

**Health and Fitness Advisory Committee
Regular Meeting
May 17, 2016
Columbia Association Headquarters**

The meeting was called to order at 7 p.m.

Attendees:

Steve Mendelsohn, Leslie Flynn, Chadi Groome, Cathy Weiss, Steve Drakos, Mary Helen Sprecher, Vicki Burns, Anish Manrae and Dan Burns.

Minutes: The minutes were approved.

Agenda: The agenda was approved.

Director/Assistant Director of S&F

- **Marketing**

Committee members were given Yay CA! tee shirts. Dan Burns explained that Columbia Association has an annual marketing theme, and Yay CA! was selected as the theme for the next year to 18 months.

- **New CA Membership Structure**

- **Options:**

There was a discussion of the new membership options for C.A. Dan Burns explained the new membership types and rationale. The new structure, which has been partially approved, dramatically simplifies doing business for CA. The previous options for membership had become unmanageable from an administrative standpoint; this system creates a more easily understandable system for everyone.

Discussion ensued about the various membership types; it was noted that CA.'s goal is to focus on providing a valuable membership experience for all in order to minimize questions about what dues were paying for, and why.

Membership generates about \$18.5 million/year; memberships average \$79/month.

Facilities:

A number of facilities are going to be renovated; among these are the **Ice Rink** and the **Columbia Athletic Club**. Leslie Flynn led the discussion of infrastructure improvements planned for the Athletic Club. A budget of \$3.5 million over the next 5 years has been allocated. Approximately \$1.4 million has been set aside as funding for projects which have priority. These include the HVAC system as well as various plumbing fixtures, which have been causing leakage. Leslie also outlined the work to be done to reconfigure parts of the upper level of the club. Meetings with architects are going on now.

At this time, there is no plan to expand the original footprint of the building because no additional parking can be built.

Supreme Sports Club will also receive some updates, due to take place during shutdown. These include locker room renovations. A new manager, Tavia Patuxsky, has been hired for SSC, and is scheduled to start on June 6. Tavia, who lives in Ellicott City, is currently managing a Merritt facility.

Columbia Gym will go into its summer shutdown at the end of the month.

Customer

Satisfaction: **Membership Experience Management Program.** A new customer satisfaction survey is to be mailed out to members. The purpose of the survey is to get a snapshot view of the membership experience. Members will receive the survey only once.

Charter: The revised charter was presented and studied. One of the questions posed to Dan Burns was whether a member of C.A.'s board was supposed to be present at meetings. He noted that while a board member is not assigned to sit on the committee, the committee is supposed to receive a visit from a member of the board once a year.

The committee was advised to study the Membership portion of the charter, and to make any suggestions it might have.

Charge: The HAFAC Committee charge needs to be written. This is to be completed by June 17; it was decided that the member representatives of the committee (Steve Drakos, Chadi Groome, Cathy Weiss and Mary Helen Sprecher) would meet separately to work on this, and to develop three to four charges consistent with the strategic plan of the association. A schedule was established to ensure the proposed charge would be completed by June 17.

New Business: Olympic Day will be held at all three clubs on June 25, and will include Summer Olympic Games-themed activities designed to engage members and visitors.

Next Meeting: The next meeting will be held on July 12 at 7 p.m. in the conference room of Haven on the Lake.

The meeting was adjourned at 9 p.m.