

**Germantown Athletic Club Advisory Commission
Minutes
Tuesday – April 5, 2011**

Members Present: Chairman Stephen Wilensky, Mr. Rob Ayerst, Alderman Ernest Chism, Mr. Phil Clark, Mr. Bill Erskine, Mrs. Dee Dee Dunehew, Mr. Clint Hardin, Mr. Harold Steinberg and Mr. Garth Thompson

Members Absent: Ms. Kristin New and Mr. Larry Williams

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

Guest: Alderman Mike Palazzolo
Mr. Don Theeuwes

Call to Order

Chairman Stephen Wilensky called the April 5, 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 March minutes as revised by Mr. Erskine was made by Mr. Clint Hardin and seconded by Mr. Ayerst and all were in favor.

Club Reports:

Phil reported on the facility updates:

- Power surge knocked out the circuits going to the indoor pool system
- Leak in the fitness floor around the Great Hall entrance
- Elevator on Exeter side was also affected by the power surge

Phil presented an overview of the Club with a power point presentation:

1. Germantown Athletic Club Snapshot
 - As a health and wellness leader in the Memphis and the Mid South, the Club operates 106 hrs per week as a full service Athletic Club.
2. Member Snapshot
 - 23% of our membership is the Family Plan
 - 20% of our membership is the Adult plan
 - 20% of our membership is the Couple plan
 - 16% of our membership is Senior/Youth plan
 - 8% of our membership is the Single Parent Plan
 - 11% of our membership is the Silver Sneakers Plan
 - 2% of our membership is the Grandfathered in Seniors
3. G.A.C. Mission
 - To provide a health service organization with the tools and opportunities to achieve optimal health
 - Personal gains as improved self esteem and self motivation combined with measurable health benefits designed to facilitate positive lifestyle changes
 - Community atmosphere important for Social and Mental Wellness
4. Key Issues
 - Member Retention
 - Providing Great Customer Service
 - Staff education and training

Phil updated the Commission members on the issues with Comcast, and the meeting he had with their representatives. He stated that Comcast has agreed to make some changes with the equipment and add a large converter box which will convert us back from digital to analog like we had before. This will allow our members to use the equipment channel changers, and Comcast will remove their remotes from the equipment.

Phil added that he and Chairman Wilensky have been discussing internal marketing. In the future we will use Snap poster frames for posting information for the members, limiting laminated signs around the building.

Also Phil discussed renting lockers to members. The Club has a limited number of lockers in the fitness area that we will be offering to members who want to pay extra to have their own locker.

Proposed Rate increases:

Phil discussed current membership rates and comparisons to other facilities in the area and shared a chart on differences and proposed revenue increases for the next fiscal year. The new proposal for rate increases would apply to everyone in the various groups. His charts showed the Club is below comparable facilities in the area. He asked the members to review his charts and compare where we are and where we need to be in the future.

Phil discussed the upcoming changes with new equipment, replacing flooring in the fitness area and updating the Kids Area. The proposed membership rate increases would help cover the cost of expenses and updates in the building and help the Club to possibly break even in the coming year.

Mr. Lawton asked the Commission Members and staff to add to our Agenda for next month to discuss the proposed rate increase, and make a motion to take it to the board next month for approval for the next budget review.

Chairman Wilensky and members of the Commission agreed to discuss the proposed rate increase next month, and make a motion with stipulations concerning the equipment, current concerns and timing of the increase.

Mr. Steinberg asked for an update on the rental space in the Great Hall and the Stern Cardiovascular request for leasing space. Phil responded that the club does not have 1700-2000 square feet to lease to Stern Cardiovascular at this time. Mr. Steinberg stated his question was if there was any consideration from the Board of Mayor and Alderman in regards to the recommendation that the space be re-allocated from the Great Hall to the Athletic Club.

Mr. Lawton responded he will be meeting with Great Hall Commission and taking that recommendation to lease the space to Stern Cardiovascular. He added the recommendation for re-allocating space would need to come from the Great Hall Commission.

Phil added that he and Mr. Thompson had discussed a Joint Commission that is designed for Governing Bodies for Hospital facilities that could affect our lease with Stern Cardiovascular. This is something we would need to take into consideration and see how it would affect the Club before we make a decision.

There was discussion among the Commission members about classes, loud music, housekeeping and food in the facility. Phil responded that Amy has implemented a red light policy to look at classes that may require changes or cancellations. Phil also discussed the food issue, that last week a mother complained because we stopped a teenage member from bringing in food to eat. The mother said we pick and choose who can bring in food. We also have other members who are concerned about us allowing unhealthy food to be brought into the Club. He added we do have a no outside food policy for bringing in food. Yes, we still want to keep the social aspect in the facility, and we are allowing cakes for the monthly birthday parties, and events, and special occasions such as Walt Jones, but the everyday occurrence of bringing food in the building needs to be alleviated. As far as questions about the Concession Area, it is open in the evenings, during swim meets and during summer hours as needed.

Adjournment:

Meeting Adjourned