ASSOCIATED STUDENTS
CAL STATE EAST BAY

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Recreation and Wellness Committee Meeting Minutes for May 11, 2012

I. **Call to Order:** Chair **Davis** calls meeting to order at **10:32am**.

*indicates members present at the start of the meeting

II. **Roll Call**

Members Present	Absent Members	Guests
*Tenaya Davis	Kyle Lewis	Stephanie Cornyl
*Mark Weisbecker	Christopher Prado	Danielle Sage
*Camille Gonzalez		Tyler Muela
*Jessica Ousley		
*Krista Smith		
*Katherine Read		

III. **Action Item-** Approval of the Agenda
Motion: (Weisbecker) to approve the agenda.
Motion Carries.

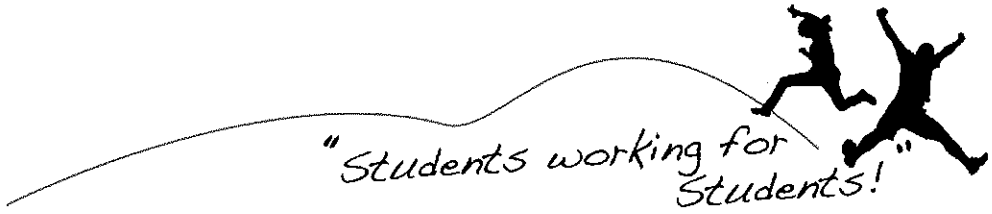
IV. **Action Item-** Approval of May 4th, 2012 Minutes
Motion: (Read) to approve the May 4th, 2012 Minutes.
Motion Carries.

V. **Public Comment**
Public Comment is intended as a time for any member of the public to address the board on any issues affecting ASI and/or the California State University, East Bay.
No Public Comment

NEW BUSINESS

VI. **Discussion Item** - Fitness Classes at the RAW
Chair **Davis** yields the floor to Danielle Sage to speak about the Fitness Classes at the RAW.
Danielle **Sage** highlights the following in regards to the requests made by the committee:

- The Fitness Studio Storage includes inventory with all the current equipment. There are Plans to have more equipment available when the new kickboxing class takes place.
- SF State, Sonoma State, and Sacramento State's fitness instructors were contacted to get input on the programs they offer at their schools
- There is an idea of offering free classes, but have to double class sizes because of capacities



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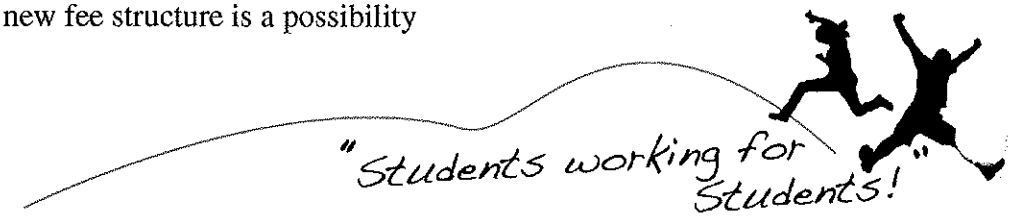
- Charts were created to show average pay of instructors in which they are currently paid; $510 per week and $4,080 for the quarter, not including taxes and fees. 5% is added to that total.
- Instructors pay average is based on skill level for each class
- Charts were created to show costs with fees and without fees for keeping the same amount of classes. The quarterly cost with fees is $1,980 and the quarterly cost without fees is $2,640. That does not include the 5% for taxes and fees.
- There are capacities for classes
- The proposed budget for fitness classes consists of:
    - $16, 500 plus $5,000 of revenue
    - 20 classes per week, 30 weeks out of the year
    - 5 student teachers at $20 per hour teaching two classes a week
    - 5 Non-Student instructors at average of $30 per hour teaching two classes a week
    - A month consists of $2,000. Twelve months consists of $24,000
    - The proposal shows four eight week sessions
- The Four Main Departments of the RAW center brings in a total of $8,447 of revenue for the programs offered
- There is a concern for significant drop in attendance of RAW
- An Idea to make fitness classes free to increase attendance, but no proof as to if it would be effective
- An Idea of decreasing charges for drop-ins and passes
- An incentive program or scholarship to assist students with fees, charges, and passes to increase attendance of RAW
- There is liability for RAW to be compared to 24 hour fitness:
    - RAW is operated by students, not professionals
    - RAW does not offer same things
    - RAW offers smoke and alcohol awareness and sex education
    - RAW operates in a complete different way

Smith states that anytime we try to become a competitor with 24 hour fitness or any other community facility, it can result in a lawsuit with the university and the community facility. We cannot be seen as a competitor. We really need to be contentious as to what kinds of programs and services we want to provide for the campus.

- The assistant coordinators of the RAW have come up with the idea that if someone puts money down to attend a class, they are more likely to go the class. It brings value to oneself; if it's free it may not have that same sense of value.
- The big concern for the fitness class budget is that the amount of $16,500 is only valid if we have a $5,000 revenue.
- When we budget the fitness classes, we are not doing this to reduce salaries. The purpose is to support the overall program and it's supplies
- The idea of a new fee structure is a possibility



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Weisbecker commends Danielle Sage for the work she has done and brings up his ideas of changing the rules of the fee structure. It's important that we recognize that it's not about a fee structure it's about increasing the participation of the RAW. I want to make this program the most important program and I want it to be the main reason for people to come and use the RAW. I would like the committee to state their opinions and discuss with Danielle Sage the pros and cons of this program. I also want to discuss the charts and the difference with the numbers of classes. We don't have to increase class sizes. We can keep the same structure and number of classes; the only difference is that we would have $1300 less.

Danielle **Sage** states that she presented the two charts based on the perception of what would happen in terms of attendance. The first chart is a definite, and the second chart is what I believe is feasible if the classes were to be free. If we keep everything same for the fall quarter, our quarterly costs would be $2,640 plus 5% for taxes and fees.

Weisbecker states that we would still pay $2,640 whether the classes are free or we pay. The only difference is how much students have paid for classes. The difference between free and pay is about $1,100 or so; that's how much more ASI would be paying for these classes. There's this idea that we are worried about turning students away, or if we make them free there will be too many students attending, and so forth. The truth of the matter is that we are already turning students away as of right now. We are basing this all on income. If students can't pay, they can't play. If students don't spend the money, they don't get to do this stuff. Therefore, either way, students are still being turned away.

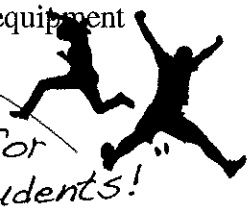
Ousley states that she likes Danielle's incentive idea of bringing more people to the RAW along with giving them the chance to attend fitness classes. That would be better rather than just making the classes free.

Danielle **Sage** states that she has been researching this incentive program. It's a great idea and I agree with **Weisbecker** that many people do not have it in their budget to pay for the fitness classes, but our fees are still very minimal. If fitness classes are priority and it's something that student's believed in, they would set aside that money ahead of time. If it's that important to them, they would find a way to pay. If they couldn't pay; this incentive idea would be a great idea.

Davis states that if the classes were free all the time, she believes that the numbers of attendance may drop because the students who really want to be there are the ones who will be willing to pay. I don't know if it's feasible to completely put the cost allocation onto the RAW and say the classes will be free for all students. That creates the issue; if one thing is free, everything else has to be free.

Tyler **Muela** states that his concern would be how the other programs of the RAW will be affected if the fitness classes were free. We have to look at this as a whole and how it will benefit everything.

Stephanie **Cornyl** states that this past quarter she worker with Kyle Lewis on the equipment policy procedure. It gives students an opportunity to rent out equipment items from us and take it for personal events off campus.



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That has fees associated with it which are minimal, but if that particular service became free, the amount of loss and damage that we would have on equipment items we have allocated for that would be tremendous.

Weisbecker states that he understands that if things were free money would be lost, but the main concern is not about that; the concern is fitness classes.

Danielle **Sage** states that the RAW has an overall standard as a whole and the student body knows our standards. I believe that students would have an issue with only changing one standard. People who participate in intramurals may participate in fitness classes. If we change a standard, it has to be across the board. I don't think it's a good idea to focus it on one place.

Davis states that one thing we have to keep in mind is the sustainable future of the RAW as a whole in terms of a business plan, but to also consider the individual mindsets of the campus. Right now, as a table, we are expressing the entire campus. The things that we are talking about and the changes that could be made are going to affect the thousands of students across our campus. We need to remember to think as a whole.

Weisbecker states that thinking sustainably; he believes that $1300 is something that we can sustain per quarter. If you look at the overall budget of the RAW as a whole, it would be a drop in the bucket. As I mentioned in the last meeting, I think there are three areas that the RAW is dedicated to. Our focus is providing students an opportunity to be healthier, and that's important. We support students with the fitness center and we support them with an open gym. Speaking on the free issue, I brought this up as a marketing strategy for the RAW and suggested that the RAW should not be advertised as free; it's not free. It's $60 a quarter. I don't want fitness classes to be free, but I want it to be included in tuition just like the fitness center and open gym is included.

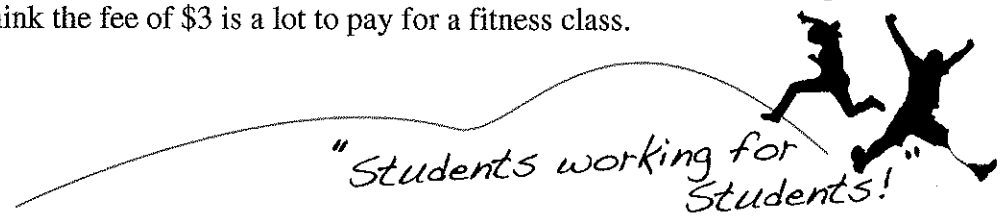
Tyler **Muela** states that the board is called ASI Recreation. I don't think the only focus is fitness. In my opinion, recreation means a healthy lifestyle and fitness, but also leisurely activities; it's working out, playing basketball, playing video games, and playing pool. How would we justify making fitness classes free over the other programs that we charge?

Stephanie **Cornyl** states the RAW offers a $35 for six weeks. If you break that cost into daily fees it still comes out to be to be five dollars a day, therefore it's pretty much the same thing if you go to fitness classes five days a week.

Weisbecker asks what the incentive program is and asks for an example of it.

Danielle **Sage** states that if participants want to come the first week that we offer something, they can bring three friends and get entered into a drawing to get all the fitness classes free, or they can automatically get an amount of fitness classes free. I am open to any kinds of suggestions that the board has as a whole. There are a lot of options out there to make this program grow.

Davis states that she would like to go around the table and get the committee's opinion as to if they think the fee of $3 is a lot to pay for a fitness class.



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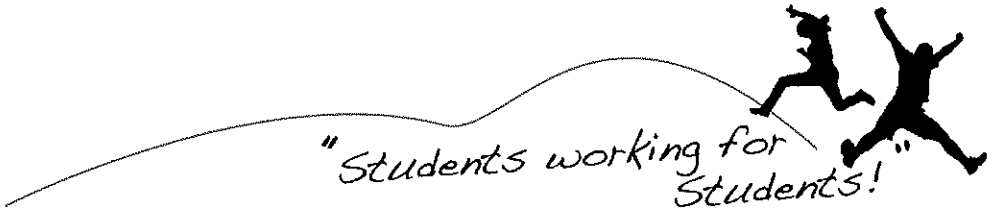
Stephanie **Cornyl** states they she thinks it is expensive when you have the option to buy $35 for six weeks.
Weisbecker states that when you pay $3 every time, it is expensive.
Ousley and **Gonzalez** state that it's expensive. Tyler **Muela**, **Davis**, **Read** state that it is not expensive.
Danielle **Sage** states that one incentive that we did this quarter that brought in more members to use the fitness classes is during the first or second week or registering we offered something different every day such as passes for free fitness programs.
Read states that she believes the $3 is a lot if it's less than a six week period.
Danielle **Sage** states that there is also a five class pass offered for $15.
Davis states that it's a cost mindset. We should make it clear as to what you are getting for your dollars spent.
Weisbecker addresses **Smith** and asks about the possibility of taking this to the board to see if they can provide some type of scholarship or stipend to fund the fitness classes and also to make those classes included in the fee structure. We would be augmenting your budget and hopefully the ASI board can recognize that fitness is important.
Smith states that the board budget exceeds $70,000-$80,000 a year to fund clubs and organizations. I don't understand the bylaws well enough to know if the board would have the flexibility to be able to make that kind of decision. They would be making a decision to essentially cut $5,000 from somewhere else in the organization's budget and re-allocate that money to ASI Recreation to operate fitness classes that wouldn't require us to charge for that programming. If the committee believes that this needs to happen, ASI Recreation will support you, and it will go to the board to state that this change is imperative and it needs to happen.
Davis states that with all the changes already being made within ASI and being a member from the board, she does not think the board will go for putting $5,000 towards that. It would not be one of their main focuses.
Danielle **Sage** states that she can propose the idea of taking this on through stages and try to implement an incentive program to see if that is something that can grow. Change doesn't happen quickly, but if we can start with something little, we can see where it goes.
Davis states that being accustomed to changes takes time. You have to give it time to grow and expand. A realistic time frame to look at something in terms of growth, is three to five years to determine if something is sustainable or not. I think a year and a half is not enough time to determine if something is really grown.
Tyler **Muela** states we've had changes in numbers this quarter compared to previous quarter and we haven't changed the fees. We're continuing to get growth within the fitness classes. If we are showing that improvement, why would we stop that momentum? Let's see it play out and figure out what we can do. It's improving and getting better.



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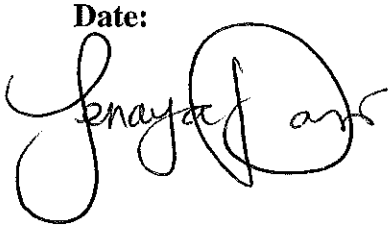
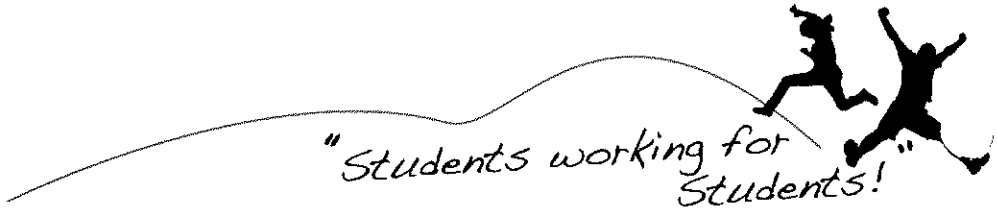
Danielle **Sage** states that her goal is to double the fitness program and to get the program as successful as possible, but it takes time. We're making progress.
Stephanie **Cornyl** states that as a committee, students, and employees at the Recreation center, we're still learning how to work with each other. Changes will be inevitable because people leave and graduate.
Davis states that we have all these ideas on the table, but once you start putting them all together, you have to see where it will get you from there.
Danielle **Sage** states that she's putting together a survey at the beginning and end of the quarter to track what participants think and what they want. This will allow me to get as much feedback as I can to present to this committee.
Smith states that the RAW satisfaction survey goes out next week, and a question was added to address fees and what students are willing to pay. Hopefully we'll have about 2,000 respondents and their feedback about how much they would be willing to pay.
The committee members speak on what they feel should be acted upon**. Davis** states that the committee will go forward with working on the incentives as well as get feedback and opinions from participants. We will continue this discussion during the next meeting. We will table the Student Certification Assistance Policy and Procedure to the next meeting as well. **1:45-58:51**

VII. **Discussion Item** - Student Certification Assistance Policy and Procedure

VIII. **Roundtable Remarks**

IX. **Adjournment**
Motion: () to adjourn meeting at 11:31am.

Minutes Reviewed By:
RAW Committee Chair
Name: Tenaya Davis

Minutes Approved On:
5-18-12
Date: