A special meeting of the Board of Directors of the Golden Rain Foundation of Walnut Creek will be held in the Fairway Room at Creekside Complex, commencing at 1:00 p.m., Friday, November 17, 2017. The agenda for the meeting is listed below. It is sometimes necessary to add agenda items for consideration by the Board after the agenda has been prepared and distributed. These items will be described in the agenda available at the Board meeting. Special meetings of the Board of Directors are open, and comments from residents are always welcome during the Residents’ Forum.

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AGENDA

GOLDEN RAIN FOUNDATION OF WALNUT CREEK

SPECIAL MEETING OF THE BOARD OF DIRECTORS
FRIDAY, NOVEMBER 17, 2017, AT 1:00 P.M.

1. **MEETING CALLED TO ORDER:** Geraldine Pyle, President

2. **ROLL CALL:** Pyle (G), Roath (F), Kelso (D), Neff (H), Adams (A), Birdsall (I), Brown (B), Delpech (E), Fredlund (C), and O'Keefe, ex-officio member

3. **RESIDENTS’ FORUM**

4. **UNFINISHED BUSINESS**

   None

5. **NEW BUSINESS**

   a. Consider staff recommendation to authorize the CEO to enter into a three-year agreement with Active Wellness to provide management services for the operation of the Tice Creek Fitness Center. (Attachment)  

   b. Consider approval of a new logo for the Tice Creek Fitness Center. (Attachment)  

   c. Update regarding the transition plan for the opening of the Tice Creek Fitness Center.

6. **ANNOUNCEMENTS**
a. There will be a combined November/December regular meeting of the Board on Thursday, December 7, 2017, at 9:00 a.m. in Peacock Hall at Gateway Complex.

b. There will not be a mid-month regular meeting of the Board in December.

7. **EXECUTIVE SESSION**

a. If an executive session is necessary, it will be announced during the regular meeting. Executive session topics are restricted to legal, personnel, and third-party contract matters.

8. **RECESS OR ADJOURNMENT**

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SUMMARY REPORT
GOLDEN RAIN FOUNDATION
GOLDEN RAIN FOUNDATION BOARD OF DIRECTORS

REPORT PREPARED BY:

Jeff Matheson, Director of Resident Services

REQUESTED ACTION/RECOMMENDATION:

Consider staff recommendation to authorize the CEO to enter into a three-year agreement with Active Wellness to provide management services for the operation of the Tice Creek Fitness Center.

BACKGROUND:

The current Fitness Center staffing includes the position of Fitness Supervisor. This position is responsible for the day-to-day operation of the fitness program and the facility. Masha Henzel served as the Fitness Supervisor for the past 13 years. Effective the 3rd of November, Masha resigned from employment with Golden Rain Foundation. With the pending opening of the renovated fitness center this position is critical. It is critical for a smooth transition as well as for the implementation of many new programs, technologies, and processes.

At the beginning of the renovation project, the Board approved an agreement with The Sports Management Group (TSMG). This firm provided the expertise in the programming for the new facility. TSMG closed their business before the project was complete. In order to keep the project on schedule the Board authorized an agreement with Active Wellness. Active Wellness has completed the equipment specifications and layout plan for the facility, they have assisted with technology specifications, facility branding, and planning for the transition opening.

Active Wellness is a full service wellness and fitness management company. They provide services related to facility planning, equipment, technology, marketing, facility management, program development, training, etc. Active Wellness has over 50 properties across the country that they manage as well as four clubs that they own. Active Wellness does not just fit one model of operation but rather works across the industry for private clubs, residential community associations, medical groups, and corporations. They provide services tailored to the property they are serving.
Staff has approached Active Wellness to discuss the management of the fitness center in light of the sudden departure of the supervisor. Active Wellness has given GRF a proposal to provide management services. Some highlights of the proposal include:

- Active Wellness will provide a full time onsite facility manager that would be an Active Wellness employee.
- Active Wellness would recruit for the position, complete initial screening and then provide GRF with the opportunity to interview the top three candidates.
- The full time onsite manager would be supported by and report to an Active Wellness Regional Manager.
- GRF would retain control of the operation and all facility staff, including the training staff and the front desk staff, would remain GRF employees. The staff would be supervised by the Active Wellness onsite manager.
- Active Wellness is a leader in the wellness and fitness industry. They have developed many programs and standard operating procedures that GRF will benefit from by having Active Wellness as a partner. Attached is an outline of some of the additional benefits Active Wellness will provide by being involved with the management of the facility.
- The proposal is for a three year contract. The cost for the Active Wellness full time onsite manager and management services is $123,984 for the first year. There is a 5% escalator for years two and three. This cost is approximately equivalent to what would have been the fully loaded cost (wages + benefits) for the GRF fitness supervisor and, depending on the benefit level selected (single or family medical/dental) for a new GRF fitness supervisor, the proposed cost may even be slightly lower. No budget adjustment is needed to implement the proposed agreement for 2018.

**ALTERNATIVE OPTIONS:**

- The Board can approve an agreement with Active Wellness for a term of one year. This would provide the opportunity to further evaluate the relationship at the end of the year. Shortening the agreement may result in higher costs for the second and third year and cause some disruption in service.
- The Board can maintain the existing model of hiring a Fitness Supervisor as a GRF employee. This may impact the timing for the transition to the new facility as hiring a new supervisor may take 3-4 months.

**ATTACHMENTS:**

- Summary of benefits in partnering with Active Wellness for site management
Active Wellness

Rossmoor Fitness Center Management Enhancements

Active Wellness is a management company specializing in fitness and wellness services. We’ve built the infrastructure and resources needed to effectively deliver consulting on all areas of operations and staff management through our all-star team of industry professionals. As your expert partner, we collaborate with you to create efficiency in realizing your operational goals. We’ve done the heavy lifting so you don’t have to. Our Regional Team and on-site Managers understand how to partner effectively. We operate every day in centers across the country where our staff and programs are “white labeled” so they can seamlessly integrate with your organization. We will work collaboratively with you to develop a clear scope of work around:

- Membership Engagement
- Technology Management
- Operational Standards of Excellence
- Safety Standards and Risk Management
- Employee Recruitment and Ongoing Training
- Fitness Programming
- Revenue enhancement opportunities

Active Wellness will add value to the operations at the Rossmoor Community Fitness Center through partnering on center management. Listed below are some of the key areas we feel we can enhance quickly and continue to provide greater efficiency in the operations.

- **Operational Standards of Excellence** – Our General Manager will uphold all industry standards and Active best practices though our detail Operational Standards of Excellence guidelines. The Active Wellness Regional Manager will conduct a quarterly audit to ensure all standards are being met and report back to the partner safety, cleanliness, compliance of staff and overall functionality of your facility.

- **Safety Training** – Active will implement a first class safety program that includes; foundational training for all new hires, safety standards and inspections, daily checklists, quarterly staff safety trainings, incident reporting procedures, and other best practices to ensure an exceptional member experience and reduce the risk of member and employee injury.

- **Member Experience Training (3 Part Series)** – All staff will be trained in member experience and the General Manager will ensure these standards are being upheld. Every new hire will go through this training with the Active General Manager and refreshers will be provided as needed.

- **Member OnBoarding Program** - Active will provide the Active Member Onboarding program to ensure there is a process in place for providing members the support they need. The process includes: needs assessments, fitness programs, member tracking, and follow-up all within the first 60 days.
• **Member Communication Best Practices** – The General Manager will have access to Active’s customizable Marketing Toolkit and Wellness Content to make member communications more efficient, effective, and ensure a professional result.

• **Technology Training** – Active Wellness will provide technology training to all staff that utilizes any of the Active Wellness recommended technologies. Our team of experts will be available as a regular resource to our on-site General Manager.

• **Member Management System Support** – The on-site General Manager will have the support of the Active Member Management team to be able to ensure they are maximizing the capabilities of the member management system and providing our partners with all required reports and data. The Member Management Team will also help ensure a smooth enrollment process for members.

• **Fitness and Specialty Programs** – Our General Managers all participate in monthly networking meetings to share best practices in programming and operations. In addition to connection to other staff each manager has access to the Active Program Library for access to customizable Fitness and Wellness programs they can launch at their centers.

• **Employee Performance Management** – The Active General Manager will be able to make recommendations on employee management, provide and identify necessary training to front-line employees and assist in preparing annual performance reviews.

• **Vendor Referrals and Discounts** – Active has extensive relationships with suppliers and vendors related to fitness center management. One of the partner benefits Active clients receive is preferred pricing on goods and services related to operating their facilities. Partners are not required to utilize Active preferred partners.
SUMMARY REPORT
GOLDEN RAIN FOUNDATION
GOLDEN RAIN FOUNDATION BOARD OF DIRECTORS

REPORT PREPARED BY:

Jeff Matheson, Director of Resident Services

REQUESTED ACTION/RECOMMENDATION:

Consider approval of a new logo for the Tice Creek Fitness Center.

BACKGROUND:
During the Board of Directors meeting of October 26th, the Board approved renaming the Del Valle Clubhouse to the Tice Creek Fitness Center. Staff has sought design options from Active Wellness for a new logo to represent the facility. This logo will be used for signage, the website, branded APP, letterhead, uniforms, etc. Active Wellness provided six options for consideration. Staff and the design team has reviewed the options and by consensus narrowed the selection to one preferred design. Attached is the selected design shown in color and in black and white. Additional design options that were provided are also attached for reference.

Approval of the new logo is time sensitive as it will be used for signage on the building that needs to be ordered in the next few weeks.

ALTERNATIVE OPTIONS:
- The Board can approve a different logo or continue to use the Rossmoor logo to represent the facility as well.

ATTACHMENTS:
- Recommended logo in color and in black and white
- Additional logo options
1. At first glance, the icon looks like a sun. A closer look reveals a community coming together and celebrating.

2. Simple play off of the word “creek”.

3. The tree represents growth in the community, as well as open arms.

4. Tying nature in with fitness by showing a creek running through the kettlebell.

5. The icon represents a person in movement, while using the initials TC.

6. The compass represents direction of fitness, which leads to Tice Creek Fitness Center.
SUMMARY REPORT
GOLDEN RAIN FOUNDATION
GOLDEN RAIN FOUNDATION BOARD OF DIRECTORS

REPORT PREPARED BY:
Jeff Matheson, Director of Resident Services

REQUESTED ACTION/RECOMMENDATION:
Update regarding the transition plan for the opening of the Tice Creek Fitness Center.

BACKGROUND:
The renovation of the fitness center is progressing on schedule. The main construction phase is nearing the final stages and the planning/scheduling for the owner installed fixtures, furnishings, and equipment is well underway. The transition from the temporary modular fitness facility to the renovated Tice Creek Fitness Center involves many steps. Barring any unforeseen delays, below is a brief summary of the various planning steps that are under way.

Final Set-up of the Facility:
- Substantial completion of the facility is scheduled for mid-December. This will allow for occupancy of the facility by GRF vendors and staff to install equipment, furniture, and begin set-up of the facility.
  - The week of December 18th the new equipment will arrive and be set in place.
  - The week of December 18th the furniture will arrive and be set in place.
  - Computer systems, phone systems, and all audio/visual systems will be installed beginning the week of December 18th.
  - Existing furnishings and equipment from the modular buildings that will be reused will be moved the end of December.

Training:
- Training has begun on the new access control system. The program has been installed on a GRF server and the link with Jenark has been programmed.
• Programming and training for the new member management system has begun. The Mind-Body software has been loaded with class information and trainer schedules. A merchant account has been established so staff can process credit card payments. Additional training and programming will continue through the beginning of January. Active Wellness is assisting with the onboarding and training for the new systems.

• Training on the new equipment and consoles will be scheduled for the beginning of January. Each manufacturer of the selected equipment will have representatives that will meet with staff to review operations and programming. Active Wellness is supporting the onboarding of the new equipment.

• Staff orientation to the new facility will take place during the first few weeks of January. Orientation will cover the procedures for the front desk, customer engagement and orientation, scheduling, and use of new equipment.

**Access Control:**

• Creation of new memberships and issuing of the key tag access control devices will commence around the third week of November. Staff will issue new tags and take updated pictures as regular users come through the modular facility. Creation of memberships and issuance of key tags will continue as the new facility is open.

• Advertising in the Rossmoor News will explain the new Facility Usage Fee for lessees. Lessees will be encouraged to register with Manor Records before the end of the year in order to be grandfathered in for the term of their current lease.

• Co-Occupants will be required to provide Manor Records with proof of residency within six months of receiving an access key tag or the devise will become inactive.

• Upon opening of the new facility the turnstiles will not be activated. They will count entries but they will not decline entry authorization for any users. Over the first month staff will continue to issue access cards and take pictures of members. Once a substantial number of cards have been issued the turnstiles will be activated. There will be advance notice in the Rossmoor News prior to activating the turnstiles. Residents who still need an access card will be validated in the system and allowed entry until they receive the access card. Anyone who is not in the access control system will be sent to Manor Records to register. If they are not in the access control system it means they are not currently registered in Jenark and may not be a valid GRF member or registered lessee.
Modular Building:
- The modular buildings will be closed before the holidays. Once they are closed the existing equipment that will not be reused will be donated to a non-profit. Equipment and files planned for reuse will be moved to the new facility.

- The temp power and the buildings will be removed starting the beginning of January. The buildings take 10 working days to disassemble and remove.

- The parking lot will be patched once the buildings are removed.

Opening:
- The soft opening for the new facility will be scheduled for a mid-January timeframe. Announcement of a date will not be made until final occupancy is granted by all regulatory agencies.

- For the opening month, staff will not be conducting personal training or teaching classes. All staff will be available to assist with the creation of memberships for residents, give facility tours and orientations, assist with the new equipment, and help members register for classes.

- As mentioned above the turnstiles will not be activated until a substantial number of members have been provided with key tags.

- Members may register for a Mind-Body account so they can register for classes online and have access to the facility APP. Members will not be required to use online services.

- A grand opening ribbon cutting will be scheduled for the week after the soft opening.

ALTERNATIVE OPTIONS:
Discussion only

ATTACHMENTS:
None