



# Center for Health & Fitness

Member Working Group  
Summary Report  
Meeting #11  
June 10, 2025

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## **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.

## **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.

## **MWG MEETING NO. 11 – June 10, 2025**

### **Overview**

The eleventh 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 June 10 Meeting**

Nine members attended this meeting, with four 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, Dir. of Communications; Ronnie Nakasone, Communications Mgr.; Ali Steward, Chief Partnership & Innovation Officer; Cindy Foster, Health & Fitness Operations General Mgr.; Bernadette Lewis, Membership Services Mgr.; and Julie Lumbao, CHF Programs Mgr.

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

## Relocation Update

- **Site Selection & Design:** Architectural firms are being invited for on-site walkthroughs of the two finalist locations, with formal RFPs to follow their evaluations.
- **Timeline & Milestones:** Bid winner to be announced in July 2025; schematic design starts immediately afterward, with permit applications submitted as soon as drawings are finalized
- **Member Communication:** Town Hall sessions scheduled for October to address FAQs
- **Budget & Financing:** Updated cost estimate under review; exploring a blend of BCHD capital reserves, sponsorship naming rights, and municipal incentives.

## BCHD Fundraising

- **Events and Partnerships**
- **Corporate Outreach**
- **Member & Legacy Giving**

## Rate Adjustments — Effective July 1, 2025

- **New Structure:** Standard membership increases for select membership and fee-based services; no change for insurance-based Silver memberships (AARP, Renew Active, etc.).
- **Value Additions:** Introduction of on-demand class library
- **Notification Plan:** Multi-channel rollout—email, letters, lobby signage—began June 20, with FAQs and one-on-one support sessions for members.

Cristan provided the group with an update on the CHF relocation project and later led a discussion around membership and service fee structures, including the introduction of Resident and Non-Resident rates—building on ideas from previous MWG sessions. The Member Working Group shared valuable insights and supported the idea of increases and Resident vs Non-Resident fees aimed at enhancing operational efficiency and supporting the program’s long-term viability.

Ali Steward presented a detailed overview of current and upcoming revenue generation strategies being explored across the district. The conversation naturally transitioned into Charitable Giving Strategies to help supplement CHF’s operational needs.

The session concluded with a focus on Partnerships and Innovation, after which the MWG divided into small groups to brainstorm additional revenue-generating ideas.

## 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     | No       |
| Dennis Heck                              | Redondo Beach     | Yes      |
| Nikki Hoffman                            | Redondo Beach     | Yes      |
| Nancy Henningsen (sat in for Fred Lukin) | Redondo Beach     | Yes      |
| 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      |

### Summary of the MWG Fund-Raising Brainstorm:

- **Corporate & Institutional Support** – Target a mix of local employers (Skechers, Honda, Chevron, Mattel, Xerox), aerospace giants (Northrop Grumman, Raytheon Technologies), and leading health-care systems (UCLA Health, USC Keck, Providence, Torrance Memorial, Cedars-Sinai).
- **Member & Individual Giving** – Engage current CHF members, alumni, and older adults with tax-advantaged strategies (Required Minimum Distributions, planned gifts, hardship fund, year-end appeals).

- **Mission-Linked Revenue Streams** – Create programs that both serve the community and generate funds: equipment sponsorship, “Foundations to Fitness” bricks, CHF-branded merchandise, café/social hub, virtual class library, dementia-support offerings.
- **Events & Partnerships** – Leverage facilities (BCHD Café, Gathering Place) and relationships (BZP restaurants, city/county offices, professional firms) for co-branded events, matching-gift drives, and discretionary-fund grants.
- **Visibility & Engagement Tools** – Publicize 501(c)(3) status, install donor plaques and a fundraising “thermometer,” upgrade class-registration tech, and market through the *Los Angeles Business Journal* and on-equipment screens.

## Membership Service Fees:

### Key Discussion Points:

- Implementing a fee differential for non-residents across all services
- Adjusting fees to align more closely with current market rates
- New Rate Sheet Effective July 1, 2025:  
[https://bchd.blob.core.windows.net/docs/chf/CHF\\_ratessheet\\_jun2025-v2.pdf](https://bchd.blob.core.windows.net/docs/chf/CHF_ratessheet_jun2025-v2.pdf)

## Next Meeting

- **Date:** Tuesday, August 12, Noon – 1 p.m.
- **Location:** Café at 514 N. Prospect in Redondo Beach, 1<sup>st</sup> floor
- **Agenda Items:** Working with selected Architect; schedule.