



Staff Report

Date: July 19, 2024

Subject: *Evolutions Fitness and Wellness Center Update*

- I. **Leadership Team Initiatives:** Over the past quarter, the Leadership Team at Evolutions Fitness and Wellness Center has been actively engaged in several key initiatives aimed at enhancing operational efficiency and member satisfaction:
 - **Departmental Staff Meetings and Training:** We have prioritized regular departmental staff meetings to foster collaboration and improve workflow efficiency. These meetings will continue as needed for the foreseeable future.
 - **Audit and Cleanup of Membership Account Software:** Efforts to audit and clean up our membership account software are ongoing. This initiative is crucial for ensuring data accuracy, improving billing processes, and preparing for the transition to the new membership management software.
 - **Service Contracts Review:** Continual review of service contracts remains a priority. Recent changes have included:
 - Increasing the frequency of parking lot sweeping from once per month to twice per month in response to concerns about the appearance of the Evolutions parking lot, this change will go into effect August 1, 2024.
 - Negotiations for Renew Active reimbursement rates, resulting in a change from \$37.00 per member per month, with a minimum attendance of 1 visit per month; to: \$10 per visit per member with a cap of \$40 per month. This new rate aligns with the CMS reimbursement rates for 2025. The rate change will go into effect January 1, 2025.
 - **Integration of KPI Reporting:** We have recently integrated Key Performance Indicator (KPI) reporting and review into our monthly meetings with the leadership team. This data-driven approach allows us to monitor performance metrics closely and make informed decisions to drive organizational success.
- II. **Membership Promotions and Events:** Our recent membership promotions and events have been well-received by our members and the community:
 - **Summer "School's Out" Membership Promotion (June-August):** The "School's Out" promotion is currently underway and has generated significant interest among prospective members. This initiative aims to capitalize on the summer season and attract new memberships through targeted marketing efforts.
 - **Childcare "Water Day" (July 9th):** The recent "Water Day" event at our childcare facility was a resounding success, providing a fun and engaging experience for children and families alike.



Tulare Local Healthcare District

- **Upcoming Event: "Fit Bingo" (July 24th):** We are excited to announce the upcoming "Fit Bingo" event scheduled for July 24th. This event will not only promote physical activity and community engagement but also feature a special enrollment promotion for new contracts signed on that day.

III. Facilities Updates:

- **Myrtha Pool Remodel:** The Myrtha Pool remodel, which began on June 17th, is progressing well and is scheduled for completion on July 29th. However, we have encountered unforeseen damage to a portion of the stair handrails, which could potentially cause a delay. The impact on the project completion date is not yet confirmed, and we are monitoring the situation closely.
- **Facility Re-keying:** In response to recent security concerns, we are currently seeking quotes to re-key both internal and external doors to the facility. This measure is intended to enhance the overall security of our premises and ensure the safety of our members and staff.

Conclusion:

In conclusion, Evolutions Fitness and Wellness Center continues to pursue strategic initiatives aimed at operational excellence and member satisfaction. The Leadership Team remains dedicated to fostering a supportive and innovative environment that promotes wellness and community engagement.