



Center for Health & Fitness
Member Working Group - Summary Report
Meeting #6
January 28, 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 fifth 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. 6 – January 28, 2025

2.1 Overview

The sixth 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 six 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 December Meeting** – Focused on program sustainability brainstorming and fundraising strategies.
- **Group Discussion & Feedback** – Engaging members in collaborative dialogue and gathering insights.
- **Walkthrough of the 510 Space** – Providing an in-person review of the facility and its potential enhancements
- **Next Steps:** Action Items and Follow-Up

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

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)

Cristan then reviewed the draft “fit plan” for the potential gym relocation at the 510 building. She noted that lease negotiations are projected to finalize in March 2025. Once the lease is confirmed, a Request for Proposals (RFP) will be issued to prospective builders to move forward with the relocation process.

(See section 2.4 for “Fit Plan” draft)

The group toured the 510 building to gain firsthand insight into the proposed relocation site. After the walkthrough, Cristan revisited the “Fit Plan,” a proposed layout highlighting potential classrooms as well as cardio and resistance training zones. Building on the feedback gathered during the tour, the discussion focused on how best to optimize space usage and overall functionality for the Center. The group’s suggestions and priorities will guide future design refinements and ensure the space meets the needs of members.

This discussion then shifted to the cost of relocation and strategies for encouraging consistent participation among “Silvers,” whose regular visits enable the Center for Health & Fitness to receive reimbursements from their medical coverage provider. The next step involves developing a New Silver Member Utilization Call Campaign, complete with guidelines and a sign-up sheet for the MWG to facilitate member outreach and engagement.

2.2 Summary of Participation

MWG Participants

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

2.3 Program Sustainability Brainstorm Follow-up:

Key Discussion Points:

- **Budget Planning:** Staff is currently analyzing feedback and will present a final recommendation to the Board for the FY25-26 budget.
- **Annual Fee Adjustments:** A proposed fee increase is set to take effect on July 1, pending final approval.
- **Membership & Pricing Restructure:**
 - Evaluating membership options and restructuring class fees to optimize affordability and sustainability.
 - Reviewing resident vs. non-resident rates and aligning pricing with community needs.
 - Updating collateral materials to reflect any pricing or membership changes.
- **Class & Software Enhancements:**
 - Optimizing class scheduling to enhance accessibility and participation.
 - Assessing the efficiency of Mindbody software for class registration and management.

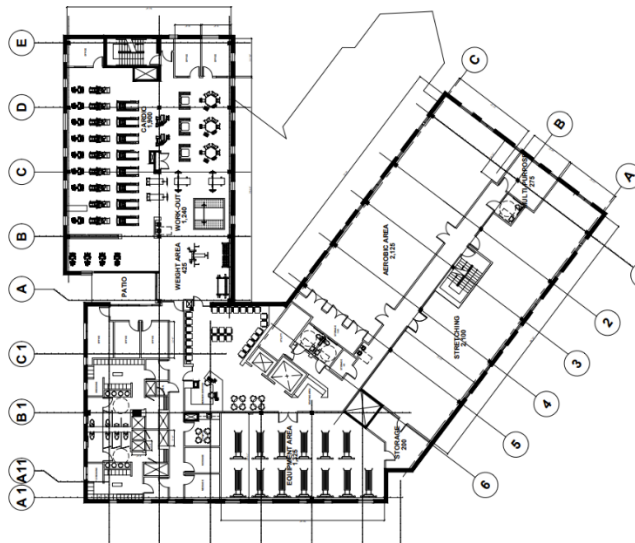
Silver Strategies & Member Engagement:

- **Call Campaigns:** Implementing outreach efforts to improve engagement and retention.
- **Utilization Initiatives:**
 - Addressing ongoing challenges related to member participation.

- Expanding swipe campaigns to encourage and track member usage more effectively.

The MWG's recommendations will be incorporated into the next phase of planning, with ongoing discussions to refine these strategies further.

2.4 Draft “Fit Plan” Work in Progress



Next meeting: Tuesday, March 18, noon – 1 p.m.