

FAPTO 4-20-2022 Minutes

FAPTO Members in Attendance: Jay Patel, Sharlamar Taliaferro-Savannah, Georgia Epps (left at 11:00a), Lori Mattison (Minute taker), Larry Lee, Liesl Baumann, Kevin Bechtel, Reginal Reyes

Profit in Attendance: Mindy Green, Bill Hall, Rich Mandley

Minutes Approval

-Kevin Bechtel moved to approve the 3-16-2022 minutes. Georgia Epps seconded the motion. All approved.

-Kevin Bechtel moved to approve the 4-5-2022 minutes. Georgia Epps seconded the motion. All approved.

Marketing

Bill Hall presented the marketing plan. Bill noted that walk-ins to the club are happening. Members that previously cancelled are walking in and coming back. People are calling/have interest in VIP membership perks. However, email engagement is down with end-of-quarter being the speculated cause. Trial passes to the club are generating interest.

The gym website is being updated to be reflected of group exercise and revised memberships.

- Video on demand is going to be updated to reflect a "New Workout of the Week"
- Nutrition and recipes are generating a lot of clicks

Bill noted that virtual and in-person classes are changing to meet the needs of those returning to campus. For example, Virtual step classes have ended (VOD is still available) and in-person step aerobics classes are now offered.

Group Exercise

Mindy Green updated the board on in-person classes offered on campus

- Virtual step has transitioned to in-real-life step class
- Jeff is teaching a combination class of HIIT and Combat on campus

Management put a lot of thought into "What classes?" and "What days?" In the past, Monday and Fridays were not good days for gym classes on campus based upon past performance; and surveys, feedback, and direct communication of our membership.

Larry Lee noted that we need to email our members that took step platforms during the pandemic for use in virtual classes to return them.

Upcoming Marketing Plan

Bill Hall presented the Step challenge. It has been improved over previous years in that even if you have had a bad week for steps, you are still eligible for a prize.

Bill sought guidance on the 5K virtual race

-this is our biggest promotion for intermediate/mid-term. People get a discounted membership. There is also a 5K plan to get the members race ready.

The focus for May and June is getting members back into the physical club.

Bill Hall inquired what we would like to do for our June Membership appreciation month.

Bill Hall queried what day is community day and is it in person or virtual? Georgia Epps noted community day is 6/23 and it is virtual.

Discussion between ProFit and the board regarding the fee structure for the 5K virtual race ensued. It was decided that we will donate a part of the proceeds to donate to the Carpenter shelter. It will be a 50/50 split. The cost to the participant is \$10.00 (which is a 50/50 split with FAPTO and Carpenter shelter) + registration fees. Larry Lee proposed the motion. Lori Mattison seconded the motion. All voted in favor.

Membership and Dues

Discussed by Larry Lee. Currently we are considering three tiers (Gold, Silver and Bronze). Bronze tier will be virtual only. It is projected most members will want a hybrid membership that permits some in person visits and the virtual platform. The question is: How many visits per month for the silver level? The concern is, if there are too many visits per month in the silver program, no one will go for gold. Larry Lee noted that the silver plan matches to an in person visit to once or twice a week. Larry presented problems with the campus gym software. If a person goes in at 7a and then later at 5p in the same day, it will have to be counted as two visits per Bill because the software cant count them as 1 visit . However, if a person comes in, changes, bikes, and comes back in an hour, the software counts that as the same visit.

March Treasurer Report

Georgia Epps Discussed the March Treasurer Report. She noted that we had to pay the music license must have the license in place for virtual classes which virtually use the music, in the club and in classes.

-Kevin Bechtel noted that what we brought in was just enough to pay for management and that we need a surge in membership; find a way to cut costs, benefits or surges; and/or refresh the dues.

-Kevin Bechtel motioned to approve the report. Larry Lee seconded. All voted in favor.

Discussion of Bylaws

Kevin Bechtel noted there are inconsistencies for the actual operation of our club to that of the bylaws.

-One example is operationally contractors are eligible for credit card payments and may pay that way while other members are not eligible for credit card payments. Operationally contractors are treated contractors as associate members but they should be full members according to the bylaws.

-Another Example is the PTO Liaison. They should get a single vote but the operationally they are not voting. They get to vote on any matter set before the board but our MOA states they don't get to vote on matters before the board.

-The language is not consistent between the bylaws and operations especially when it is required and what it is...

-Kevin Bechtel would like for more ways for our full members to pay. To do so will require a change in our bylaws.

-Kevin would like to amend the numbers/percentages of voting members needed to get matters passed and/or voted down due to low voting and engagement in membership

-Kevin would like to generate a document of the bylaws with a sharable link to comment on the document

-Georgia Epps warned that we must be careful of our bylaws and not do any changes that imperils our tax exempt status.

Kevin motioned that the Board agrees that the By-Laws can be amended **if it is ratified by the majority of the membership that actually participated in the vote, regardless of quorum requirements.**

-No second to Kevin Bechtel's motion

-Discussion moved on the non-profit status. It was noted amending the bylaws should not affect the tax status. We could lose our tax exempt status if we do not operate in good faith. What about other government workers from other agencies and membership to our gym?

-Kevin Bechtel noted that if agreement can be made on changing the bylaws we can then move to asking the IRS bylaw changes.

-Contractors can run for board seats

Budget Projections

Kevin presented a modeled budget to project our future financial fitness based upon 4 years of historical data.

-With the assumption that we doubled fees and did not lose a SINGLE member we need \$184,000 to run the club.