



Fitness Association of the Patent and Trademark Office  
PTO Fitness Center

Date: 16 March 2022

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

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

Subject: 16 March 2022 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 MS Teams on Wednesday 16 March 2022. Board members Larry Lee, Heather Schubert, Reggie Reyes, Georgia Epps, Jay Patel, Lori Mattison, Charles Jiang, Sharlamar Taliaferro-Savannah and Liesl Baumann attended. Kevin Bechtel was excused.

A quorum being present, the FAPTO Board meeting was called to order by President Heather Schubert at 10:03 EDT.

### **ProFIT Issues**

Richard Mandley, Mindy Green and Mandy Wright attended. Bill Hall was excused.

- Rich presented the marketing report for February 2022, as well the marketing plan for March through May 2022.
- 12 membership sales in February.
- VIP letter was discussed; it drove more visits / inquiries to the fitness center.
- Possible campus reopening in May will have an effect on marketing efforts. Georgia stated that the PATH program is on hold. Marketing towards the campus security force is facing resistance due to limited hours of operation.
- Mindy reported on the restart of group exercise. Modest attendance and interest for the first week of classes Tu/We/Th only, as well a special one-time dance class the week prior. In April, the goal will be to have at least one daily group exercise class. The announcement of resumption of in-person group fitness also drove more visits / inquires to the fitness center.
- Mandy asked about the possibility of filming instructors for short marketing videos.



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**Board Discussion:**

**Reopening:** Discussion of a rumored campus reopening / status change in May. Anecdotal evidence that many do not know that the fitness center is open. Perhaps we should put up a big sign in the window (is this even allowed?) Given that the fitness center has been open since January, should the campus change status and even partially reopen, we are in a good position to capitalize.

**Masking:** ProFIT has been instructed to follow USPTO guidelines w/r/t masking requirements. Currently, masking is optional on campus thus is optional in the fitness center.

**Treasurer's Report:** General discussion of budget issues. Monthly expenses have risen, driven largely by ProFIT fees having substantially risen due to the fitness center reopening. Georgia summarized her report by stating that the association is currently OK financially but we definitely need more people to join/rejoin so that our dues income stabilizes.

**Tiered Memberships:** Larry stated that he will work with Bill to set up a meeting to discuss tiered memberships. Larry stated that he would like to add one visit per month to the proposed "Virtual Only" tier; discussion followed.

**Board Actions:**

**Meeting Minutes for 01 March 2022:** Heather made a motion to accept; Lori seconded. Vote 8-0-0 (yes, no, abstain) passed

**Treasurer Report for February 2022:** Heather made a motion to accept; Larry seconded. Vote 7-0-1 passed

**Contractor Evaluation:** After a discussion of the evaluation results, Heather made a motion to accept the overall ProFIT evaluation of 97 for the most recent quarter; Lori seconded. Vote 8-0-0 passed

The meeting was adjourned at 11:11 EDT. The next regular meeting is scheduled for Tuesday 05 April 2022 at 11:30 EDT.