

**Germantown Athletic Club Advisory Commission
Minutes
Tuesday – December 7, 2010**

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

Members Absent: Alderman Ernest Chism

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

Guest: Mr. Robin Wallace
Mr. Robert Wyckoff

Call to Order

Chairman Stephen Wilensky called the December 7, 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 November minutes was made by Mr. Erskine and seconded by Mr. Hardin and all were in favor.

Club Reports:

Chairman Wilensky opened the meeting discussing Danelle's resignation as Club Director and her decision to go back to school to get a Physician's Assistant Degree. The members expressed their gratitude for her hard work at the Club and wished her the very best. Danelle thanked them for their loyalty, commitment and dedication to the Club and the friendships she has made over the 3 years she has been with the Club.

Marketing reports:

Stephanie sent out emails on marketing to the members before the meeting and she highlighted that we had over 400 participants and raised over \$10,000.00 for Baptist Rehab. She noted that on January 13, 2011 we have the Club's open house from 2 – 7 pm. Also she has advertisements in the Germantown News, Health Magazine of Memphis, and the Germantown Chamber of Commerce Magazine.

Danelle noted we have a lot of participation from surrounding businesses for our Gobble Wobble 5k run in November and our Open House event coming up. She noted Coletta's and Fleet Feet sponsored the Gobble Wobble and we have Sports Authority and Papa Murphy's for the Open House.

Danelle added that Stephanie will be heading up the tours and sales in memberships and setting new guidelines for the staff when she is unavailable

Financial reports:

Curt discussed his power point on the Operating Results for the Club's Operating Revenue and Expenses. He explained on the Year to Date budget that we were budgeted for \$441,175 loss but the actual loss for this quarter was \$195,022. This is only 44% of the budget. Curt shared charts on Revenue and Expense for the Club and the Revenue is in line with the budget and the overall operating expenses are on track with FY2010. For the month of October we have exceeded our budget revenue by one percent and our expenses are below by 20%. He believes there is every reason to be optimistic as we move forward.

Curt spoke briefly on the Silver Sneakers program for which the Club has agreed to continue its contract for next year with Healthways. Healthways has lowered the amount per visit reimbursement but added a higher visit count that will be reimbursed. He added with Blue Cross Blue Shield coming on board with Healthways as of January 1st this could affect our Membership Revenue and the Club will evaluate and track that in the coming year. He and Danelle are looking at a couple of changes. Right now Silver Sneakers members do not check in to the club like the other members and we do not have emergency numbers and detail information we need to stay in contact with them if they are not visiting the Club or if we need to contact their family members. Curt and Stephanie are working on implementing some changes for the Silver Sneakers members.

Chairman Wilensky commented that the quality of detail and information on the Club's budget Curt brings to the meetings is reassuring and insightful to the Commission Members. They have information on the competition, what it cost to maintain memberships and keep members happy and they have a better understanding of the budget and where the Club is and where we need to improve. Mr. Hardin agreed that the members have been asking for this information for a year and have a better understanding of the Club's budget.

Danelle added to the conversation on the Silver Sneakers program that she had been notified by Healthways that we have 1000 eligible Blue Cross Blue Shield members in the Germantown area alone.

Danelle updated the members on the plans to implement a Conduct Policy and Procedures Policy. She explained the City's attorneys are still reviewing and working on the contractual restructure and staff will keep them informed.

There was discussion from the members earlier in the meeting applauding the staff and members quick response to a club member who needed CPR to save his life and the staff's ability to use an AED (Automated External Defibrillator) machine located in the building. Danelle commented that because of this incident staff is able to go back to the City and document this incident and request a grant to purchase another AED monitor for the facility. We have 3 in the facility now but she feels we need a 4th one available to the upstairs area.

Mr. Hardin moved to support the staff's application for a grant to purchase a new AED machine. There was a vote taken and Mr. Mosteller seconded and all were in favor.

There was a discussion among the members to implement some kind of p.a. system (public address) or means of faster communication in the building in the event of an emergency and training staff for emergency codes. But they agreed the staff and members reacted quickly and done an excellent job.

Mr. Wyckoff requested staff post more signs around the fitness area regarding time limits and resting between sets on the weight equipment. He also requested that the age limit be changed to 18 years of age in the men's locker area due to space and kids hanging out around the TV. Danelle responded to Mr. Wyckoff as they have discussed in prior one on one meetings that the fitness floor is bombarded with signs now and it's hard to enforce weight room etiquette and poor attitudes. She noted staff is always available if you need them to ask another member politely to allow members to use a machine. Staff can't control everything but we can ask people to be respectful of others and to abide by policies. Commission members agreed it's reasonable to expect the weight floor attendants and staff to circulate the floors and assist with asking other members to abide by the rules. Danelle also responded on the age rule policy for the locker rooms is uniform with the weight floor age limit but we can look at that next year.

Adjournment:

Meeting Adjourned