

Elmdale Tennis Club Board Meeting

via Zoom

March 8, 2022

7:00 PM EST

In attendance:

Catherine Wood, John Findlay, Dean Purdon, Joel Diener, Deb Murphy, Dabrowka Farah, Shawn Moffat

1. Review Board Chart: Dean

- All positions were updated with back-ups and the key accountability of each role. All agreed.

2. Club Manager Status & Staff Hiring:

- 3 resumes to date, however candidates do not have the experience required.
- John posted on Indeed for \$27 per day.
- 7-8 Stewards to be hired. Recruiting through club members and past season's steward staff.

3. Treasurer Update: Dean

Review of 2022 Budget proposal summary:

- 3.5% increase for memberships and wages,
- \$50,000 target profit,
- \$29,000 members 2021 Covid rebate,
- increase pro's court fees to \$16,
- \$26,000 sprinkler system.
- Dean will work with Patrick to streamline the payment system, including shifting payments to Court Reserve.

Full Budget Proposal to be posted on wiki.

4. Programs and Revenue Sharing Model Values

- Court fees for lessons provided by Rachel and Chris were paid direct to club at \$15.00 per hour.
- Need to post – 2022 programming by Halliday Tennis – need to include in communicate
- Chris requires 2 courts for July and August
- How do we track players – number of users?
- Question raised about the increase in fees for programming and pro fees
 - John to follow up with Chris regarding price point for the programs / price increase for programs
 - Is there a trade off? Cap on number of hours per week for lessons – i.e., trying to find balance in court time.
 - Registration process and financials – direct to Dean
 - Is Chris using ETC insurance?
 - Question around branding – ETC or Halliday Tennis?
- Discussion around noon time slot – suggest that Chris have 2 courts from 1 to 4.

5. Memberships & Waitlist:

- Membership drive will be two weeks: April 1-15: payments in April for 2nd quarter revenue.
- Family membership to include 2 adults and 1 or more dependants.
- Discussed possibility of non-prime time memberships.
- Waitlist is over 500 on waitlist, and list continues to grow. Once we have membership sign up, move to waitlist: Cathy to lead.

6. ETC Members' First Social Event: Cath

- April 5 at The Royal Oak to support local neighbourhood businesses.

7. Ball Pressurizer Machine:

- all agreed it is not a top priority.

8. Communique 3: Deb

- Membership opens on April 1st
- Pre-club opening night social – 5th April – 7:30 at Royal Oak (support a local business)
- Programme details – need follow up with Chris
- Sprinklers / court work to be done in April
- Targeting May 1st , however may change to May 15th.

9. Sprinkler System;

- Installation of sprinkler system to be targeted for April 5 (water is turned on)
- Potentially 2 weeks to install system and restore courts
- Also need to work on clubhouse, floor and painting, in this timeframe
- Joel/ Dean to follow up.