

Mount Pearl Tennis Club AGM – Agenda

6:00pm – Nov 20, 2016

1. Call to Order
2. Roll Call
3. Reading of the Last AGM's meeting minutes
4. Reading of President's Report for Summer 2016
5. Treasurer's Update on Financials
6. Report of Committees
 - a. Facilities and Public Relations
 - b. Tournaments and Leagues
 - c. Sport Alliance
7. New Business
 - a. Facility and Court Upgrades
 - b. Greenbelt Rental for Christmas
 - c. Presentation
8. Election of Officers
 - a. Proxy letter process and voting
9. Adjournment

Mount Pearl Tennis Club - President's Report 2016

By: Dustin Cole

Opening Summary

I was very happy to represent the Mount Pearl Tennis Club and its members as your President. This report was prepared to summarize the events and activities of the club and the executive members throughout the year. I hope you find this informative.

The executive for this past year has been:

President/Tournaments – Dustin Cole

Vice-President – Thomas Hawkins

Treasurer – Mark Spurrell

Facilities – Meagan Condon and Mary Spurrell

Membership/PR – Stefan Jones

Secretary – Meagan Condon

Sport Alliance/Webmaster – Thomas Hawkins

Tournaments/Leagues – Dustin Cole

This report provides updates for finances, facilities, tournaments and leagues, coaches, memberships and sport alliance.

Finances

The club has had a fairly good financial record over the past 6-7 years, with a profit being achieved each year. This year, I am pleased to report that we have achieved approximately \$2650 profit. This profit was achieved mostly due to the government grants that we were able to qualify for, rentals and memberships.

The club continues to show a profit again this year, which has been a trend for the past 6-7 years. As previous years up to that point were deficits for an extended period, it is nice to have a comfort that we can use the profit to re-invest into the club and program. The club's balance is very healthy.

This year we applied for several grants, and we were fortunate to qualify for additional funding.

Our main sources of revenue are memberships, grants and club rentals. Smaller amounts of revenue come from tournaments and canteen sales. Our main sources of expenditures are salaries and equipment.

Facilities

The Mount Pearl Tennis Club had final rental revenue in 2016 totalling \$5595. This is a significant increase from 2015 revenue of \$3300. This gives us an increase in 41% and \$2295 in additional rental revenue over the previous year. One reason for the increase was that we were under major renovations in 2015 with no rentals from January – May. We did have a period this year where we completed some renovations, but it was only from May until the end of June. Some repairs that were completed inside the facility were the installation of new exterior doors making them more accessible for wheelchair use. We had a full repair and upgrade to our shower and storage room making them fully functional. New flooring and paint in the back office area as well as a replacing the toilet and sink in the back room. We also received some new couches and tables for the main area of the tennis club.

The club is available for rental throughout the year, and we are continuing to rent the club out throughout the summer, in addition to the remainder of the year. We thought this was necessary in order to keep up the revenue in an attempt to increase our financial balance. It was necessary five years ago when this decision was made, and though our finances are healthy, it is easy for us to accommodate this and we plan on continuing to do this next summer.

Tournaments and Leagues

The tournaments and leagues were very successful this season in terms of participation. We had 4 adult tournaments and 3 leagues.

The 4 tournaments held were, 1) the Club Pre-season Closed, which is a club members only tournament in which 10 members participated; 2) the Mount Pearl Open, which is a provincially ranked open tournament in which 15 players participated; 3) the Mount Pearl Molson, which is also a provincially ranked tournament in which 16 players participated; and 4) the Club Closed, which is a club members only tournament in which 13 members participated.

The 3 doubles league were, 1) the Bandit's League, played on Thursday evenings a men's doubles league composed of 6 teams; 2) the Ranger's League, played on Monday evenings a men's doubles league composed of 6 teams; and 3) the Singles League, played on Sunday afternoons composed of 8 players.

All tournaments and leagues were very competitive and fun for the players involved. All league finals were completed by the end of the season.

Special thanks to Nathan Bessey who updated the club rankings again this summer. These rankings were posted to the website after each tournament, for those players interested in keeping the competition active from tournament to tournament.

In addition to the Mount Pearl hosted tournaments, a few Mount Pearl players attended the Tommy Williams Provincial Open tournament in Gander this summer. There was a large draw for men's and women's singles and doubles, including mixed doubles, with a total of approximately 50 players competing. Lenny French won the Provincial singles title showing that our club does have some of the top talent in the province.

Coaches and Staffing

For this summer we had four staff members, Stephanie Schwartz returned again to take on the Manager and Head Coach roll, and I believe she did a great job again this summer, Lenny French and Lauren Stringer were the assistant coaches. Zack French was our new employee and worked primarily as a canteen attendant. As the Head Coach, Stephanie was responsible for the junior and adult lesson programs. We hope to have them all back again next summer.

I would like to suggest that the executive create a review form that can be completed by all adult members that take lessons. So we can get some feedback on how all members felt about the program and the level of coaching that they received. This may help the executive determine if a senior level coach will benefit the members and club enough to pay the additional money required to bring someone in. This is a task that should be completed soon to target the members of this past summer. I would suggest posting this online with unnamed submissions, so that people may be more inclined to give feedback.

With the profit that was achieved this summer, we intend to use this money to put back into the club to help grow the lesson program with more experienced coaching. Finding new and experienced coaches becomes more challenging each summer, however, we will continue to look for high level coaching as it is a must for the program.

The club house attendant duties were shared by the four staff members. Stephanie was responsible for organizing the club house attendant schedules, ordering canteen stock as needed, tracking staff hours and doing payroll, bank deposits, keeping the club in a clean and orderly manner, and the general management of the club.

Memberships

A nice increase in membership this year of 20%. Last summer we had a total of 80 members, which included 30 Adults and 50 Junior's.

This summer we had a total of 96 members this year, which is similar to our membership levels from 2011-2015, as follows:

Adults: 40

Juniors: 56

Our marketing plan this past spring included schools in the Mount Pearl and Paradise areas by sending out information sheets to every child in school for selected grades, and also providing each school with 1 free junior membership (a total of 10 memberships were given). The club coaches usually contact the school gym teachers and visit the schools to provide free of charge tennis lessons, however, the TNL took over this role this year so we are unsure as to which schools received the free tennis lessons, if any. Next spring we will discuss with TNL to see if this is something we can undertake ourselves in the Mount Pearl/Paradise area.

Other marketing strategies included using the website, facebook and twitter, and contacting local newspaper agencies like The Pearl, The Gazette and Coffee News, as well as local radio stations.

Next summer we intend to start keeping track of drop in members more closely so that we can provide 3 types of player numbers. Full Members, Associated Members (who play at the club through some affiliated program, like the Multi Sport program), and drop in members, people who drop in and pay to play, or just play. Those numbers will help show usage at the facility. The responsibility of tracking this will rely with the staff via tracking sheets that they will be provided with.

Responses to Registration Survey:

How did you hear about us? (70 total responses)

1. Returning Member: 23
2. Website: 16
3. Word of Mouth: 14
4. Executive: 4
5. School: 4
6. Staff: 4
7. Social Media: 4
8. Sport Alliance: 1

Sport Alliance

Great communication with the Alliance all year; relationship continues to grow due to the contributions and time invested in attending these functions and meetings. Activities included regular monthly board meetings, active communication pertaining to the volunteer development initiative, and attending social activities.

Responsibilities were the pick-up, distribution, collection, and delivery of 1000 spring/summer draw tickets.

Public Relations and Events

Mount Pearl Frosty Festival - Mary Spurrell is our representative for the Mount Pearl Tennis Club. Every year Mary works with Reid Music and VOCCM to put off a variety concert with the help of some very talented singers and musicians. 2016 was an excellent year for Frosty Festival. The tennis club hosted the Old Fashioned Variety Concert with the help of Reid Music and VOCCM. This year was a success as usual with over 300 in attendance. We would like to thank Mary Spurrell as well as Gina and Jr. Reid for the support and help with this wonderful event. It went off without a hitch. We were also given a cheque for \$750 as a portion of profits for the event.

Our junior program concluded at the end of the summer with our usual Junior Banquet. The coaches and some executive were on hand to assist.

Website and Social Media

The website was again maintained and updated by Thomas Hawkins. A special thanks to Thomas for the support and additional effort that went into the frequent updates required to keep this website current. The twitter feed and facebook webpage were maintained and updated by Stefan Jones.

Social Media items:

1. Our Facebook page is up to 71 likes
2. Our Twitter feed has 57 followers
3. This year saw more use of our social media, which is great and we'd like to keep this up in the coming years. More ways to engage with club members and possible club members is always good.
4. Next year we will try and continue this increase in social media use and reach by the club. I am looking into Instagram and if it's worth getting an account for the club.

Clubhouse and Court Updates

At the end of September 2012 I met with the City and Sport Alliance to explain to them the poor condition of our courts, the need for replacement equipment such as posts and nets, and the need to re-lamp and repair broken light fixtures. Blair Delaney from the City came down and agreed that he would incorporate these items into the upcoming budget. The City followed through on some of these items, and the lights on the St. David's side were repaired, we received new windscreens, nets and posts at the beginning of the 2013 summer season.

At the beginning of the 2014 season, the lights on the Ruth Avenue side were repaired, but we did not receive any new court re-surfacing, which is something many members were asking me about throughout the previous summer. A further discussion with the

City earlier in the summer of 2014 indicated that the club was in line to receive funding for court repairs/upgrades. Once I advised the executive of the funding for court repairs the executive discussed and decided where they would like the funding allocated. The decision was to consider upgrading courts 2 and 3, and make court 1 a practice court with a wall. And re-paint if possible courts 4, 5, 6. This was further discussed with the city in the Fall of 2014 by myself with Jason Collins and Blair Delaney, the City's department manager and facilitator for Parks and Recreation.

After this discussion and the City's indication of the amount of funding available, the decision was made to re-surface the St. David's side courts in the spring of 2015. The downtime was minimal and the courts came out fantastic, everyone was excited about the new courts and they were a big hit during that summer.

Further discussions were held in the Fall of 2015 and throughout the Winter of 2016 to secure funding for the Ruth Ave side courts, as per the plan from 2014, and also to renovate the locker/shower rooms to something usable. As we are aware the Spring of 2016 saw the interior of the club being renovated again, with upgrades coming to the back room area and washroom, as well as a full renovation to the locker room and shower. And additionally, the Ruth Ave side courts were fully upgraded, with an excavation down approx. 8-10 ft and proper water diversion and drainage added to remove future shifting and cracking of the newly installed courts. This court upgrade also had a new viewing bleacher area added, with potential for a practice wall in the future.

Further discussions are underway to have new windscreens, that can extend to cover the entire fence around the perimeter of the courts. These windscreens are in the process of being procured this Winter and should be available for installation in Summer 2017. There are also some further discussions about additional repairs required to the club which we are hoping will be done soon.

Concluding

We feel that this was a successful summer, and the hard work and dedication of the executive is greatly appreciated. We feel privileged to represent you as your executive and look forward to continuing on with your support.

Vice-President's Report By: Thomas Hawkins

Now that the 2016 summer season is complete, it is a good opportunity to reflect on the past season and look towards the future. It is an exciting time to be a member of the club. Our recent court upgrades give us one of the best facilities in the province to go with our great club house which has also had numerous upgrades over the last few seasons. We had the opportunity to showcase our facility by hosting the tennis portion of the Newfoundland and Labrador Summer Games which was well attended by the public.

Membership remains stable, but we introduced many new juniors to the sport of tennis through our partnership with the Mount Pearl Soccer Association in hosting a multi-sport camp. Upwards to 60 additional juniors per camp participated in tennis days during the pilot run of this camp, and we are looking forward to full implementation next season in cooperation with the Mount Pearl Sport Alliance.

We increased our social media presence this season, but I believe we can do even better next year and hope to engage members more often through more platforms. Next season we hope to work with our coaches to create more opportunities for parents to play along with their junior players.

We continued our relationship with the Mount Pearl Sport Alliance by participating in the summer ticket draw, bringing in an additional \$300 for the club. We provided updates to the Sport Alliance throughout the year and advertised our events through their platforms.

We are considering offering some pre-season tennis opportunities in the month of June, so stay tuned for more information. I am looking forward to a great 2017!

Treasurer's Report By: Mark Spurrell

2016 was another successful season for the Mount Pearl Tennis Club. Financially, we ended the 2016 season with a surplus of over \$2,600.

As usual, the major sources of revenue for the club during the 2016 season were from government funding and membership fees. The Provincial budget of 2016 eliminated a regular grant (swasp) that we usually receive however we were fortunate to receive additional funding from the Government of Canada. Having a high school student on staff also allowed us to obtain a high school grant from the provincial government. These grant monies attributed to almost \$8,300, which is used to pay employees.

Our partnership with the Mount Pearl Sport Alliance also helped to inject approximately \$3,500. This money is from grant funds and participation in the summer ticket draw.

Membership fees accounted for another significant revenue stream, adding almost \$8,200 to our bank account. This was a 35% increase over last year.

This past season, the club was able to get rent the club more than the previous year as we didn't have as much down time due to club renovations. The result was an almost 70% increase in revenue from rentals.

Payroll is by far the clubs largest expense accounting for almost three quarters of the clubs expenses. A 10% increase in payroll saw the club pay over \$18,000 in salaries in 2016.

In closing, it was another successful season of tennis at the Mount Pearl Tennis Club. The club is in a healthy financial position and has received tremendous support from the City of Mount Pearl. The recent upgrades to the club house and courts and the work of the club executive and volunteers will ensure the club remains successful for years to com.

Mount Pearl Tennis Club
Bank Rec
20-Nov-16

Balance per Bank Statements Nov. 30, 2015	\$ 34,079.62
Add: Cash Receipts	\$27,424.58
Less: Disbursements	<u>(\$24,762.23)</u>
Balance per books, Nov 30, 2015	<u>36,741.97</u>

Balance per Bank Statement (Nov. 20, 2016) **\$ 36,741.97**

Misc Diff

**Mount Pearl Tennis Club
Income Statement
20-Nov-16**

30-Nov-15

Cash Receipts

Membership fees	8,185.00
Rental	5,595.00
Tournament fees	902.60
Government Grant	8,276.93
Mount Pearl Frosty Festival	750.00
Canteen sales	222.05
Sport Alliance	3,493.00

27,424.58

Cash Disbursements

Payroll	18,007.30
Rental Caretaker	1,400.00
Bank fees	327.01
Tennis Balls & Equipment	972.16
Canteen Supplies	370.63
Advertising/Donation	724.90
Clubhouse Maintenance	1,966.41
Utilities	990.82

24,759.23

Surplus/Deficit

2,665.35

**Mount Pearl Tennis Club
Cash Receipts
20-Nov-16**

<u>Date</u>	<u>Amount</u>	<u>Member Fees</u>	<u>Gov Grants</u>	<u>Sport Alliance</u>	<u>Rental</u>	<u>Tourn & Court Fees</u>	<u>Mount Pearl Frosty Festival</u>	<u>Canteen Sales</u>
27-May	\$ 2,939.18		61.18	2,878.00				
13-Jun-16	\$4,245.00	4,245.00						
4-Jul-16	\$ 2,853.20	2,800.00				35.45		17.75
21-Jul-16	\$1,158.00	1,110.00				10.00		38.00
8-Aug-16	\$242.00	30.00				165.00		47.00
29-Aug-16	\$5,051.80		4,934.00					117.80
2-Sep-16	\$615.00			615.00				
13-Sep-16	\$4,750.00				4,750.00			
14-Sep-16	\$243.65					242.15		1.50
8-Nov-16	\$3,745.75		2,535.75		460.00		750.00	
19-Nov-16	\$385.00				385.00			
19-Nov-16	\$1,196.00		746.00			450.00		
	<u>\$27,424.58</u>	<u>\$8,185.00</u>	<u>\$8,276.93</u>	<u>\$3,493.00</u>	<u>\$5,595.00</u>	<u>\$902.60</u>	<u>\$750.00</u>	<u>\$222.05</u>

24-Oct	Mary Spurrell (re: B&B Sales)	\$358.28									\$358.28
25-Oct	Zack French	\$210.00						\$210.00			
31-Oct	Service Fees	\$2.50	\$2.50								
1-Nov	Meagan Condon	\$100.00			\$100.00						
17-Nov	Service Fees	\$3.00									
17-Nov	Thomas Hawkins	\$262.08									\$262.08
19-Nov	Bell Aliant	\$57.83					\$57.83				
19-Nov	Mark Spurrell (re: Post office box)	\$179.91									\$179.91
		\$24,762.23	\$327.01	\$0.00	\$972.16	\$1,400.00	\$370.63	\$990.82	\$18,007.30	\$724.90	\$1,966.41

The Mount Pearl Tennis Club had final rental revenue in 2016 totalling \$5595. This is a significant increase from 2015 revenue of \$3300. This gives us an increase in 41% and \$2295 in additional rental revenue over the previous year. One reason for the increase was that we were under major renovations in 2015 with no rentals from January – May. We did have a period this year where we completed some renovations, but it was only from May until the end of June. Some repairs that were completed inside the facility were the installation of new exterior doors making them more accessible for wheelchair use. We had a full repair and upgrade to our shower and storage room making them fully functional. New flooring and paint in the back office area as well as a replacing the toilet and sink in the back room. We also received some new couches and tables for the main area of the tennis club.

Mary has officially stepped down as facilities manager of the tennis club as of September 2016. Mary has looked after rentals for well over 20 years and we cannot thank her enough for taking such good care of the facility and our renters for this long. It is with great appreciation and gratitude that we thank her for her years of service. Mary has agreed to stay on as Frosty Festival Representative for the Mount Pearl Tennis Club. Thomas and Sara Hawkins are now taking bookings for our facility. Since taking over the rentals in September Thomas has made some changes. We now accept email money transfers for payment/deposit. The website has been updated with prices and a calendar showing availability. As well we now have a rental agreement posted online, renters can now sign the agreement and view terms upfront. In the future Thomas is planning on adding a floor layout to the website as well.

Frosty Festival – Public Relations

2016 was an excellent year for Frosty Festival. The tennis club hosted the Old Fashioned Variety Concert with the help of Reid Music and VOCCM. This year was a success as usual with over 300 in attendance. We would like to thank Mary Spurrell as well as Gina and Jr. Reid for the support and help with this wonderful event. It went off without a hitch. We were also given a cheque for \$750 as a portion of profits for the event.

Webmaster Update

By: Thomas Hawkins

Below are two graphs showing website traffic for 2015 and 2016. Traffic for the club website followed consistent patterns of traffic as established in previous years, although overall traffic was down by about 1000 site visits over last year. This could be because people are engaging with us on forms of social media or because we offered less interactive programming like video broadcasts and live tournament updates then we have in the past.

Looking at FaceBook as a platform to engage members, we made 31 posts this year compared to 5 in 2015. Overall post reach in 2015 was 226 (with 11 clicks and 11 shares/reactions) compared to 1774 people reached (with 127 clicks and 40 shares/reactions) in 2016. 71 total people have liked our page and automatically receive updates in their feeds.

Registration Information:

Total Members: 96 (Up 16 [20%] from 2015)

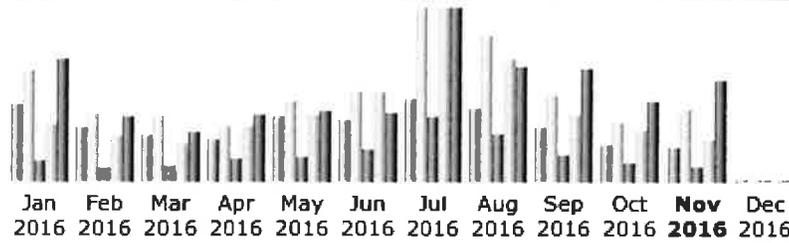
Adult: 40 (Up 10 [33%] from 2015)

Junior: 56 (Up 6 [12%] from 2015) + 3 tennis camps of 60+ juniors

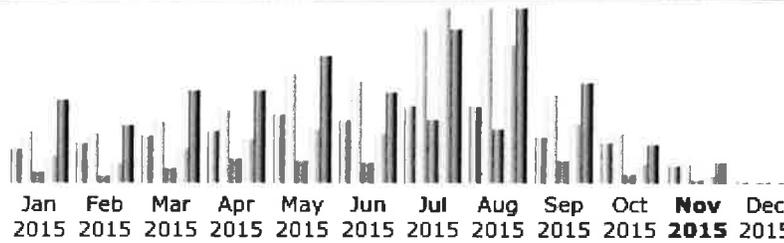
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1. Returning Member: 23
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3. Word of Mouth: 14
4. Executive: 4
5. School: 4
6. Staff: 4
7. Social Media: 4
8. Sport Alliance: 1



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2016	256	373	744	2,086	206.20 MB
Feb 2016	175	225	478	1,651	106.83 MB
Mar 2016	152	218	537	1,390	83.24 MB
Apr 2016	139	182	828	2,051	112.79 MB
May 2016	216	269	883	2,419	119.34 MB
Jun 2016	202	297	1,151	3,289	116.27 MB
Jul 2016	274	580	2,351	6,367	291.01 MB
Aug 2016	244	485	1,736	4,491	191.85 MB
Sep 2016	175	288	940	2,450	188.25 MB
Oct 2016	117	194	661	1,909	134.75 MB
Nov 2016	111	243	562	1,486	169.66 MB
Dec 2016	0	0	0	0	0
Total	2,061	3,354	10,871	29,589	1.68 GB



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	154	239	690	1,769	64.61 MB
Feb 2015	188	234	470	1,266	46.04 MB
Mar 2015	225	281	1,010	2,341	73.65 MB
Apr 2015	243	337	1,592	2,867	72.44 MB
May 2015	322	513	1,556	3,601	100.48 MB
Jun 2015	294	478	1,307	3,326	70.80 MB
Jul 2015	357	720	4,265	11,707	121.59 MB
Aug 2015	354	814	3,521	9,356	138.16 MB
Sep 2015	212	416	1,533	3,979	78.78 MB
Oct 2015	181	228	558	1,223	29.98 MB
Nov 2015	76	86	206	449	16.02 MB
Dec 2015	0	0	0	0	0
Total	2,606	4,346	16,708	41,884	812.55 MB

Mount Pearl Tennis Club: Summer 2016 Summary of Events (by: Stephanie Schwartz)

This summer at the Mount Pearl Tennis Club, Stephanie Schwartz took on the role of Club Manager/Head Coach, Lenny French and Lauren Stringer acted as Club Coaches and Zack French was the primary Canteen Attendant. This summer MPTC had the privilege to host the NL Summer Games. This was a great opportunity for media coverage and a great incentive to update to our facility and roadside courts. There was an increase this year in beginner adult players, hopefully we will have them return next year. The lessons were successful and we had an additional time slot for ages 5-10. As we know it is difficult to try and find a lesson slot arrangement that will please the most people. This is something we should try and examine further. We held a Junior Open and Closed Tournament within lessons. The turnout for these tournaments was relatively low so perhaps in the coming year more marketing could be done, but also our club was lacking in competitive players especially in the 12+ age group. In hindsight, more events targeting younger players, especially open events, would have been a good idea. The membership increased slightly from last year, and I believe this upcoming season will be a great time to promote the club.

Executive Committee – Position Descriptions

President

The president's primary role is to oversee the MPTC and to coordinate events and projects as needed. The president should support the other board members and offer assistance as needed. The president also runs the Board meetings.

Vice-President

The vice-president's role is to support the president and assist with planning for the MPTC's events and projects.

Treasurer

The treasurer's role is to look after the financial health of the MPTC. The treasurer is responsible for collecting and distributing money and ensuring that all money is accounted for. The treasurer also creates regular financial updates for the Board and a financial year summary for the AGM.

Secretary

The secretary's role is to ensure that all club meetings are documented in minutes, and is typically the contact point for the MPTC.

Past-President

The past-president's role is to act as a guide for the current president and act as a resource for the board.

Facilities

The facilities role is to look after the club house, in coordination with the City of Mount Pearl. This would include upgrades and/or renovations to the club house. The facilities would also look after the club rentals and hiring of the caretaker.

Sport Alliance

The sport alliance representative would communicate with the City's Sport Alliance group, attend Sport Alliance meetings and functions, and speak on behalf of the MPTC at these meetings. And report the sport alliance updates to the Board.

Tournaments

The tournament director would run and organize all adult tournaments and leagues for the MPTC. This would include provincial and club run tournaments.