



## Staff Report

**Date:** February 25, 2025

**Subject:** *Evolutions Fitness & Wellness Center Updates*

**1. Transition to MindBody Software:** The transition to the MindBody software continues to progress, but the go-live date has been delayed to **March 5, 2025**, due to the need for additional data cleanup. Our collaboration with the MindBody data migration team is ongoing to ensure the accuracy and completeness of all relevant data. This delay will allow us to finalize any remaining issues, ensuring a smooth transition when the system goes live. Once completed, we will initially be focusing on ensuring a clean and efficient monthly billing process within the new system, and then we will be able to leverage MindBody's full capabilities to improve operational efficiency and enhance the member experience.

### **2. Administrative Initiatives:**

- a. **Review of Policies and Procedures:** We are continuing to review and update internal policies and procedures to align them with industry best practices and to ensure compliance with current regulations. This initiative will encourage operational excellence and enhance customer satisfaction and is expected to be ongoing for the next several months.
- b. **Account Management:** In January and February, we made significant strides in addressing member accounts with aged balances. After numerous in-house collections efforts were made, over **\$100,000.00** in bad debt accounts were successfully sent to collections. We are now preparing to transition into a **monthly maintenance system** to prevent future aging of bad debt accounts beyond 90 days. This proactive approach will allow us to effectively manage accounts and ensure better financial health moving forward.

**3. Promotions and Events:** The January \$20.25 enrollment promotion was a success, with more than 200 new members joining the Evolutions family last month! We are currently looking ahead for the year to plan upcoming events for the 20 Year Anniversary Celebration of Evolutions Fitness & Wellness Center, as well as looking at opportunities to integrate a more health-centered focus in upcoming events, such as mental health awareness month and Diabetes awareness month. More information to come, as it becomes available.