

Germantown Athletic Club Advisory Commission Minutes

**Tuesday – November 1, 2011
Great Hall – Conference Center**

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

Members Absent: Alderman Ernest Chism, Mr. Phil Clark, Mrs. Kristen New

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

Call to Order

Chairman Stephen Wilensky called the November 1, 2011 meeting to order. The meeting was held in the Great Hall.

Approval of the Minutes

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

Club Reports:

Budget:

Mr. Cromis opened up Club reports discussing a handout he had for the Athletic Club, "Three Months Ending September 30, 2011". Mr. Cromis showed for the FY12' Actual we are below FY12' budget in Membership Fees and Personal Training but Aquatics Revenue is above. Total Revenue of \$920,945.00, compared to budgeted \$914,891.00, shows a difference of \$6,054.00. FY12' actual compared to FY11 actual, revenue is up \$47,173.00. He explained our membership fees are behind because our rate increase did not go into affect July 1st as budgeted. Also our personal training is down due to losing two personal trainers at the beginning of the year, but we have added personal trainers and are now building on that revenue.

Mr. Cromis discussed the "Expenses for the Three Months Ending September 30, 2011" when comparing FY12' budgeted to FY12' Actual, we are showing a savings of \$197,916.00. Also when you compare FY11' to FY12 we have a savings of \$27,342.00. He added that Mr. Rogers is very much cognizant of our spending, and is seeking to rein in our spending and is making sure we are not just spending dollars because it was budgeted to us..

"Operating Income (Loss) FY12" actual is \$197,916.00 favorable to budget, and compared to FY11' - we are \$74,515.00 favorable.

Mr. Rogers discussed a handout on the Membership Audit which he and much of his staff has been working on for the past few months. He explained that because of the rate increase and restructure, it was necessary to audit our membership and clean up the records. He stated that after the audit he understands CheckFree better, and feels more comfortable with the reports and numbers for memberships and revenue. Our current number of members is 10,300, down approximately 3000 after the audit. He explained the breakdown of the memberships showing; 41% family memberships, 14% Adult, 11% Couples, 12% Single Parent grandfathered in, 8% Silver Sneakers, 6% Seniors, 4% Senior Couples and 1% Grandfathered Seniors, 1% City Employees and 1% Other, which is the swim team members, and many of the swim team members have family memberships as well.

Mr. Rogers explained some of the problems we found in the audit of our records with the numbers and counts. When the membership expires for Annual or Semi-annual memberships, the system doesn't terminate their membership. If they do not renew, CheckFree software requires staff manually go in there and terminate them in the system or they will continue to show active in our reports. This is why it is important to have designated staff who will keep up with the memberships and will work more directly on updating our status records and memberships.

Mr. Hardin asked about the Silver Sneakers members and how many we have.

Mr. Rogers responded the Club has approximate 122 Silvers Sneakers members. He added the Club took a 42 cent pay cut, per visit, per person, on the Silver Sneakers contract this year and added 2 extra days Silver Sneakers will allow for. But because the new contract only pays for so many visits and many of the members do not even use all 12 visits they are allowed, we are losing money. He added he and Curt are in the process of negotiating the Clubs annual contract with Silver Sneakers, because of the loss we had this year. If we multiplied the amount of what

those members would pay compared to the amount Silver Sneakers is paying for those members, the club comes up about \$10,000.00 short.

Gobble Wobble:

Phil reminded the Commission Members of the 5k Gobble Wobble, the Club is sponsoring on November 13, which supports Baptist Rehab. He asked for volunteers and if anyone was running the Race. He noted we have about 240 registrations at this time, but usually on the day of the race we have many more people sign up, who waited to see if their schedule and weather permitted.

Vandalism:

Phil asked the Commission Members to help him find the adults that are vandalizing the walls in the men's locker rooms in the Fitness area. Some adults have been demanding towel dispensers by writing on the wall with Sharpies that we are unable to get out of the grout.. He added no one has asked him or staff for these towel dispensers, but chose to vandalize the walls. We know kids are not allowed in these areas, so it must be adults.

Staff:

Phil added that he is going to have our front desk staff stand, beginning January 1, because we now have staff sitting behind computers, while customers are towering over them, when they enter their information into the system. If you look at any hospitality industry, the staff is standing, not sitting behind a desk. Amy is implementing this change this month with her employees.

Marketing:

Mrs. Corbett spoke on marketing and the updates she is making in our collateral materials. She shared samples of new tri-folds and new membership folders and inserts she has been working on for the Club which have many of our members displayed.

New Membership Sales Person:

Phil stated the Club is hiring a new Sales Representative that will be responsible for sales and entering the membership information in CheckFree. This will free up the front desk from these responsibilities. He believes taking these responsibilities off the front desk staff and having one person responsible for data entry will add consistency, which is the key to accurate reports. He added he and Mrs. Corbett have already completed the first round of interviews and will start the second round of interviews next week. Their goal is to have this position filled by the first of the year.

Adjournment:

Meeting Adjourned