

**Minutes November 2013 Meeting
JFK Fitness Center Board of Directors**

Date: November 12, 2013

Time: 10:00 AM

Place: JFK Fitness Center

Attendees: Bob Broadhurst
Erika Broadhurst
John Burt
Allen Jokinen (by phone)
Tamara McDonald
Deborah Osborne

Bruce Cohen

Absent: Steve McMullin
Steve Mills

Secretary's Minutes: The minutes of the prior meeting had been previously distributed and approved via email. They have been posted on the Fitness Center web site.

Treasurer's Reports: Before this meeting, Deborah Osborne had shared a draft financial report with the Board members. The Board reviewed and discussed this report. Excellent work, Deborah.

Deborah's and Bruce Cohen's are in agreement. Overall, the Center is on solid financial footing.

The Board discussed planning in advance to replace equipment rather than waiting for it to fail. In future months, the Board will assess membership numbers and our financial status to determine how much equipment we should replace. At the moment, the equipment is holding up well. What is likely to fail and/or what is outdated?

Membership:

The Board reviewed Bruce's membership report. During the week preceding this meeting, the Center picked up some 15 to 18 new members.

A variety of membership related issues were discussed --

Should we advertise/distribute flyers regarding a New Year's special? We did so successfully last year.

The Center still has a large number of State members. Could this be due to the classes we offer? Other fitness centers charge an additional fee for classes.

The ringing of the buzzer door to be let into the Center has been declining. Is this due to increased/stabilized membership?

Will flexiplace work against our membership?

Should we test guest passes where a potential member ("guest") accompanies a current member? After using the Center, the guest may be inclined to join.

Fitness DVDs: Will test this next year with a couple of DVDs. The exercise DVDs will be used and stay in the aerobics room. How to set up and control? May have to schedule times when members will watch and follow along with the DVDs.

Classes: Due to recent government shutdown, it is hard to judge the current success of the classes. In October, three classes had less than ten students. The Board will defer any action until at least the start of the new year.

Some 70 to 80 members take advantage of the classes. How much should the Center spend to support this activity not used by the majority of the members? Should we charge a fee for the classes?

Wellness/Fitness Presentations: The Board discussed the possibility of wellness/fitness presentations, for both federal and state workers, given by the intern, Kayli Davis. This may encourage more people to join the Center. We could start with just a few seminars and see how it goes.

Elections: New elections to the Board are due. Allen Jokinen will determine which Board members should be up for election/re-election and prepare the appropriate notice.

Blue Cross and Blue Shield Network Prime: As in previous meetings, the Board once again discussed this issue.

Network Prime is an arrangement BC&BS provides through Healthways Fitness. A member of a fitness center pays \$25 a month to Healthways. He or she receives a Healthways card and can visit a number of other fitness centers which are part of the Healthways network.

Should we join the Healthways network? How to reliably track use? Would the Center be adequately compensated?

Personal Training: This has been discussed in previous meetings. When to launch? Perhaps the start of the new year. Bruce will put together a plan.

Other: After this meeting, by means of email, the Board unanimously approved the hiring of a Yoga instructor.

Next Board Meeting: Date to be determined.

Respectfully submitted,

Allen Jokinen

Meeting Agenda for Tuesday, November 12th at 10 AM

- **Secretary's Minutes**

- **Treasurer's Report**
 - **Go over 09/30/13 year ending balances & 10/01/13 opening balances**

- **Membership Report & Equipment Needs & Other Issues**
 - **Status of FY 14 membership renewals**
 - **New DVDs?**
 - **Class Participation**
 - **Outreach Seminars Done in JFK**

- **Unfinished Business**
 - **BC/BS Network Prime – Discussion**
 - **Personal Training**

- **New Business**
 - **Board Elections for CY 2014**

- **Announcements**
 - **Next board meeting in CY 2014 TBD.**