Date: 19 September 2023

To: Board of Directors; Members

Fitness Association Patent & Trademark Office

From: Liesl Baumann

Secretary; Fitness Association Patent & Trademark Office

Subject: 19 September 2023 Annual and Board Meeting Minutes

An annual and regular, virtual meeting of the Fitness Association of the Patent & Trademark Office (FAPTO) Board of Directors was held via MS Teams on Tuesday 19 September 2023. Board members Kevin Bechtel, Jay Patel, Liesl Baumann, Georgia Epps, Lori Mattison, Justin Lewis, Bryan Lee, and Susan McFadden were present. Incoming Board Members Pinping Sun and Eric Atkisson were also present. Sharlamar Taliaferro-Savannah was absent. Rich Mandley, Jill Bakner, and Mindy Green attended from ProFIT.

A quorum being present, the FAPTO Board meeting was called to order by President Kevin Bechtel at 10:02 EST.

**Annual Meeting**

* Major changes in the past year:
  + Dues restructuring
  + Expansion of hours and group exercise classes as Energy Club has come over to join us.
* ProFIT presented the Annual Report for FY2023.
  + We saw some changes with staffing. We currently have Jill Bakner as the Regional Director and Manager at USPTO. Mindy, Eddie, and Frank are still here, and Arleen was hired to work at the front desk.
  + We changed our membership software from MindBody to Wellness Living. It is more user-friendly on staff and user sides and has a mobile app.
  + Our membership numbers have gone down from 2022 with 1000 total people, down from 1165 last year. We’ve gained 48 members from Energy Club and increased monthly and annual memberships. ProFIT is working to find new ways to bring membership back up.
  + Overall utilization has gone up with number of unique individuals accessing the fitness center has increased.
  + We had a number of events in the past year, including a Oktoberfest Happy Hour, Holiday Party, PTO Fitness Center Health Fair, Community Day, and more.
  + We had a number of fitness challenges, including “Hike” the Appalachian Trail, Trim & Tone Challenge, Step Into Spring Challenge, and more.
  + We have almost doubled the number of in-person classes; there are still virtual classes and on-demand classes through Wellness Living. The total number of classes, group fitness attendance, and total member attendance has gone up from FY22. There have been a number of specialty classes that have been offered this year, including BJJ, Dance Party, Step Into Spring Step Class, and more. For virtual classes, we have two things planned for the upcoming year, including streaming in-person classes online and expand our virtual offerings through ProFIT company-wide.
* Treasurer Georgia Epps shared the FY23 Treasurer’s report.
  + We’ve gone through and taken out any expenses we did not need to try to decrease expenses. Some examples include canceling Verizon and using USPTO internet, decreasing ProFIT cost, and decreasing frequency of maintenance checks on some of the equipment (shifting from monthly to quarterly). Our total expenses for the year were lower than projected, and revenue collected was more than projected (and hopefully this will continue to trend upward). We are still incurring expenses even though our membership base has reduced (~2500 before pandemic closure down to ~1000 currently). We have lost money overall this year, depleting our reserve funds, but the loss numbers are starting to trend lower as the Energy Club members and their membership fees have shifted over to our fitness center.
* 2023 Elections
  + We have 4 open positions and had 4 candidates. Susan McFadden requested the 2-year term, and so no elections will take place. Liesl Baumann, Eric Atkisson, and Pinping Sun will take the 3-year terms.

The annual meeting was adjourned at 10:52 EST.

The post annual meeting for the Board and ProFIT was called to order by President Kevin Bechtel at 10:53 EST.

**ProFIT Issues**

Jill Bakner and Mindy Green were in attendance.

* ProFIT updated the Board on the Membership report for August. These numbers are of the end of August. Jill used Georgia’s deposit numbers for this month rather than OHR due to the continuing discrepancies between reports. We have a total of 945 members, which does not include the Energy Club as they had a trial membership for August. Those numbers will be included in September.
* ProFIT updated the Board on the 2023-August Operations, Sales, and Marketing Reports. Attendance for August went up by 500 more visits, with the number of unique members also increasing. These numbers include the Energy Club arrivals.

No substantial changes for revenue for August, but we will see changes in September from Energy Club coming over. No major equipment issues to report, maintenance came out in September. We ordered a part for one piece of equipment, and ProFIT will replace it rather than paying a labor fee to Heartline. We had 80 personal training sessions for August and just one consultation. These numbers should go up in September with Energy Club coming over. Ongoing promos include Bring a Buddy Membership Promo (September) and expanded schedule and class offerings (September). We are still trying to get more Energy Club members to transition over. We are now offering more classes due to Energy Club coming over. We continue to see that on-site classes have higher attendance than virtual, and on-site attendance average continues to go up. Video on-demand viewership went up a lot. ProFIT is working on getting a new virtual class platform for new on-demand and live streaming classes. Wellness Living emails send to have higher open rates than Constant Contact; ProFIT proposes using Wellness Living and getting rid of Constant Contact (which we pay for).

**Board Discussion and Actions**

**Constant Contact:** Georgia made a motion to cancel Constant Contact; Lori seconded. Vote 8-0-0 (yes/no/abstain). Motion passes. We will now use Wellness Living for email distribution to membership.

**August Meeting Minutes:** Kevin made a motion to approve the 22 August 2023 Meeting Minutes; Georgia seconded. Vote 8-0-0 (yes/no/abstain). Motion passes.

**Treasurer’s Report 2023-August**: We only had a deficit of $248 this month! We canceled Verizon. Kevin made a motion to approve the 2023-August Treasurer’s Report; Lori seconded. Vote 8-0-0 (yes/no/abstain). Motion passes.

The meeting was adjourned at 11:41 EST. The next regular meeting is scheduled for Tuesday, October 24 at 10:00 EST.