

**Germantown Athletic Club Advisory Commission
Minutes
Tuesday – September 6, 2011**

Members Present: Chairman Stephen Wilensky, Alderman Ernest Chism, Mr. Rob Ayerst, Mr. Phil Clark, Mrs. Dee Dee Dunehew, Mr. Clint Hardin, Mrs. Kristen New, Mr. Harold Steinberg and Mr. Larry Williams

Members Absent: Mr. Bill Erskine and Mr. Garth Thompson

City Staff Present: Mr. Phil Rogers, Ms. Carrie Corbett, Mr. Curt Cromis and Ms. Debbie Powers

Guest: Alderman Mike Palazzolo

Call to Order

Chairman Stephen Wilensky called the September 6, 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 August minutes was made by Mr. Clint Hardin and seconded by Mr. Robert Ayerst and all were in favor.

Club Reports:

Mr. Rogers discussed a fitness seminar he and his management attended in July because it is important to keep up with the fitness industry and where it is going. The focus of the conference was how the industry is depending on membership dues to survive. But with that in mind, we need to focus on increasing income per visit from members outside of dues. He explained when looking at increasing income outside of membership dues, he is talking about personal training, the pro-shop area, concessions and supplements, etc.

Mr. Rogers said in his experience in the industry he has always kept a Multiple Profit Center Report. He plans to start measuring every single avenue of revenue coming into the Club. He discussed his spreadsheet on the club and where it is today on income per visit, per day, in various areas. He explained that he is talking about the members who are in the club every day, and the point of sales transactions. His report showed that in August he doubled what he earned in July for supplements just by changing how products were placed for advertisement. Mr. Rogers explained how product placement is very important. He stated the old adage is true, "What gets measured gets done".

Mr. Rogers discussed the primary focus of the conference was personal training. Personal training is the aspect of getting into a solution based business not into a facility or treadmill renting business. One of the things staff will be looking at in the future is small group personal training that everyone can afford that will appeal to the masses.

There was an open discussion among the Commission Members, about labor cost, marketing Kid's Night out, locker rentals and offering club tabs so people do not have to have their wallet on them if they want a smoothie or a message. Mr. Rogers responded that he and Mr. Cromis were already working on the Club tabs for sales of products along with product placement and self service for drinks. Mr. Rogers added the importance of increasing his visits per day, so at the end of the month his income is greater than just membership dues. He is talking about the extra income in point of sale, such as club accounts, locker rentals, personal training and other revenues that will be coming in consistently.

Mrs. Corbett responded to the question concerning Kid's Night out. She and Samantha Boyd have discussed having a poll to see if this would be utilized more if it was on Saturday night, compared to Friday night. She also mentioned FYI, e-motions and other ways she has implemented to advertise the programs on Facebook and Twitter, and encouraged everyone to join our Facebook page.

Mrs. Corbett discussed updating our collateral materials and separating materials for prospective members versus new members and the information they will need. She and Mr. Rogers discussed updating our materials and making a few changes in marketing brochures and posters.

Mrs. Dunehew asked about the kid's area offering nursery for younger babies? Mrs. Corbett said it is true; she and staff are working on making arrangements and changes in the kid's Area.

Mr. Rogers added that it is true the Club is looking at beginning October 3, allowing babies 8 weeks and older in the kid's area and increasing our staff in those areas. He added staff has completed Child Advocacy training, the Red Cross CPR training and we have implemented changes, where now you will have 2 people at all times in the kid's areas.

There was open discussion about the changes in the Kid's area, such as how we were going to handle the linens, laundry and available space. Mr. Rogers stated that he and other staff have visited facilities that offer infant care, and they are fully licensed daycare and we are not. He said that there is very little laundry and actual little use of the baby beds which we will have in the Kid's area. He added for the most part the babies are in swings, car carriers and things of that nature.

Mr. Steinberg requested that staff keep the area around the elevator on the fitness floor clear, that this is a hazard and imposition for people in wheelchairs. He knows members like to work out there, but the weights and benches need to be clear of the elevator.

Mr. Rogers reminded everyone we have the Gobble Wobble 5K on November 13 and volunteers are needed if anyone is interested.

Adjournment:

Meeting Adjourned