



Center for Health & Fitness
Member Working Group - Summary Report
Meeting #8
March 25, 2025

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1. Introduction

As Beach Cities Health District (BCHD) moves forward with implementing components of the Healthy Living Campus master plan, it has developed a Member Working Group (MWG) to engage members in planning for the relocation of its Center for Health & Fitness (CHF). The MWG is an informal, voluntary group of CHF members who represent a broad range of interests and ideas focused on the center's continued success as a fitness and preventive health resource for the community, and participation is by invitation and recommendation from the BCHD board and staff.

This report summarizes recent MWG activities and feedback received at the MWG meeting.

1.1 Purpose of Member Working Group

Community Working Groups such as this provide a forum for integrating member input. MWG participants represent the interests of various areas of the CHF membership and serve as an ambassador of these interests. Working Groups such as this are limited in scope to the planning of the relocation of CHF, are not a formal voting body and are organized to enhance input into the planning process.

2. MWG MEETING NO. 8 – March 25, 2025

2.1 Overview

The eighth MWG meeting for the CHF convened in the Café at 514 N. Prospect in Redondo Beach. The attendee list, made up of involved CHF members from the three Beach Cities communities, was developed by staff.

Seven members attended this meeting, with seven members unable to attend. The format provided opportunities for participants to actively engage in meaningful discussion and share valuable information, insights and feedback with the staff and project team members.

Cristan Mueller, Chief Health Operations & Communications Officer at BCHD, opened the meeting by welcoming the Member Working Group (MWG) members and outlining the day's agenda. The key discussion points included:

- **Recap of the January Meeting – Walking the 510 Space**
 - **Tour Overview:** Several MWG members had previously toured the 510 property, noting potential opportunities for multipurpose use and identifying any immediate constraints.
 - **Observations & Notes:**
 - **Layout & Flow:** The interior's design could accommodate various class types
 - **Preliminary Next Steps:** Lease negotiations are moving forward, with a planned presentation to the BCHD Board on **April 23** for approval.

- **CHF Operating & Relocation Budget**
 - **Current Financial Position:** A high-level summary of CHF's operating budget highlighted key revenue streams and ongoing expenses.
 - **Relocation Cost Estimates:** Preliminary projections for renovations.
- **Program Sustainability Brainstorm – MWG Discussion**
 - **Brainstorming Session:** During the discussion, MWG members and staff reached a consensus that many of the current services and specialty classes exceed typical market offerings for a basic gym membership. To address this discrepancy, the group collaborated on various strategies, including aligning membership, rates and services with the market, annual fee increases, and a resident and non-resident fee structure. A resident and non-resident fee structure allows BCHD to continue to provide accessible and quality facilities and services – residents pay a lower fee because their property taxes directly help fund these services and amenities, while non-residents pay a higher fee since they do not contribute to funding of these facilities through local property taxes. By realigning membership tiers and associated benefits, these collective efforts are aimed at ensuring immediate financial viability as well as long-term sustainability for CHF's diverse range of programs.

Also in attendance from BCHD were Tom Bakaly, CEO; Dan Smith, Director of Communications; Cindy Foster, Health & Fitness Operations General Manager; Bernadette Lewis, Membership Services Manager; and Julie Lumbao, CHF Programs Manager.

Building on previous MWG sessions, Cristan led the discussion on the Program Sustainability Brainstorm Follow-up, during which the Member Working Group (MWG) provided additional feedback, insights, and solution recommendations. The conversation focused on key areas aimed at ensuring long-term program viability and operational efficiency.

(See section 2.3 for itemized discussion items)

2.2 Summary of Participation

MWG Participants

Name	City of Residence	Attended
Joni Ackerman	Redondo Beach	Yes
Elias Altenes	Torrance	No
John Bunn	Torrance	No
Carol Cutting	Manhattan Beach	Yes
Georgette Gantner	Redondo Beach	No
Dennis Heck	Redondo Beach	No
Nikki Hoffman	Redondo Beach	Yes
Nancy Henningsen (sat in for Fred Lukin)	Redondo Beach	Yes
Carol Newton	Redondo Beach	No
Dennis McLean	Redondo Beach	Yes
Laurie McLean	Redondo Beach	Yes
Chantal Saltzman	Redondo Beach	No
Ron Werner	Manhattan Beach	Yes

2.3 Program Sustainability Brainstorm Follow-up:

Key Discussion Points:

Pricing Structure and Membership Tier Refinement

1. Consolidate Tiers

- Why:** Too many membership options can confuse potential members.
- How:** Aim for four to five clearly defined tiers that articulate which services/classes are included.

2. Use Clear Resident vs. Non-Resident Differentiation

- Why:** A transparent price difference helps bring transparency to all users.
- How:** Apply a consistent price differential for non-residents across all tiers.

3. Bundle Specialty Classes

- Why:** Encourages higher-tier memberships and manages class capacity.
- How:** Include advanced classes (Pilates Reformer, specialty classes) in top tiers, or sell them separately as class packs.

4. Offer Monthly Payment Options

- Why:** Adds flexibility and can incentivize autopayment.
- How:** Offer monthly subscriptions payments paid automatically each month.

5. Use Add-On Packs to bring membership to market

- Why:** Preserves quality in high-demand specialty classes.
- How:** Create “deluxe” memberships or sell add-on class packs to regulate attendance.

Next Meeting

- **Date:** Tuesday, April 22, 12:00–1:00 p.m.
- **Location:** Café at 514 N. Prospect in Redondo Beach
- **Agenda Items:**
 - Wednesday, April 23, BCHD Board of Directors' meeting (6:30 p.m.)
 - Status updates (BCHD, Healthy Living Campus, CHF lease, etc.)
 - The upcoming FY 25-26 proposed budget
 - Potential membership structure, resident vs. non-resident fees and proposed fee-based classes