



**Friskis & Svettis London AGM 2018**

**Date: Saturday 28th April 2018**

**Time: 11am**

**Venue: Fabrique, 53 Goodge Street, W1T 1TG**

**Minutes of the AGM for the financial year 2017**

**1. Opening of the Annual General Meeting**

Maria Klavir opens the AGM on behalf of Chairwoman Toshana Foster-Campeotto who is present on the phone.

**2. Election of Chairman and Secretary of the AGM**

Maria Klavir is elected as Chairwoman of the AGM.

Kia Duncan is elected as Secretary of the AGM.

**3. Hortense Bouchard-Negre is elected to approve the minutes.**

**4. Confirmation of electoral register for meeting**

The following persons presented themselves as present and the electoral register for the meeting was composed of:

Toshana Foster-Campeotto (phone)

Maria Klavir

Hugh Governey

Hortense Bouchard-Negre

Charlotte Berning

Kia Duncan

Johan Wissinger

**5. The meeting has been confirmed in the correct way, both via email to active members and publicly on Social Media.**

**6. Confirmation of the agenda**

The agenda is confirmed.

**7. Approval of the minutes from previous year's AGM**

The minutes from last year's AGM and the minutes are approved.

**8. Presenting and putting to the vote the board's Annual report, Income statement and Balance Sheet from the financial year of 2017**

Maria Klavir presents the Annual Report.

YMCA: class participation has fallen, the price increased from £36 to £45 per hour (£50 in March 2018), poor service and recurrent leaks are driving us to find an alternative venue.

Clapham: has gone from strength to strength and a stable member base has been established.

Instructors Lucie Dessart, Sofia Bruno and Magda Kloc left, which put pressure on classes, leading to cancelled classes or instructors teaching back-to-back classes. Charlotte Berning joined the instructor team in August.

Hosts Silke Breimaier, Paul Sharpe, Caroline Ward and Wanda Thalon left the team. Manuela Hospenthal, Carla Shohet and Emma Bosch joined the host team.

Interval Flex was discontinued in May 2017.

Kia Duncan presents the financial statement.

In 2017 we took on average £44 per class, each class cost £55 to run, resulting in a loss of £11 per class. By venue YMCA classes are run at a £14 loss and Clapham run at a £9 profit per class. Our total loss for the year is £2,800.

Some instructors waived their fee for the year and we received discounts from YMCA due to cancelled classes and leaks in the room, saving us £1,000.

We had only committed costs for the year i.e. venue hire, instructor fees, RIKS membership, website, insurance and music licenses. To break even we need to have a venue cost of £35 assuming all other variables remain the same.

#### **9. Presenting and putting to the vote the Auditor's report about the board's administration during the financial year of 2017**

The balance sheet and income statement are adopted and auditor Ivan Campeotto gives evidence that he has approved the documents. The board is given freedom of liability.

#### **10. Members' motions**

No motions from the members are raised at this point.

#### **11. Proposals from the board**

All board nominees are approved and the board elected unanimously.

Elected onto the board are:

Chairman	Hugh Governey
Deputy Chair/Admin	Hortense Bouchard-Negre
Head of Instructors	Charlotte Berning (Deputy Maria Klavir – chance that Charlotte may move in May)
Head of Hosts	Adam Redzej
Treasurer	Kia Duncan

Johan Wissinger and Adam Redzej are elected as Election Committee for the next year, and Johan Wissinger is elected Auditor.

#### **12. Information about current activities within F&S London and focus for 2018 and beyond**

Maria Klavir presents the proposed activity plan

- Re-visit our overall strategy for growth, focusing on locations and target groups in order to increase attendance
- Develop our instructors and classes to ensure high and consistent quality and fun and engaging classes
- Develop our hosts to ensure a great and friendly experience when coming to our classes
- Agree pricing strategy and schedule
- Recruit new members to the team
- Improve Friskis team engagement

#### **13. Putting to the vote the proposed activity plan for the year 2018**

The proposed activity plan is approved unanimously.

Focus will be on running three classes a week well, not overstretching us and to break even at the least.

#### **14. Confirmation of schedule changes at the YMCA and any venue changes applicable**

YMCA: Wednesday and Thursday classes will stop after May. Toshana Foster-Campeotto will notify YMCA. We will continue to run Tuesday classes through the summer in order to keep the slot.

Clapham: Monday class will continue as normal.

Marylebone: Introduce a Saturday 11.15 class in September at the Seymour Leisure Place in Marylebone. Charlotte Berning (with the help of team) will market and run taster sessions during the summer to promote the class.

## **16. Confirmation of membership fee for the financial year 2018**

Current pricing is universal across venues: PAYG £6, 10 Card £50, Season Card £70.

A differentiated pricing strategy as of 1<sup>st</sup> September is approved.

Clapham: PAYG £10, 10 Card £80, Season Card ~£72 (£6 per class over term).

YMCA: prices to be confirmed in August following trend analysis.

Marylebone: prices to be confirmed in August.

## **17. Any other business**

### **Continue to operate**

The question is raised if Friskis should continue to run, due to losses and lack of engagement from members in the team.

It is agreed that Friskis should continue.

### **Confirmation of instructor fee**

After much deliberation, the Board proposes and it is unanimously approved to stop the instructor fee as of end of May.

Charlotte Berning will phone and notify instructors.

### **Immediately take action to break-even**

- Cut two classes at YMCA and only run Tuesday classes as of 1<sup>st</sup> June
- Stop instructor fee as of 1<sup>st</sup> June
- Start a new class in Marylebone to attract a new membership base similar to Clapham

### **Communication**

Three What's App groups will be set up for the Board, Instructors and Hosts.

Communication to members will be continued via email, Facebook, Instagram and the website.