



Fitness Association of the Patent and Trademark Office  
PTO Fitness Center

Date: 2017-February-15

To: Board of Directors  
Fitness Association Patent & Trademark Office

CC: Members  
Fitness Association Patent & Trademark Office

From: Kevin Bechtel, Secretary  
Fitness Association Patent & Trademark Office

Subject: 2017-February-15 Meeting Minutes

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A regular meeting of the Fitness Association Patent & Trademark Office (FAPTO) Board of Directors was held on Wednesday, February 15, 2017 in Knox 6D44. Kevin Bechtel, Tiffani Blackburn, Kalyan Deshpande, Georgia Epps, Gerald Ewoldt, Kristin Fuller (via teleconference), Jeffrey Smith, Denise Thomas, Grant Withers, and Anthony Clark (Ombudsman) (via teleconference) were present. Maura Regan had an excused absence.

A quorum being present, the meeting was called to order at 10:00 am.

**Introduction of New HR Board Member:**

Denise Thomas introduced Tiffani Blackburn as the HR Representative that will be assuming her position as a FAPTO Board Member. Denise will continue to attend to meetings to help Tiffani's transition as a Board member.

**Agenda Items:**

Georgia Epps questioned the statement of "OK to process as less than \$1k required for Board approval" recited in the Meeting Minutes of 2017-02-01, and indicated that Board approval is required for expenditures in excess of \$100. Jeffrey Smith indicated that current policy is, in fact, that ProFit does not need authorization for expenditures under \$1,000 so as to enable ProFit to authorize 'small' repairs without seeking Board approval first. It was noted that this policy can be revisited.

Motion by Grant Withers was adopted as follows:

"Approve Meeting Minutes of 2017-02-01".

Approve – 9

Veto – 0

Abstain – 0

Presentation of Marketing Plan by Kalyan Deshpande & Denise Thomas



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- \*Concern regarding membership attrition; membership below ideal of 3,000 with no hiring expected in the foreseeable future
- \*Concern regarding whether IRS 501(c)(4) requires FAPTO to limit to PTO employees, and the extent we can attempt to reach out to contractors
- \*Master classes are most the Fitness Center's most unique aspect
- \*Group exercise included in membership (some gyms charge for them separately)
- \*Brochures with awesome details and that doesn't look like a giant coupon
- \*Great Beginnings: excellent for branching out to new members
- \*Community atmosphere, as opposed to pump weights and go (e.g. cardio kickboxing group is a die-hard community that stays together)
- \*Great benefits for cost
- \*Kaiser challenge was also great for community atmosphere

Treasurer's Report (2017-January): Meeting with LCOR regarding substandard installation of flooring and crown molding. There is a credit of \$2k for cabinets. Statement for extra work is ~\$6k and the soffits (for improper measuring) is \$2,760.

Motion by Jeffrey Smith was adopted as follows:

"Approve 2017-January Treasurer's Report".

Approve – 9

Veto – 0

Abstain – 0

**ProFIT Report** (11:07) – Richard Mandley, ProFIT President; Cyndi Feliciano, General Manager:

- Marketing Plan appeared to bring in 36 new members for the quarter; there was still a net loss, but the loss was attenuated.
- Monthly report indicated that membership dropped, but club usage increased (*i.e.* more wear & tear, but healthier members)
- Les Mills launch budget is under-utilized. Requested spending the money for other group exercise classes.
- Discussion of using the new displays in lobbies. Unsure of priority or how to reserve advertising.
- Did not renew Medallia survey, now relying on Survey Monkey.
- Bruce Weider not yet billed. Clarence indicated he would contact Bruce, but Clarence is no longer on Board. Requested Cyndi reach out to Bruce, if they can't reach agreement, HR (Tiffani) will handle.
- Discussion of tags to indicate reserved lockers. Suggested by Kal to order 2x tags so they are ready when women's locker room is renovated.



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- Proposal for \$2k to repair Woodway. Rich recommended to hold off unless Heartline could agree that repair should keep Woodway functioning for 3+ years.
- ADA request for handrail installation along wall to locker rooms. Suggested to contact Michael Salley to determine if we need to comply.
- TV installation: request if can skip LCOR.
- LCOR indicated that they would fix flooring & molding.
- Audio Fetch posters are now up to illustrate usage.

**Board Actions (11:56):**

Motion by Jeffrey Smith was adopted as follows:

“Change the Les Mills budget line item to Group Exercise Class”. Thus enabling the group exercise director to use the money for items for any group exercise class.

Approve – 9

Veto – 0

Abstain – 0

The meeting was adjourned at 11:58 am