

**Germantown Athletic Club Advisory Commission
Minutes
Tuesday – February 1, 2011**

Members Present: Chairman Stephen Wilensky, Mr. Rob Ayerst, Alderman Ernest Chism, Mr. Phil Clark, Mr. Bill Erskine, Mrs. Dee Dee Duneheew, Mr. Clint Hardin, Ms. Kristen New, Mr. Harold Steinberg, Mr. Garth Thompson and Mr. Larry Williams

Members Absent: None

City Staff Present: Mr. Patrick Lawton, Mr. Phil Rogers, Mr. Curt Cromis, Ms. Stefanie Dennison, Ms. Amy LaRusso and Ms. Debbie Powers

Guest: Alderman Palazzolo

Call to Order

Chairman Stephen Wilensky called the February 1, 2011 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 January minutes was made by Mr. Clint Hardin and seconded by Mr. Ayerst and all were in favor.

Club Reports:

Introductions:

Mr. Lawton, the City Administrator, introduced the new Director for the Club, Mr. Phil Rogers. He explained he and other representatives at the City had interviewed six other applicants and were pleased to announce they have hired Mr. Rogers. Mr. Rogers is Director of the Baptist Health Athletic Club in Oxford, and was Club Director of the Athletic Club in Olive Branch. His background is in training in the fitness industry, and he has also worked with orthopedic devices.

The Commission members welcomed Mr. Rogers and asked if he had any words he would like to share with the Committee. Mr. Rogers expressed he is excited about working with the Commission to the Athletic Club and he is happy that they are interested in what goes on in the Club.

Club Reports:

Curt opened club reports discussing the weight room equipment and starting a task force for the equipment purchase. Curt asked Mr. Hardin to speak on his thoughts on establishing a task force for purchasing/leasing fitness equipment. Mr. Hardin explained he and other members would like to work with staff in a task force to research options for equipment and leasing. Mr. Hardin also asked to see the old contract and see if we needed to make changes in our needs concerning repairs and time frames for repairs in the contract. Curt stated the contract we have now became null and void on the 30th of January, but we can learn from our past experience. Curt agreed he and the staff are aware of the importance of getting the right equipment. Perhaps staff may employ someone we can get certified to repair equipment under the warranty when the parts are in and make sure we are in compliance with OSHA in the athletic side. Curt asked if the Commission wanted to nominate a body of members from this group for a task force.

Chairman Wilensky asked if there was a motion on the floor.

Mr. Hardin made a motion to form a task force to help in making decisions for leasing new equipment. Mr. Thomson seconded the motion and all were in favor. Mr. Erskine suggested asking for volunteers for the task force. We had four members on the Commission to volunteer; Mr. Hardin, Mr. Thompson, Ms. Duneheew and Mr. Clark.

Mr. Lawton reminded them in order to have the proposal bids out by February 25, we would need the proposals and work ready for purchasing by February 18. Mr. Lawton reminded them as a Task Force they will have the information going out available to them, but once the bids come in, only the City staff will be able to look at that information because they are sealed bids.

Curt opened discussions on the Club Operating Results in Revenue and Expenses using a Power Point presentation, he explained for the month of December we had a profit of \$12,573.00, which he expects the Club to exceed for the month of January. We have 55% of our expense budget left. We are well ahead of our budget for FY11.

Curt added for one week during Open House we took in \$70,000.00 which is about \$13,000.00 over what we did at Open House in January last year. He mentioned Stephanie also kicked off a new member survey for the Club. The Club had over 600 responses in just a week for the survey on line. Mr. Hardin recognized Stephanie for her hard work on the Open House and its success. Stephanie discussed with the members the survey she implemented with constant contact which is a communication resource on line that she has linked to our home page for the members to complete. She discussed the results of the survey she had for this week. Overall we were rated by the members as satisfied with the Club. Stephanie analyzed the most common additional comments from the survey she received and they were:

- The locker rooms are too small and the lockers are hard to work.
- There is a common perception that younger staff members at the front counter are unfriendly and unhelpful.
- There is a common perception from guests the weight floor attendants are unfriendly and uninterested in assisting club members.
- More group fitness classes need to be offered at all times of the day.
- Sunday hours: The Club needs to open earlier and close later on Sunday.
- The pool continues to receive complaints that the water is too cold.
- More fitness equipment needs to be available.

Chairman Wilensky asked what our goal is on being rated. If overall we are rated satisfied by 56% of our members with the Club, what is the goal we would like to reach? If we have 700 responses compared to 4000 members, how accurate is the survey? Also what actions can we take as the result of the survey? Stephanie and Mr. Lawton added this is an ongoing survey that has only been in effect for a week.

Curt stated we don't know how high up is at this point. It is by in large an anonymous response, not everyone gives their name and email address. Some of the responses are familiar to us; members have already shared these with us. His thoughts to the staff are not to over respond to one comment. Let's do the stuff that we can handle immediately. We don't need 15 -20 responses to a problem with the water fountain one response is enough, but to the extent that we are hearing we have problems in the weight room. Staff knows they have problem and they are working on it. But as far as the pool temp changing daily, we can't do anything about the pool temperature today. We can't accelerate the repair of the dehumidifiers and equipment. What we hope to do with this survey is to understand how sensitive things are to our members and what we can do. We don't want to ignore these requests, but provide the best customer service we can.

Mr. Thompson offered advice on understanding our surveys. Based on his knowledge of dealing with surveys in his years of working with the unions, he cautioned the club not to fall back thinking that 56% of our members are satisfied. He discovered in his business that this usually meant 56% of satisfied people weren't so satisfied but were just ok and working with what they had. We need to reach the "very satisfied" goal for our members to be happy. He said psychology tells us satisfied is really not satisfied.

Curt added that on the survey we had 92.3% of our members who would recommend us to their friends. We are tweaking at this point. We will try to take whatever wisdom we can from this information. He agreed while we provided 5 responses (needs improvement, unsatisfied, somewhat satisfied, satisfied, and very satisfied) they fall in 3 categories at most.

Mr. Lawton added the City will be surveying all the amenities the City offers. The City wants to identify the value of the amenities available to the citizens of Germantown. These are quality of life issues concerning the benefits of living in the City of Germantown. The City Administration wants to measure their value in the community.

Mrs. Dunehew suggested they add another response of Not Applicable because there were many parts of the survey she did not respond to because she didn't participate in those areas. Also if people leave comments she suggested we give them the opportunity to give us a phone number or email address for the staff to contact them. Curt and Stephanie agreed this was something that would be added.

Curt also reminded them this survey is computer based, and a lot of our older members may not be computer friendly and we may not be reaching those members. Mr. Hardin asked if Silver Sneakers members were in our computer now. Curt responded that Teresa has entered all of the Silver Sneakers into our CheckFree program, and if we have their email address they are receiving our emails.

Mrs. Dunehew suggested having staff update our information on the members every year if we are not doing that now. Staff agreed this was important.

Curt moved on to the weight room area, and the changes he and Amy are working on to incorporate training and more involvement engaging the weight floor staff with members on the floor. He added they are also changing out the system in which the equipment is cleaned. At the members request the Club is going back to wet wipes for the weight floor. It will cost approximately \$7,000 - \$10,000.00 more a year. But it will give our members the perception that it is cleaner on the floor, and we all know perception is reality. Also, Amy has moved her office down the hall to the backside of Activity room one. This will allow her to observe the fitness classes and group activities. Her old office will be used by the person who will be training the weight floor staff on their duties. At this time Kip will be supervising the weight floor staff and training them on their duties.

Adjournment:

Meeting Adjourned