

**Germantown Athletic Club Advisory Commission
Minutes
Tuesday – October 4, 2011**

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

Members Absent: Alderman Ernest Chism

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

Call to Order

Chairman Stephen Wilensky called the October 4, 2011 meeting to order. The meeting was held in room 3 at the Club.

Approval of the Minutes

Chairman Wilensky asked for a motion to approve the minutes. Motion to approve the October minutes was made by Mr. Bill Erskine and seconded by Mr. Clint Hardin and all were in favor.

Club Reports:

Mr. Phil Rogers discussed upcoming changes at the Club:

- **Club Accounts** are now available to members who prefer to charge to their account; merchandise, concessions with the exception of programs and personal training and it will be billed with their monthly charges. If the members are not on a monthly payment plan we will bill them and expect that account to be paid by the 1st of each month or they will not be allowed to charge the next month until that account is current. He stated this will be a good service to have which will bring in extra revenue at the Club. Children in the Club will need a parent to come by and sign an approval or consent form to allow them to charge on their accounts.
- **Free Apps** for any members who have a smart phone, the Club will pay CardStar to download our logo for members who choose to upload their id card from the App Store or Android Market. Also if a member loses their card with the app it will not cost the \$10.00 fee to replace their card.
- **Nursery** is now available for babies 8 weeks and older; we will have lead people in the nursery for babies. We are asking all members who use the nursery to update their records in the nursery and show their babies are current on their baby immunizations. Phil added our staff has been thru Child Advocacy training and CPR classes and passed the background check. The nursery is now staffed with two people or more at all times. It is never acceptable to have only one person in the nursery. We are still following the guideline as the licensed daycares even though we are not a licensed day care.

Mr. Rogers explained the spin bikes have had some issues since their arrival, and he has been working with the manufacturer and they have replaced the chains with all new heavy duty chains. He hopes this will solve the problem, and at this point, the members agree the bikes are working much better.

Mr. Rogers asked the Commission to agree to allow the staff to go one step further with the rate adjustment changes going into affect October 5, by simplifying the membership plans by not offering a single parent plan. Originally this membership was to help single parents afford the cost of membership by not paying for a family plan, but this plan has been abused. Families are using it by dropping and adding spouses throughout the year. He and Mr. Cromis have looked at this and the problems it has created in accounting, and believe the solution is to grandfather in the single parent membership plans we currently have, but as of November 1st to offer only family packages. By grandfathering this membership if anyone drops the single parent membership and goes to the family they will not be allowed to go back to the single parent plan. Obviously they are not a single parent family.

Chairman Wilensky asked for a motion on staff's request to eliminate the Single Parent Membership to future members.

Mr. Hardin made a motion to simplify the membership plan by allowing staff to eliminate the single parent membership offer and grandfather the current single parent memberships in the plan as of November 1st. This motion was seconded by Mr. Phil Clark and all were in favor. Motion passed.

There was open discussion on the floor concerning the senior Cook Out on Tuesday – October 10. The Club will provide the hamburger, hotdogs and condiments and anyone attending is expected to bring a dish.

Chairman Wilensky reminded the members of the Commission that the Mayors Appreciation Dinner is Thursday, November 10 and to RSVP when they receive their invitations.

Marketing:

Mrs. Corbett spoke on marketing and the updates she is making in our collateral materials. She has been working on a tri-fold for potential members with the application and pricing information they will need. Mrs. Corbett has also been working on photo shoots with the members and personal trainers that will be replacing some of the outdated photos. She discussed emotions and social marketing as well as updating Muzak and dedicating emails for Kid's Night Out.

Mrs. Corbett added that we have new promotional items in the pro-shop area and she is looking at a new grid system for advertising our pro-shop.

Open discussion among the Commission members about marketing the members we have lost over time and see if we can entice them back before we make the rate change. Phil said we can pull emails on various groups and will for the Open House in January and advertise our rates and discounts at that time. He added he isn't concerned about our revenue stream at all at this time with the rate increase.

Adjournment:

Meeting Adjourned