

**Germantown Athletic Club Advisory Commission**  
**Minutes**  
**Wednesday – January 12, 2022 - 6:00 pm**  
**Great Hall room 1**

**Members Present:** Chairman Ric Wolbrecht, Mr. Frank Baker, Mr. Dana Driver, Mr. Charles Hurst, Mr. Frank Lamanna, Ms. Sylvia Poll and Ms. Gayle Verneuille

**Members Absent:** Mr. Richard Bernstein, Ms. Gizelle Motley and Alderman Ueleke

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

**Guest:** None

**Call to Order**

Chairman Ric Wolbrecht called the January 12, 2022 meeting to order. The meeting was conducted in room 1 at the Great Hall.

**Approval of the Minutes**

Chairman Ric Wolbrecht asked for a motion to approve the November 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 welcoming returning members and introducing Ms. Verneuille and asking for a brief introduction of each member of the Commission.

Mr. Rogers moved into Club updates discussing the budget that he is working on for FY23. He stated in the February meeting he will present his proposed budget; which he will need a motion to approve to move forward to the Financial Advisory Commission. He explained the City's process for calendar year end, the fiscal year end and the Club being an enterprise entity within the City.

Mr. Rogers discussed the membership and comparisons between pre-Covid Jan – January 2022

- Net Agreements change 2021: 142
- Jan MTD agreements (first 10 days of January)
  - Jan 2020 New 205 and Renewals 42
  - Jan 2021 New 74 and Renewals 7
  - Jan 2022 New 82 and Renewals 19

Next Mr. Rogers discussed visits per month comparisons which reflected December 2021 at 76% of December 2019 monthly visits. He added that earned membership revenue comparison shows December 2021 at 70% of earned revenue for December 2019.

Mr. Rogers explained that the Club uses a Net Promoter Score to rate how the Club's services is comparing in the fitness industry. The score for the Club is 38+ higher in the benchmark for the industry. This score tells him how happy the members are in the Club. He said this is something the Club can be proud of, the members we do have are very happy with our services. Although the Club scores are very high in net promoter scores compared to the industry standard there is always room for improvement, not to say we are perfect.

### **Marketing:**

Mrs. LaRusso discussed marketing and mail pieces and how the Club is moving to digital marketing. She shared mail out marketing pieces and showed how the digital marketing will work. She said if you are online and you click on the Club our ad will pop up. The new digital service will use technology to track or stalk people online when they Google search certain key words the Germantown Athletic Club ads will populate on their search.

She discussed the new software components which will allow members or prospective members to join online if they are interested in joining the Club. Mr. Rogers added we are one step away from launching this online service.

Mr. Rogers stated staff is looking at a membership dues increase in the next fiscal year to offset our rising budget expenditures and stay fiscally responsible. The Club has not had a dues increase since 2017, and it's important to stay competitive in the market, but also keep up with rising costs and services that are needed to operate the facility. He added the attrition rate for this dues increase should be much lower due to Covid causing many members who weren't using the facility to cancel in 2021. In response to suggestions from members on ideas to offset the rate increase he said that staff is looking at all aspects of savings and options available.

### **Upcoming:**

The Club will have a Swim Meet on February 5 – 6.

Mr. Rogers and the Commission members were in agreement to change next month's meeting to the second Wednesday of the month, February 9<sup>th</sup>.

**Adjournment:**

Chairman Ric Wolbrecht asked if there were any questions or comments and there being no further business, comments, or questions by the Commission, with a motion on the floor Chairman Ric Wolbrecht adjourned the meeting at 6:50 p.m.

Ric Wolbrecht 2/9/21  
Mr. Ric Wolbrecht, Chairman- Germantown Athletic Club Commission