



SACRAMENTO  
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**The WELL Advisory Group Meeting**  
February 8, 2017  
The WELL, 2nd Floor, Shoreline Room  
Sacramento State

**Minutes**

**1. The meeting was called to Order at 7:37 a.m. by Chandler Bender**

Members present: Chandler Bender, Elena Larson, Becky Mejia, Mark McGushin, Brittani Gustinell, Kindra Begley, Ann Leber, Lindsay Vampola, Trinity Jackson, Kyle Wakeland. Also Present: Bill Olmsted, Kate Smith, Jill Farrell, Jessica Swart, Tori Butler  
Absent: Karen Dhillon, Josh Allen

**2. Consent Calendar:**

- A. Approval of Advisory Group Minutes for December 7, 2016 [MSP: Leber, Begley]

**3. Old Business**

A. Executive Director Search Update:

- Olmsted informs the group that the formal search for the new Executive Director of Union WELL Inc. has been postponed and announces that he [Olmsted] has been named interim Executive Director.

B. Expansion Update:

- Olmsted states that he and Smith have been busy working on WELL Expansion. They have been planning, gathering information and working with chancellor's office to submit RFP (request for proposal) over spring or summer. We are anticipating starting construction in spring or summer 2018, but can't firmly determine a timeline at this point. Smith adds that this semester she will look for a separate focus group targeting services for students with disabilities and gender identity considerations. This group will work in collaboration with the Pride Center and Center for Diversity & Inclusion. She urges everyone to let her know if anyone is interested, or if you know anyone on campus who may be interested. Olmsted continues and advises that we are working on an expansion website for the Union and WELL projects. The website will give a synopsis of each project and allow users to view floor plans. The Union project has begun now that we have received the demo permit. Over spring break, they will demolish part of the building and seal it off. Upon return from spring break, demo should be complete and by summer, we should see steel going up. We had planned and prepared ourselves for what we felt the reaction from campus and students would be, but instead we have been surprised by the lack of reaction. There have been no complaints, just a lot of questions. Olmsted also announces that a project camera is being mounted to the roof of Riverside Hall facing the back of the Union. This camera will offer a live feed of the construction progress that will be streamed to the project website and on a large display monitor on the 1<sup>st</sup> and, maybe, 3<sup>rd</sup> floor of the Union.
  - Leber asks who is displaced, and where are they located now? Olmsted explains that ASI Government & Business office moved to 3<sup>rd</sup> floor of Sequoia Hall, in the old Accounting Services office. Student Engagement & Outreach, KSSU & Safe rides moved to the old WELL Lounge space. Design & Marketing [The Lab] moved to the library.

Union Event Services moved across the hall on the 3<sup>rd</sup> floor. Unique also just moved across hall.

- Bender asked about the new location of the State Hornet. Olmsted answers that UEI stepped up and offered their space in Del Norte on the first floor, which is the old bookstore receiving area and is about 750 square feet in size. Initially, the State Hornet had been requesting 1 to 2 thousand square feet, which is why UEI didn't offer their space until the Hornet advised that they will take any space available.

#### 4. New Business:

##### A. Membership Rates Proposal:

- Swart thanks the group for the feedback that was provided in November regarding membership rates and offering new specials. She addressed the Board of Directors with the feedback, who also approved moving forward with a proposal plan. The overall goal is to add value to our memberships for all membership types, and to offer specials and incentives to stimulate membership. Swart refers to the membership rate proposal that is included in the handout on page 6. Highlights include offering group fitness classes at no additional charge, recent alumni introductory rate, 10% active military & veteran discount which research indicated was the standard discount offered, a new starter pack will be offered for faculty, staff, alumni & sponsored members that includes four 30-minute training sessions including 1 consultation. Lastly, non-enrolled students get a special summer rate if they purchase their summer membership by June 1<sup>st</sup> at a one-time fee of \$48 for the entire summer. This offer allows us to compete with local gyms who are offering \$10 per month summer rates. Swart refers to the next page in the handout that outlines membership plans and explains that we plan to reduce short-term plan options. We had 11 plans ranging from 2 months through 12 months, which was too many options. Plan options will be reduced to 2, 6, or 12 months. So, we are still offering the same range of terms, just less choices. Larson agrees that less options are better. The last membership option to change is to the Dual Express membership rate, which is geared towards faculty/staff and limits their access to the facility to certain times in the morning and in the afternoon. Due to the fact that we are including group fitness in our membership, we reduced the Dual Express membership rate. Swart continues and refers to page 7 of the handout, which outlines proposed membership rates as well as current rates for comparison and notes that orange text indicates a change in rate. The following page (8) outlines a potential timeline of effective dates. Swart explains that the starter pack would be offered for limited time to current members even though it is intended as a recruitment offer/start up discount. Swart then reviews page 9 which outlines a marketing timeline. Lastly, page 10 outlines the plan to recover revenue that will be lost once group fitness is offered at no charge. We are trimming cost throughout, including staff time since we are eliminating the work that goes into signing up for classes, issuing cards, verifying cards, etc. We still have about \$15,000 to make up. The plan includes anticipated new revenue options such as fitness special events (Zumba glow, etc), AIR events, small group training, USATF events, for example. Smith comments regarding USATF and explains that it's a large scale track event. She notes that they rent out our facility and they have committed to a booking this summer and adds that this is included because it is a potential revenue stream for the WELL, although not necessarily fitness division. Swart finishes by stating that she will look into adjusting the timeline for the veteran/military rate discount. Smith thanks Swart & Farrell for the work that went into the proposal and advises the group that we still have to work through details and that we may still have to adjust numbers a little.

##### Questions/Comments:

- Larson asks how long the new alumni introductory rate lasts. Swart replies that they will keep that rate as long as they are a member. If they were to cancel their membership or leave and come back, they would lose their introductory rate. Vampola asks if the new alumni membership is a year-long commitment and Swart advises that it's a 4 month commitment. Smith adds that The WELL doesn't charge a fee to cancel a membership, however members are responsible charges through the remainder of their term.
- Larson asks if students have to be enrolled in the spring to register for the summer membership. Swart explains that the registration period for summer memberships is May 1 - June 1. Smith states that new students can't activate their membership until 1 week before the semester starts. Swart adds that, technically, once a One Card is issued, they can activate their membership. Vampola asks if recent graduates would be able to purchase a membership for summer rates? Swart explains that we ask patrons

what category they fall under when signing up, but we honestly have no way of verifying alumni. Therefore, someone could say they want a summer rate and we wouldn't know if they're alumni or not. Bender states that he feels students will really take advantage of the summer membership rate and continue to come to The WELL during break. Vampola adds that she comes to the WELL every day during the school year, and she would take advantage of summer rates especially since she's already familiar with the facility. Swart adds that summer is typically slow and therefore the facility is even more enjoyable during that time.

- Larson asks for clarification on the decision to reduce the Dual Express membership rate. Swart explains that the current rate is more than a full access membership once we factor group fitness being included.
- Vampola asks about the active military and veteran discount, and whether members would be able to take the 10% discount on the summer membership rate. Swart explains that the military/veteran discount wouldn't be active yet, but she can find out if it's possible to move the implementation up to sooner and notes that it does take time to set up the new rates in our system, which is why we staggered the rollout. Swart added that for EFT [electronic fund transfer] memberships, the discount would kick in as soon as it becomes active. But, because the summer rate is paid up front, we couldn't apply the discount if it isn't active yet. Vampola agrees that the summer membership rate would be the only offer that the discount couldn't be applied to with the current timeline.
- Bender asks how much revenue is expected from the USATF event. Smith replies that we can expect anywhere from \$25,000 to \$40,000 in revenue.
- Begley suggests offering more fitness special events. Those who attend are always saying that they want to attend another one very soon, and those who missed it hope for another offering soon after.
- Smith asks about small group training and whether the group thinks that people will understand that there's a fee for *small* group fitness when group fitness is free. Begley states that she feels that the price is still reasonable, and that she would personally be OK with paying for small classes. Smith adds that small group fitness offers more specialized training as the ratio of instructor to participant is smaller, therefore members get more time with trainers, so the value is definitely there. Larson adds that she agrees that it's a great offering.

[MSP: Vampola, Begley]

## 5. Reports and Comments

### A. Interim Executive Director:

- Olmsted states that he has been consumed with expansion and will continue to be. The past month he has been busy with efforts in transition of leadership with Leslie Davis retiring. He announces that today is Davis' last day on campus and adds that we held a very successful sendoff event in the Unlon Ballroom on Monday with a few hundred guests in attendance. Moving into spring, we are in the process of RFP for custodial service. Custodial is one of our largest expenditures annually and we have not put services out to bid in a while, so we just want to ensure that we are getting the most of our money. We invited nine vendors out to bid and will report to the group with considerations. Farrell advises July 1<sup>st</sup> would be the start date for services. Staff has been working on strategic plan, potentially being presented to group by next meeting. Changing from annual plan to 3 year plan.

**Questions / Comments:** Leber asks if there is any reason other than financial to make change. Farrell states we are very pleased with our current provider and adds that we are just trying to remain financially responsible. Olmsted notes that there are also changes that we're making organizationally. We have used student staff for custodial in the past, but we are transitioning those positions out and using fully contracted staff.

### B. Director:

- Smith mentions that over break we had a student supervisor, Deshawn Wright, selected to officiate the NIRSA flag football championships in Pensacola, FL. Corporate training was held on January 17<sup>th</sup> including guest speaker, Jeffrey Bucholtz. The We End Violence presentation by Bucholtz was co-sponsored by ASI, Athletics, Centers for Diversity & Inclusion, Housing & Residential Life, and the Student Health & Counseling Services. We received great feedback on the training day. Mile High is now open and runs from February 1<sup>st</sup> until the end of the month; the goal is to climb 1 mile on the rock wall within the month of February. Weight Warriors has begun and we have around 40 participants signed up, this program is a

combination of Biggest Loser and Amazing Race. Sac State 5k is coming up and flyers were handed out to the group promoting the Mustache theme. Participants can register online through our website. We offer tiered pricing based on when you sign up and rates will increase next week. So sign up sooner for a lower price! We also offer a Couch to 5k training program to help those who are new to running or who want to prepare for the 5k. Our new Rock Wall Coordinator started Monday, Garrett Werner and therefore we are fully staffed again! There are 2 more WAG meetings this semester including a joint meeting in April with the University Union Advisory Group. In that meeting, we will go over the budget for the entire corporation. Then we will hold our thank you lunch in May.

C. Assistant Director:

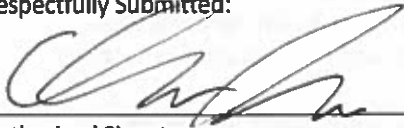
- Swart announces that last semester we reached 77% activation rate for student members, which is the highest ever! We hope to reach and or exceed that rate this spring. So far, we have exceeded last spring's membership activity. We are currently pushing the 5k through marketing, campaigns and social media and registration is going well. This past year we started using MailChimp stemming from a website conversation with WAG. It started last summer and we currently have 7,800 on the email list.

D. Board members

- None.

6. The meeting was adjourned at 8:32a.m.

Respectfully Submitted:



Authorized Signature

3/18/17

Date