



**Friskis&Sveltis Brussels a.s.b.l.**

**No. 445031050**

**AGM 2023 meeting minutes**

April 25, 2023

19:00 CET

Hybrid meeting, 19 in person attendees (+8 proxies) Swedish Church Brussels, and 3 virtual attendees via Zoom video conference

1. Jeroen Overstijns opened the meeting.
2. The electoral register was established, eight proxies have been received.
3. Annika Liljeberg-Hallonsten and Guy Tasmowski were proposed and eventually approved as scrutinizers.
4. Lyn Trytsman-Gray was proposed as chair of the meeting. Simone Pallotto was proposed as meeting secretary. Both were appointed.
5. Confirmed that the AGM has been convened according to the Statutes.
6. The Agenda was adopted.

**7. How are we doing**

[Report] presented by chairperson Jeroen Overstijns  
Overall, we are happy to say we are in a very good shape.

We survived COVID financially. Without eating our cash. And started investing in the next steps.

People found us back. Our memberships are almost on the same level as in pre-covid times. Even sooner than expected. The promotion "30 for 30" was a real boost.

Members like what we are offering. More and more of full classes. Even with a higher max number of users to 50. It is challenging to get a spot into barbell or spinning classes.

We worked on the fun and the social dimension. We organized a lot of great special events. SPA and Josaphat as highlight. We support more than 50 Ukrainian members.

We are very funny on TikTok.

Congrats to all, especially a good result considering the status of other non-Swedish clubs. Some of them just stopped. A lot of them are suffering.

#### [ISSUES]

There are some issues to resolve. And this does not always happens as fast as we as a board would like it. Points of attention:

- Some of our halls are not up to our standards  
We receive complaints about the Maelbeek sport facilities. Letters were sent to VGC (owner/ manager of the Maelbeek sport hall) to push for restructuring the place. Plans for a complete renovation are postponed and there are info about the intention to convert it to a multi activity space, instead a sport hall solely. We have good news about the availability of additional slots.
- Alternatives for sport halls are very hard to find. We found one but got a horrible slot for the time being. And we have not enough venues and slots for all active instructors.
- Limitations in the IT-build-up of our app and website. The website doesn't allow to have even a depository / space where to store documents. The it infrastructure is something to improve and probably it is a matter of money.
- Internal communications.  
If we get complaints, we get them only indirectly. As said last year: come to us and we'll talk.  
We will publish board and teams on the website to contact them directly.

#### [FOCUS]

Overall mission for this coming year: to make people happier and healthier, the Swedish way.

Ambition KPIs for 2025:

- 2000 great sessions (we have already good quality at good price)
- 1000 happy members
- 30 active instructors
- 75 active volunteers
- 5 venues
- 1 Million smiles: grow to 1000 members, through promotion and retention of (ex-) members.

[LEFT section] presented by Magda Havlikova

- List of the events done so far and to come:  
Spa weekend, special joggings, spring flowers, Swedish Boss, 15k Woluwe, 20K Brussels
- We thank Laura for the Woluwe running organization for the 15k. It was a great job to make everybody happy. Thanks also for the ones who came to the Swedish special session at Maelbeek.
- The bubble yoga sessions (where beside yoga participants sip some champagne) experimented during the Helsinki trip is proposed to be included as a special activity.

Events dedicated to all volunteers are e.g. Crosly bowling,

[SCHEDULE section] presented by Sidsel Graae

- 40 sessions throughout the year;

- Instructors offered more availability than available slots. So they decided to share slots among instructors. There was discussion about the Wednesday morning session at Maelbeek, which was not utilized for 1 year. Decided to try to find an instructor because there is a fear to lose a precious available and cheap slot. In practice we need new venues to ensure all trainers get individual slots;
- There is a new process to facilitate the scheduling of the semesters;
- There is an additional slot in JIMs for spinning classes.

{MEAT section} presented by Annika

- Increased number of questions due to increased number of members
- Issues with direct debit payments for ING (possible solution in pipeline Q2 2023)
- Prolongation of contracts for the free (summer) session is not allowed by the system for subscribers that have the 5 month membership continuing after the summer.  
PGM proposed solution for free summer months not viable - focus for 2023

[HIT section] presented by Calle Åsenius

- Find halls, manage contracts (thanks Nadine)
- Equip instructors and host with clothes
- Make sure sound systems are OK
- Provide all kinds of material

[COMMUNICATION team] presented by Noémi Léonard

- We are present in all communication channels. This is good for users to keep in touch with us and for us because it is a way to attract new users (advertising).
- TikTok currently is used as a way to create content for Instagram. We don't have a TikTok strategy.
- There is a kind request to volunteers and users to send the communication responsible videos or any other real content of any Friskis activity.
- The job of the com group is to showcase, celebrate and attract.
- Wim made good quality photos from real sessions that can be used instead of stock photos from Friskis, which are considered fake and impersonal.
- Milo, the new mascot, did the official request to join. We can see it wearing a Friskis bandana.

## 7.b FINANCE FUN, Jeroen Overstijns

Big thanks go to the volunteers who contributed the accounting financial details.

### Budget 2021-2022 plan

- Revenue 58.5 k E.
- Cost 74.1 k. E. We wanted to invest and provide fun.
- Profit -17k. Estimated to use our savings to invest in growth.

### **Budget 2021-2022 end of fiscal**

- Revenue 76,8k E., cost -93, 6 k E., profit -16,8k E.
- Money come from mostly members (55,6k E.)
- The 30 for 30 advertising campaign was very costly but worthy to attract new members. This was the best marketing money spent so far.
- How the budget was spent? Mostly infrastructure and Friskis fun events (e.g. event in SPA).

### **Balance Sheet 2022:**

- We are very healthy. No debts so we don't have any pressure from the banks. In the spirit of an ethical responsibility costs are right away set apart in the budget.
- We have +274 k E. in the account.

## **8. Adoption of the Balance sheet and Profit & Loss Account and discharge to the Members of the Board and the auditor**

Accountantskantoor Frankie Lingier declaration – the Chairman of the Board informed the meeting that the report was correct.

## **9. Approval of budget 2022-23**

The balance sheet and profit & loss account is approved.

## **10. Presentation of the Budget 2023-24**

Budget 2023-2024 target:

- Revenue: 84.2 K E. ;
- Costs: -83.1 K E. ;
- Profit 1.1 K E.

Ambition to be break-even again. We don't touch the savings this year.

In the middle of a 3Y-process to be profitable again in 2024. After a year of spending in investing, this year would be less on fun activities and more on mkt and infrastructure costs.

The IT infrastructure has too high license costs compared to the service it provides.

We should get more for the license price.

## **11. Adoption of the Budget**

A member proposes to increase the budget for the IT framework to allow special needs for certain instructors/host's needs. In outdoor activities there are around 30% users who have not registered because they find issues with the registration system. Therefore the instructor or host normally allow these users to participate but then they want to check if those users have an active membership or paid for the session.

The budget for 2023-2024 was adopted with the clause to look at resolving this and known IT issues from hosts and users.

According to Jeroen there is possibility to increase the budget along the way,

## **12. Establishment of membership fees**

- Proposal to increase with 7,5 percent the fees to everybody.
- Proposal to augment the annual fee for volunteers to 25 E.
- The membership fee is adopted with the need to establish a checking system (nationality) for the special free membership offered to Ukrainian passport holders.

## **13. Statues , Annika Liljeberg-Hallonsten**

- Legislation is bound to Belgian law.
- Because linked to the Friskis organization we are bound to the Friskis spirit.
- A proposal was given to simplify elements (eg. Official address "Bruxelles" vs the today legal address).
- Partial adoption is happening now than at the extraordinary AGM the second to reach the minimum voters (2/3 of members)
- Adopted.

## **14. Appointment of one Auditor for a period of one year and one Deputy Auditor for a period of one year**

The current accountant Acolin - Frankie Lingier is approved to continue.

## **15. New board members EC proposal, presented by Fleur Parnet, Magda Havlíková, Annika Liljeberg-Hallonsten**

- Election committee explained the process of selecting the new board members. They list the criteria for the good potential board
- The proposition is invalid because the board rejected the proposed member and the person herself withdrawn.
- Current board members Jeroen and Calle are willing to continue their work, because the team works well together. Jeroen thanks the board colleagues.
- The board members are re-elected:
  - Jeroen Overstijns (treasurer (a.i.) and chairperson) will stay for another 1 year;
  - Caroline Van Meerbeek (secretary) is staying for another year (1 year to come);
  - Carl Johan Asenius (Calle) (contact with teams) will stay another year;
  - Sibylle Reichert (internal communication) (1 year to come).
- Approved with 18 yes , 4 no and 4 abstentions

## **16. Adoption of the Rules of Procedure for the Election Committee**

- No changes to the Rules of Procedure

## **17. Appointment of the next EC**

- Call for replacement in the Election Committee.
- Candidates for the EC: Lyn, Annika, Mark, Tarja.

- Proposal to change:
  - the internal rules of the election voting system that the president vote is more weighted (2 votes)
  - number of members accepted: 4 members are accepted.
- Proposal to have Annika Liljeberg-Hallonsten as the president of the EC.
- Fleur Parnet and Magda Havlíková will leave their positions.
  
- Approved to have the EC composed of Annika Liljeberg-Hallonsten (president), Lyn Trytsman-Gray, Mark Schmidt and Tarja Kallio.

**18: AOB**

None

**19. Closing**

Drinks and food were distributed.

Simone Pallotto  
Secretary

Guy Tasmowski  
Scrutinizer

Lyn Trytsman-Gray  
Chairperson

Annika Liljeberg-Hallonsten  
Scrutinizer