



Health and Fitness Advisory Committee Meeting

April 18, 2017
Haven on the Lake

Attendees

Columbia Association Staff: Vicki Burns; Ariel Feinberg; Leslie Flynn; Anish Manrai; Steve Mendelsohn; Tavia Patusky

HAFAC members: Dave Bleyer; Steve Drakos; Chadi Groome; Mary Lou Henderson; Jessica Rennerkamp; Jack Sacchetti; Mary Helen Sprecher; Cathy Weiss

Welcome/Call to Order and Introductions

The meeting was called to order at 7:05 p.m. New Committee members were welcomed and CA staff along with HAFAC members introduced themselves. New members were reminded to complete the CA forms with contact information if they had not already done so.

Prior HAFAC Meeting's Minutes

The minutes from the February 6, 2017 meeting were reviewed and approved.

Agenda

The agenda for the current meeting was approved as presented.

Discussion of Nominations and Elections of Officers

According to the HAFAC Charter, nomination and elections for the two officer positions of Chair and Vice-Chair are to be held in May of each year. Interested persons were asked to send an email by May 16, 2017 (extended to 5/31/17) to Steve Mendelsohn and Chadi Groome. Voting on the nominations will be made at the upcoming June meeting. As suggested, the list of interested persons being nominated will be included with the June meeting's agenda.

Director/Assistant Director of Sports & Fitness Updates

Anish Manrai presented an update on the following Sports & Fitness activities:

- Ground has been broken on the new indoor tennis structure in Village of Long Reach. This facility is projected to be finished and operational by March 2018. This project conveys reinvestment in the CA community. The goal is for the aging Bubble at Owen Brown to be taken down as soon as this facility is operational.
- New membership structure begins May 1st; questions on this transition may be directed to CA staff in the Membership Service Center as well as to General Managers at the fitness clubs. The CA website also has useful information.
- CA's ice rink is undergoing extensive renovations and will be closed for 2 months this summer.
- The customer service satisfaction survey is ongoing. Feedback received from the short five-question survey is used to enhance programs at all the clubs.
- Annual Report to the CA Board for FY 2017 to include accomplishments of HAFAC; to be further discussed at the upcoming June HAFAC meeting;

- Phase I of the AC renovation will cost approximately \$2M and will require closure of the club this summer (see Athletic Club report in next section for details). Budget testimony to the CA Board from HAFAC is needed to support the need for funding Phase 2 of the Athletic Club renovation. Discussion about the renovation included the need for CA staff to describe conceptual approach of Phases 1 and 2 Athletic Club renovations; to be addressed more fully at the upcoming June HAFAC meeting.

Club and Department Reports

Columbia Gym: Steve Mendelsohn presented updates on the PIRCH project an innovative approach to marketing using signage to move members through the facility ; new sound panels in pool area; new equipment to be made available to everyone with changes in membership structure; studio cycles; new wireless capabilities through cell phones with cardio equipment; new programs in general (e.g., table tennis), and no more annual shutdowns at the clubs (with the exception of the Athletic Club shutdowns this year and next for the major renovation).

Haven on the Lake: Arielle Feinberg presented updates on the “hike and bike” exercise program; Earth Day yoga outdoors; increasing use at Haven, reaching the 5,000 mark in attendance in one month; collaborative efforts with Petite Louis and Whole Foods to embrace community; mentioned that there are challenges with advertising across all clubs and plans for new digital streams across all fitness clubs.

Fitness Classes: Vicki Burns highlighted the array of classes offered across the various fitness clubs; new types of core conditioning classes (e.g., 30 minute CX Works); scheduling challenges and maintaining the seasonal classes post May 1st; clarification of impact of new membership structure on class accessibility; enhancing studio cycling in effort to be more competitive with other cycling programs; describing the comprehensive review of cycle classes through focus group discussions and feedback.

Athletic Club: Leslie Flynn described the status of Phase I for the renovations with the majority of the work to be roof and HVAC replacement; the club will be closed for these renovations from July 31 through August 27th; Phase 2 will require the club to be closed for an anticipated 5month period beginning May 2018; a presentation on Phases 1 and 2 and budget commitments will be presented at the HAFAC meeting in June.

Supreme Sports Club: Tavia Patusky summarized recent activities including upgrades to the free-weight room with additional upgrades in the summer; the arena’s sound system issues being addressed; Freedom Fitness sponsoring a Zumba master class with Steve Boerdts and Kass Martin on Friday; April 21 with CA providing the arena space; recent changes in staffing to address customer service concerns; asked HAFAC members to provide feedback on customer service experience at Supreme.

Personal Health Investment Today (PHIT) Act Legislation

Anish Manrai briefly described the PHIT Act, a legislative bill recently reintroduced in Washington, D.C. This legislation would allow Flexible Spending Accounts (FSAs) and Health Savings Accounts (HSAs) to be used to reimburse costs for fitness club and recreational activities . If enacted, this bill would enhance membership attraction and retention. A flyer developed by the International Health, Racquet & Sportsclub Association (IHRSA) illustrating the benefits of passing the PHIT Act will be distributed by CA staff via email.

Other/New Business

Discussion included marketing the “Yay CA” message with T-shirts, bumper stickers; collaborative efforts with Howard County police department with a kickball game on May 6th; CA fitness clubs’ participation in the 50th celebration of Columbia; addressing changes in demographics of user groups (millennials); how CA is responding to influx of new populations as addressed in the conceptual design of downtown Columbia; selling smoothies and other healthy beverages and snacks at CA facilities.

The next CA Open House is scheduled for June 24 and 25. The 2 day event will celebrate “Play the CA Way!”

Next Meeting Date/Adjournment

Next HAFAC meeting will be held on June 5th at 7:00 p.m. at The Haven. The meeting adjourned at 9:00 p.m.