



Fitness Association of the Patent and Trademark Office  
PTO Fitness Center

Date: 04 November 2021

To: Board of Directors; Members  
Fitness Association Patent & Trademark Office

From: Larry Lee  
Secretary; Fitness Association Patent & Trademark Office

Subject: 02 November 2021 Board Meeting Minutes

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A regular, virtual meeting of the Fitness Association of the Patent & Trademark Office (FAPTO) Board of Directors was held via WebEx on Tuesday 02 November 2021. Board members Larry Lee, Reginald Reyes, Heather Schubert, Georgia Epps, Jay Patel, Lori Mattison, Kevin Bechtel, Liesl Baumann and Charles Jiang were present.

A quorum being present, the FAPTO Board meeting was called to order by President Heather Schubert at 11:30 EDT.

### **ProFIT Issues**

Bill Hall, Mary Stanley, Mandy Wright and Mindy Green attended.

- Mary presented the marketing report for October and marketing plans for the upcoming 3 months. Holiday programming will include a Thanksgiving workout and Holiday party/workout. A drop in email engagement was noticed recently, likely due the end of the fiscal year. The current “Road to Broadway” challenge is proving quite popular and many non-members have signed up to participate.
- Bill and Larry led a discussion regarding tiered memberships. A meeting with ProFIT and the board was held recently to discuss and develop proposals. The recommended proposal to the board is to have three (3) membership tiers: Virtual Only, Virtual Plus, and Full Facility. Virtual only membership will be for online group exercise only; no gym access included. Virtual Plus: Same as virtual only, with a limited number of monthly included visits (access days) to the gym; live (in-person) classes included on gym access days. Full Facility: Unlimited gym visits; includes unlimited virtual and in-person group exercise classes. Larry explained that the Virtual Plus membership will meet the needs of local members who do not anticipate returning to campus on a regular basis, but would like to have gym access when they do. The limited number of access days included in the Virtual Plus membership is TBD. Pricing for the three tiers is also TBD. It is anticipated that the Virtual Plus plan will be roughly equivalent to the dues level currently charged (appx. \$25/month); with the Virtual Only plan less expensive, and the Full Facility plan more expensive (a dues increase).



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Given that a dues increase seems inevitable, having three different tiers of membership at different prices may allow members to select the plan that is right for them and their budgets. Charles mentioned that there is currently a “shower-only” option available for a slight discount off regular membership dues. Bill stated that only one individual was signed up for this option at the time of COVID closure. Georgia stated that in our MOU with the USPTO, the shower-only option is required. Larry mentioned that given its low utilization, perhaps this can be negotiated out of the MOU. Lori asked whether a monthly “visit” would be charged for Virtual Plus member for each actual same-day entry. Pre-COVID, some members enter the gym multiple times per day (perhaps to take different group exercise classes). Outdoor runners and walkers also typically make multiple same-day entries. Bill stated that he will research the capability of MindBody to track and flag same-day usage in order that same-day entries are counted as one “access day” used for Virtual Plus members. Bill also will research whether the access software allows for easy identification of a member who enters after having utilized all their monthly access days (such members would have to purchase a guest pass for entry; currently \$10). Larry added that the tiered membership structure should not be introduced immediately upon reopening, but some months afterward in order that the gym can reopen safely without unnecessary complication. Voting rights in the association was also discussed: Will a “virtual-only” member be able to vote? The answer seems to be that virtual-only members will be considered regular members, and regular members can vote.

### **Board Discussion:**

**Reopening:** Heather stated that she has reached out to PTO management for a timely response to the letter sent last month. Larry suggested that if nothing is heard by the end of this week, that last month’s letter be re-sent along with updated October attrition numbers to emphasize to PTO management the seriousness of the situation.

### **Board Actions:**

**Meeting Minutes for 20 October 2021:** Georgia made a motion to accept; Kevin seconded. Vote 9-0-0 (yes/no/abstain)

The meeting was adjourned at 12:30 EDT. The next regular meeting is scheduled for Wednesday 17 November 2021 at 10:00 EDT.