



Staff Report

Date: May 15, 2024

Subject: Evolutions Fitness & Wellness Center Update

Background:

Following the retirement of the previous Executive Director, the Administrative Director and CEO have assumed joint oversight of Evolutions Fitness & Wellness Center. Since the transition, significant efforts have been made to ensure smooth operational continuity. Notable recent activities include:

- Orienting staff to the updated organizational chart, delineating roles and responsibilities clearly.
- Integration of the District and Evolutions leadership team, fostering collaboration and alignment across both entities.
- Comprehensive review of current operating procedures, staffing requirements, and departmental oversight mechanisms.

Recent Activity:

The Administrative Director, in collaboration with the Evolutions Business Manager and Fitness Manager, has undertaken a thorough analysis of various operational aspects. This review has led to the identification of areas for improvement and optimization. Key initiatives underway include:

- Revision of departmental workflows to enhance efficiency and effectiveness.
- Identification and fulfillment of staffing needs to ensure optimal resource allocation.
- Renewal of staff training protocols to uphold service standards and promote continuous professional development.

Future Initiatives:

Looking ahead, the Administrative Director and CEO are actively exploring opportunities to further enhance Evolutions' operational capabilities. One significant endeavor involves the evaluation and implementation of a new Member management software solution. This software is anticipated to offer several advantages, including:

- **Cost reduction:** Along with significantly reduced up-front cost reduction, this new software is expected to yield cost savings streamlining processes and eliminating redundancies.
- **Enhanced functionality:** The software will provide a comprehensive suite of features, including marketing tools, point-of-sale capabilities, and customer relationship management functionalities.
- **Brand enhancement:** A customized Evolutions branded app will be developed as part of the software package, providing members with a seamless and branded experience.

Conclusion:

While the process of evaluating the operational performance of Evolutions Fitness & Wellness Center is anticipated to be an ongoing initiative in the coming months, significant progress has been made to date. As functional initiatives continue to be developed and implemented, we will keep the Board up to date with a high level review of activity.