

**Germantown Athletic Club Advisory Commission
Minutes
Tuesday – November 9, 2010**

Members Present: Chairman Stephen Wilensky, Alderman Ernest Chism, Mr. Rob Ayerst, Mr. Bill Erskine, Mrs. Dee Dee Dunchew, Mr. Clint Hardin, Mr. Paul Mosteller, Mrs. Teresa Rando, Mr. Garth Thompson and Mr. Larry Williams

Members Absent: Mrs. Laura Jaggar

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

Guest: Robert Wyckoff

Call to Order

Chairman Stephen Wilensky called the November 9, 2010, meeting to order at this time. 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 October minutes was made by Mr. Hardin and seconded by Mr. Thompson and all were in favor.

Chairman Wilensky opened the meeting congratulating Danelle Toole and Laura Jaggar for representing the Club at the New York City marathon.

Club Reports:

There were questions from the Commission members about the Conduct Policy which Danelle introduced to the members last month for implementing in the future. Danelle explained that the Attorney's for Germantown are still reviewing and working on the Conduct Policy and membership contractual restructure.

Danelle updated the Commission on the contract with Union University to continue our Fantastic Customer Service training for the employees which was approved by the Board of Mayor and Aldermen Monday night.

Marketing reports:

Stephanie sent out emails to the members before the meeting on marketing and she highlighted at the meeting the Gobble Wobble event the club is sponsoring Sunday, November 14 which benefits the Baptist Rehab Center in Germantown. Also, she has met with representatives from Kroger and the Club has a contract to begin grocery cart advertising in the Collierville and Germantown Kroger stores.

Financial reports:

Curt updated the members on the Silver Sneakers program with the changes in cost per visit and adding Blue Cross Blue Shield to the plan beginning January 1, and how this will affect the Club. He and Danelle believe it may not be as significant a loss as had been speculated.

Danelle added at this time it is their recommendation to continue relationships with Silver Sneakers another year and re-evaluate the revenue next year.

Curt discussed his power point presentation on the Club's Budget on Expenses and Revenue. His report shows the Operating Results budget is approximately a \$478,000.00 loss for the year. He discussed the month of September and the budget expecting a 90% loss in the first quarter and in actuality it was a 44% loss. The Operating Revenue is ahead of budget. For Membership Revenue, the September numbers are significant, the Aquatics Revenue is tracking, and he reminded them we are going into Aquatics' busiest time of the year for revenue. Curt stated Personal Training revenue continues to climb and noted Amy is working very hard and deserves some credit. Curt explained the expenses for the year, by reporting that the Aquatic expenses are mirroring last year's expenses and Recreation expenses are a far larger portion of the amount of expenses and are under budget. Curt closed by adding it is pretty much good news.

Danelle reminded the members that the Club and Fitness Industry are in the downward slope for this time of the year. She feels optimistic about what Curt has shown in his budget presentation. Curt has done an excellent job cleaning up the finances and the business aspect of the Club. She added all of the staff at the Club is busy also. Amy is doing an excellent job and has added free fitness assessments to the membership package. Samantha Boyd does an excellent job with basketball rentals and handling the maintenance in the building.

Chairman Wilensky suggested getting a jumpstart on the New Year's resolutions by campaigning to educate people on how to quick start their nutrition and fitness routines by starting in November before the New Year. He added it may be late for this year, but it may be something to plan for next year for our slow months.

Danelle commented the Club does advertise and market more during these down months. She reminded them last month we entered into a contract to advertise in the Collierville and Germantown Kroger stores on their grocery carts along with the Schnuck's here in Germantown.

Open discussion among the members for suggestions and requests from the members to send out emails to remind members to clean the equipment before and after use and possibly when giving tours to offer information for cleaning the equipment. Mr. Wyckoff asked if the new conduct policy would include dealing with the kids in the Club. Also he requested pictures of the Commission members for the coming year be posted in the building for the members to see.

Adjournment:

Meeting Adjourned