

Millennial Advisory Committee
Meeting Minutes

8/12/2019

Summary Recap:

- I. Welcome and recap of meeting - Jessica B. gave a brief recap of the previous meeting and informed the Committee that she had shared their comments and suggestions with the marketing team.
- II. Vote on Chair/Vice Chair
 - A. Chair - Jason Jannati
 - B. Vice Chair - Vrinda Deshpande
- III. Discussion of Project Goals and Outcomes

Introduction and discussion of charges the CA Board of Directors approved upon establishment of the Millennial Advisory Committee:

Proposed Charge, Millennial Advisory Group for the period the committee is established in FY19 through FY 20 (April 30, 2020).

In general the Committee discussed wanting to perhaps tackle charges in subcommittees.

1. Provide specific recommendations on potential membership pricing and discounts for Columbia's millennials. (Accepted by the Board on January 24, 2019)

As raised by the Committee, these are potential topics for membership/pricing and the Sport/Fitness programming

- Effect of change in membership type on facility usage
- % of membership type when switched to new groupings
 - Changes to membership type tied to renewals rate increases - > did people drop from higher cost plan to lower cost plans
- Where do Millennials go? - not just the gyms, but which other facilities do they frequent more than others?
 - Can we look at the statistics for logins?
- Discussion of the extra costs for particular programs or classes on top of membership
- Did not feel that enough continuous communication went out about the switch from old plans to new plans. Remember getting initial wave of marketing 2 years

ago but not right before actual switch was made and felt prices increased dramatically.

- Has CA thought about strategic partnerships with specializations in the industry or particular brands like EarthTrekks?
- Would like some of the instructors to operate their classes at higher intensities
 - Perhaps set up a rating system so members can evaluate how intense they feel an instructor is and others can choose which class or instructor they want to go to based on that rating scale or feedback.
 - Is also important for the instructor to create class culture and social environment. Many smaller clubs, the instructor will invite everyone out afterwards for happy hour or so.
 - Many of the instructors seem to focus on seniors or middle aged populations rather than Millennials, need to focus on diversity of age ranges in hiring and provide bios of instructors for people to select from when signing up for a class. (never use stock photos) and have instructors share their philosophies.
- Do not like having the pre-select a time slot and being locked into that the way the current Tribe program works.
- Have you looked at video equipment that allows “mirror training”?
- Would like to see outside classes moving around different locations in Columbia.
- Would like to utilize an App for communicating - classes, events, etc.
- Would like some classes that could service pre-existing friends group

Jessic B. recommended that she ask Dan Burns, CA Director of Sport and Fitness to talk with the group at a future meeting so a more nuanced discussion can be had.

2. Provide feedback on new and existing programming and events designed to respond to those Priority recommendations outlined in the Millennials Work Group report, “Exploring Ways to Better Serve Millennials.” (Accepted by the Board on January 24, 2019)

3. Provide an implementation report on the recommendations in the Millennials Work Group Report, Exploring Ways to Better Serve Millennials.” (Accepted by the Board on January 24, 2019)

Discussion of marketing and Communications septific recommendations

- Would like to discuss with the Communications and Marketing team how CA conveys the value of what CA offers.
- Need to see reiterative marketing about changes in membership and other announcements, not just at the push out of changes or new programming.

- In the lien assessment announcement, would like to have more information about what CA offers and covers. Right now the sheet is mostly about finances but I really want to see the programs, classes, facilities, etc.
 - Should be geared toward new residents and treat everyone as if they have never heard of CA before -> don't waste this as an opportunity for marketing and selling memberships.
- Is there a dedicated person responsible for digital and social media marketing?
- How is the digital advertising set up? If I start researching horses on google will an ad for the CA Horse Center pop up?
 - Use enabling ads, swipe up and sign up.
- Would like email communication about the lien -> some people do not go to their mailbox.
- Do we have a presence in the schools and are we coordinating with the school board on use of our facilities for their gym classes/swim lessons/etc.?
- Are we marketing directly to parents to use the kid zone for dropping off their kids and coming to work out? Would organized programming for adults and kid drop off translate outside gym facilities?

IV. Determine Work Group meeting Schedule - 2nd monday of the month