



**Center for Health & Fitness**  
Member Working Group - Summary Report  
Meeting #10  
May 13, 2025

**Table of Contents**

|                                                 |   |
|-------------------------------------------------|---|
| 1 INTRODUCTION .....                            | 1 |
| 1.1 Purpose of Member Working Group (MWG) ..... | 1 |
| 2 MWG MEETING NO. 10 – May, 13 2025.....        | 1 |
| 2.1 Overview. ....                              | 1 |
| 2.2 Summary of Participation ....               | 1 |
| 2.3 Membership Mix .....                        | 1 |
| 2.4 Program Sustainability.....                 | 1 |

# 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. 10 – May 13, 2025

## 2.1 Overview

The tenth 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.

### Recap of the May 13 Meeting

Eight members attended this meeting, with five 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.

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

Cristan Mueller opened the meeting by welcoming the Member Working Group (MWG) members and outlining the day's agenda. The key discussion points included:

### **Welcome & Relocation Update**

- Brief overview of goals and desired outcomes
- Relocation Update and Timeline
  - 510 N Prospect Ave. Lease – Board vote Wednesday, April 23, 6:30 p.m.
  - Update: BCHD's Board of Directors unanimously approved a motion to sign a lease agreement for the 3rd floor of the 510 N. Prospect Ave.
  - Next Steps: RFP requests are underway, and architects are currently touring the space as part of the planning process.

### **Why We're Restructuring the Membership Model**

- CHF has long exceeded market offerings — with 58 free classes monthly, unlimited daily attendance, and below-market rates. However, unlimited access has led to waitlists and limited availability.
- These updates will improve access, sustain service quality, and ensure continued investment in top instructors and programs — while still delivering best-in-class value for our members.

Cristan facilitated a follow-up conversation on program sustainability, expanding on ideas from earlier MWG sessions. The Member Working Group contributed fresh perspectives and practical recommendations, centering the discussion on strategies to strengthen the program's long-term success and streamline operations.

### **Staff Recommendations – Membership and Service Fees**

- **Non-Resident Differential**  
Implement a fee differential for non-residents across all services to better reflect resident investment and prioritize community access. (see section 2.3)
- **Fee Adjustments**  
Gradually increase membership and service fees to bring rates more in line with current market standards, while maintaining CHF's strong value proposition and quality of offerings. (see section 2.4)
- **Effective Date – July 1, 2025**

The annual membership and service fee increase is necessary to ensure the continued sustainability and quality of CHF's programs and services. As part of this adjustment, a fee differential for non-residents will be implemented across all services, better recognizing the financial investment made

by local residents and helping to prioritize community access. Additionally, gradual adjustments to membership and service fees will bring CHF's rates closer to current market standards while still preserving the center's strong value and high-quality offerings.

## 2.2 Summary of Participation

### MWG Participants

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

## 2.3 Membership Fees:

### Membership Type

### Current Monthly Fee

### New Monthly Fee

#### Resident

#### Non-Resident Rate

Insurance-Based Membership

\$0

\$0

\$0

Basic Membership

\$54

\$54

\$59

Silver Unlimited Yoga +

\$63

\$93

\$102

Pilates Membership

Unlimited Membership

\$104

\$123

\$135

Virtual Membership

\$40

\$40

\$40

## 2.4 Service Fees:

Key Discussion Points:

- Non-Residents fee differential across all services
- Removal of Silver Rates
- Fee increases to bring rates closer to market rate

| <b><u>Membership Type</u></b> | <b><u>Fee Increase per Session</u></b> | <b><u>Market</u></b> |
|-------------------------------|----------------------------------------|----------------------|
| Personal Training             | \$1.00                                 | Below                |
| Yoga                          | \$2.00                                 | Below                |
| Pilates                       | \$0.00                                 | At Market            |
| Massage                       | \$3.00-\$5.00                          | Below                |

#### **Next Meeting**

- **Date:** Tuesday, June 10, 12:00–1:00 p.m.
- **Location:** Café at 514 N. Prospect in Redondo Beach
- **Agenda Items:** Relocation Update | New Membership / Service Rates | Fundraising