in

membership revenue and he believes we could be \$0 to \$50,000.00 over the 2.5 million, which is good news. The new rate structure we implemented July 1, will support our goal to increase membership revenue.

Curt added that he believes Mr. Mosteller is correct in thinking we need to make changes in the summer months for those members who join for pool use only for a short period of time. The last 60 days of summertime memberships has made him appreciate Paul's idea that we need changes in summer time pool rates.

Discussion among the members included suggestions on cleanliness in the outdoor pool area restrooms, having attendants in those areas more available, and questions on who is responsible for those areas during the rush hours. Chairman Wilensky suggested a check off list on cleaning with employee signatures. Also Chairman Wilensky asked about offering times in the outdoor pool for adult swim only.

Alderman Billingsley commented that he and his family had been to the outdoor pool over the July 4<sup>th</sup> weekend. He said Friday wasn't that bad and Monday wasn't too bad. He commented his kids were in the pool and he would never put his kids in a pool where he couldn't keep up with them. Also he noticed there was an elderly lady on a walker, who is a regular member, who was in the pool swimming and lifting her weights in the deep end of the pool. He agreed the pool area was busy, but he believes if you compare our pool to our competitors, it's not that bad. The pool was busy but he never felt like he couldn't find his 2 kids at any one time.

Danelle responded there are times in the day we have a rush hour. Prime time is between 2 and 5 o'clock where we have a shortage of chairs and umbrellas. Danelle also stated that on an average day, the Club probably averages around 1000 to 1500 members at the outdoor pool. She feels like the staff has done an excellent job of manning the area. The indoor pool is just as active with swim lessons, classes, and school groups coming in.

Danelle explained in the summer months our life guards clean the outdoor bathrooms between times when our cleaning staff is not available. The cleaning staff for our facility cleans all of the City's buildings, and they are not always on the premises and we rely on our lifeguards to clean. Also she responded to Chairman Wilensky's suggestion that we do have a check off list for the staff in the changing and bathroom areas.

Alderman Billingsley responded that he wasn't sure it was appropriate to use our lifeguards and staff to clean our bathrooms. He added that he knows we are looking at outsourcing cleaning of our facility and questioned how soon we could expect that. He believed that dedicated cleaners for the facility would be the best. He doesn't think it is appropriate or the best use of our lifeguards to be cleaning the bathrooms. He realizes it is an uncomfortable feeling to lay people off, but this may be something we want to fast track sooner than later. He knows the City has agreed to outsource and he's not sure when the bids will begin.

Danelle agreed lifeguards should not be cleaning the bathrooms and it's not the best use of their time. Life guards are responsible for manual walk through for soap, and paper towels and that they do occasionally have to plunge toilets and clean messes. She asked the members to keep in mind that we do not have dedicated cleaning people, our housekeeping staff clean buildings all over the city. Also she has met with Purchasing and has guidelines established for bids for cleaning the building and for high demands.

Mr. Hardin asked Alderman Billingsley about the time frame for the bids to go out for a cleaning service for this building, and Alderman Billingsley responded that he has been assured by Finance & General Services Division Director Kristen Geiger, City Administrator Patrick Lawton, and Community Services Division Director George Brogdon that it will be out for bid in the next few months. He agrees as much as we spend on this Club it is very important to take care of it. He believes it would be better to have a cleaning person constantly cleaning, even from a perception standpoint. If we don't take care of the Club, we are back to where we started. He stated even though we bid outside contract work in this building doesn't mean we will be laying people off immediately, but we will still need them in the other facilities and as backup for this building.

Danelle agreed, and stated she has very strict specs with high demand out for a bid. But even with outsourcing, you do not always have control of the situation. We will not always have someone standing by. Right now she can always call our cleaning crews for emergencies and they come to our facility.

Chairman Wilensky asked to move on with our meeting. He agreed the points made were all valuable and stated we are all on the same page, but for now we have to work with what we have.

Curt continued on his budget reporting with Aquatics Revenue and he reminded the members that we have been playing catch up ever since we had to close the pool in the later part of the last calendar year. The June numbers were very good and he believes we will close the gap and validate the numbers for 2011. He added that Personal Training is going to exceed the \$250,000.00 and he expects us to do more this year than we have budgeted for next year. He stated that the changes we are implementing to reach people with body assessments and offering more help to members is helping in reaching everyone's goals.

Curt explained our recreational expenses are on track with our predictions, which will exceed 3 million dollars and aquatic expenses are in line. Curt expects the total expenses will be slightly over the 3.5 million as expected, which might well mean the deficit for the year will be better than we previously hoped for.

Chairman Wilensky asked about Scarlet's successor and interviews and marketing strategies and where staff is with that. Danelle explained she has approximately 12 applicants and expects to begin interviews in the next couple of weeks. She explained we are in our new fiscal year, and will be renewing our current contracts with our public

relations firm Obsidian and also contracts with Muzak and Screenvision for ads at the Malco's.

Danelle added that staff will be bringing to the members for advice on increasing/adding surcharges for non- residents and non- members during the summer months.

Chairman Wilensky asked if there were any other issues from the members. Mr. Mosteller asked for a timeline on the status of the parking lot changes on the Germantown Rd. side. Mr. Billingsley responded it was budgeted for, but there needed to be some work done on the landscape as far as trees before the work can begin. Mr. Mosteller asked for signage to be placed in the building with several months notice on the closing of the parking lot for renovations. Chairman Wilensky requested a more professional look for signage.

Mr. Mosteller suggested using volunteers in the building in the fitness area in lieu of weight room attendants and possibly as tour guides. He feels the coffee club members are great for the Club and some of them might be interested in volunteering their time.

There was a continuation of discussion among members about asking for volunteers, and suggestions for changes in the fitness area and signage for the Great Hall side of the building when it came time to close the doors. Mr. Hardin commented he offers assistance and many members of the Club are very helpful to new members with questions. Ms. Jaggar added that volunteers giving tours would be especially helpful, she added the coffee club members are morning people and would make great volunteers. Mr. Ayerst stated they are great ambassadors for the Club.

Alderman Billingsley added that Danelle had all this expertise, and when you're an alderman, you always look at the economic impact, and he isn't negative, and he appreciates the direction Danelle and the Commission have made to make the Club fiscally sound. He doesn't believe that it is possible for the Club to break even or make money unless you raise the rates so high that the Germantown citizens will choose to go where there are extra amenities. His question is, as an alderman who can't really put the fiscal pen to this, surely there are some extra things we can add to improve, and make it a little closer to the black in the budget. But he believes what we have missed in all of this, but he can't defend it because he doesn't have the data; if we empty out the pool, empty out the fitness area, close the place down, what the health impact would be on Germantown. He believes Methodist would have more cardio patients and Baptist Rehab would be doing more business in fractures and hip replacements. He stated what the Club is doing is far beyond the fiscal line. His question is, if there is any data on strokes and cardio disease we can use and tie to members at the Club and show how they are healthier for it. He asked if there is any information we could take and use for marketing and supporting the Club, and sell to the taxpayers who never walk through the doors. He said the Club continues to be a target, and he believes you either support it or you don't. He would love to see the health impact study. He asked Danelle if there was any such data.

Danelle responded there are correlation studies and research the Club could do, to show the benefits of being a member of the Club. She added we have had programs here such as skin screening clinics for members and other programs. Danelle agreed that would be a good idea.

Mr. Hardin added that the Silver Sneakers group fills out reports periodically to show the benefits of using the Club. There was discussion among the members of the benefits of the Club and different suggestions on getting various data. Ms. Rando stated the support the Club gets, just proves the City of Germantown is concerned with quality of life for the citizens.

Chairman Wilensky brought the meeting to a close with a question that he had been asked: if we have enough business for the Commission to meet every month. Chairman Wilensky asked the Commission for a motion to continue to meet every month or meet every other month or quarterly.

Motion made by Mr. Ayerst for the Commission to meet every other month, seconded by Mr. Thompson and all in favor.

The members agreed to meet again in September and evaluate then if the Commission needs to meet every other month or quarterly.

**Adjournment:**

Meeting Adjourned