

Minutes for the Mount Pearl Tennis Club AGM - November 20th 2016

- **Call to order** 6:15PM, November 20th 2016
- **Roll Call**: 7 in attendance (Dustin Cole, Mary Spurrell, Meagan Condon, Mark Spurrell, Stefan Jones, Thomas Hawkins, Wayne Spurrell)
- **Welcome and overview of the 2015 AGM minutes**
- Dustin read the **President's Report for 2016**

Highlights included a \$2665 profit for 2016, leaving us with a healthy balance in the bank. This year we had an increase in rental revenue, membership and government grants which helped achieve the surplus. Our main expenses are salaries and equipment. The club has been showing a continued profit over the past 6-7 years which is a comfort to know we can re-invest into our program.

Facility Rentals showed a big increase in revenue totaling \$5595. The 2015 rental income was \$3300 which makes for a 69% increase this year. A few reasons for the increase were due to more rental dates available this year. In 2015 we were closed for renovations entirely from Jan-May, though we did have a period of time closed for rentals this year, it was much shorter.

Tournaments and Leagues – 2016 was a successful year with 4 tournaments hosted by the club and 3 doubles leagues. All tournaments and leagues were very competitive and fun for all players involved. Thank you to Nathan Bessey who updated the club rankings again this summer. In addition a few Mount Pearl members attended the Tommy Williams Provincial Open in Gander this summer. There was a large draw with over 50 players competing. We would like to congratulate Lenny French one of our coaches for winning the Provincial singles title, showing that our club does have some top talent in the province.

Coaches and Staffing - We had 4 staff this year all doing some coaching and canteen work. The head coach was Stephanie Schwartz who also took on the duties of manager. As well we saw the return of Lenny French and Lauren Stringer who were both assistant coaches. Zack French was a new employee who worked primarily as a canteen attendant. We would welcome each staff member back for the 2017 season. Dustin suggested that we create a review form that can be completed by all adult members that take lessons. This can give us some insight and feedback on the opinions of the program and level of coaching they received. This may help determine if a senior level coach would benefit the club enough to pay the additional money required to bring someone in. We would like to do this in the New Year to target members from this past summer. An online anonymous submission would be ideal so that members are more inclined to give feedback.

Membership – A nice increase this year with 20% more members. This summer we had 96 members with 56 juniors and 40 adults. In comparison 2015 had 80 members with 30 adults and 50 juniors.

Our marketing plan this past spring included schools in the Mount Pearl and Paradise area sending information sheets to every child in selected grades. We also provided 4-5 free school memberships to

selected students. Mary suggested that we give the students with the free membership a free lesson for a friend. This might give them a better chance of using the membership and adding future members to our club house. Stephanie usually contacts school gym teachers to visit the school and provide a free tennis lessons, however the TNL took over the role this year. We will discuss with TNL in the spring to see if this is something we can undertake ourselves in the Mount Pearl/Paradise area. Other marketing strategies included website, facebook, twitter as well as local radio. Next year we intend to start tracking 'drop in' members more closely so that we can identify which players are interested in the facility.

Response to Registration Survey: How did you hear about us?

1. Returning members: 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 - Thomas continued building a great relationship with Sport Alliance, attending most meeting with the help of Dustin. We also had great success with the sport alliance tickets again this year.

Public Relations and Events – Frosty Festival: Thank you to Mary Spurrell and Reid Music who hosted the Old Fashioned Variety Concert again this year with almost full capacity totals for the event. We were given a cheque for \$750 for a portion of the profits this year.

Website and Social Media: Thank you to Thomas Hawkins who set up and maintained the website for the tennis club, as well as Stefan Jones for updating Twitter and Facebook. This year saw more use of our social media pages we would like to continue to grow and reach more members in the upcoming season. Stefan is looking into an Instagram account to see if it would be worth it for the 2017 year.

Clubhouse and Court Updates:

The tennis club had been very fortunate to have many upgrades both inside and out to our facility over the past number of years. This year we were lucky to have even more updates. In the spring of 2016 we saw the interior of the club get some upgrades with new furniture and paint, new exterior doors enabling wheelchair access, repair and cleaning of interior fireplace. We also had some new paint and flooring for the backroom, new bathroom fixture install and complete upgrade of our storage and locker rooms with a working shower. For the exterior we had the Ruth Avenue courts fully upgraded with an excavation down 8-10 feet to proper drain and divert ground water. We now have 2 courts on this side

with a full viewing area and bleacher area added with potential for a practice wall in the future. Further discussions are underway to have new windscreens that can extend the full height of the fence around the perimeter of the courts. These windscreens are in the process of being procured over the winter and should be available for install over the spring.

It was again a very successful summer and a thank you to the staff and executive.

Treasurer's Report - Mark Spurrell

Highlight's included a surplus for the year of \$2600 with the majority of revenue coming from Grants (\$8300, rentals (\$5595) and membership (\$8200). Payroll was the biggest expense for the year (\$18,000).

We were lucky to get almost all the grants we applied for except one SWASP grant. However, we did qualify for an additional high school student grant which balanced out the Swasp grant loss.

Facilities - Mary Spurrell/Meagan Condon

We had a great year for rentals. We had an overall total of \$5595 and an increase in over 69% over the previous years \$3300. Mary has officially stepped down as facilities manager and Thomas and Sara Hawkins have taken over the duty. We want to thank Mary for the wonderful job over the past 23 years of service to our club. We look forward to continue working with Mary for the Frosty Festival. Thomas has made some changes since taking over in September. We now accept email money transfers for payment/deposit. The website has been updated with a price list and calendar showing availability. We also have the rental agreement posted online so that renters can view and sign the agreement upfront. Thomas is planning on adding a floor layout to the website in the future.

VP Report/Sport Alliance - Thomas Hawkins

We partnered with the Mount Pearl Soccer Association for a multi-sport camp with upward of 60 juniors participating during the pilot run. We are looking forward to full implementation next season with the cooperation of the Sport Alliance. Thomas continued working closely with the Sport Alliance, by participating in the summer ticket draw, we brought an additional \$300 for the club. Thomas is also considering offering some pre-season tennis in June. Possibly having a small league to kick start the season.

Advertising - Stefan Jones

Stefan noted an increase in our Facebook and Twitter traffic over the summer. For the next season we can add to our online social media with a possible Instagram account. As well we will also add some short videos and photos in our adverting in the 2017 season; this has been shown to attract more viewers to social media pages.

Ending Notes:

Dustin discussed having a night with the members at Greenbelt again. The event would be sometime in January 2017 if there is enough interest. Dustin also gave a presentation to Mary Spurrell with gift for her years of service and dedication to the Tennis Club. Her time and devotion have been a tremendous help over the years. Mary is continuing to work with the Frosty Festival as our representative.

- **Election of Officers**

The only executive change for 2016-2017 year is that Thomas and Sara Hawkins will be the new Facilities Managers.

President - Dustin Cole

Vice President - Thomas Hawkins

Treasurer - Mark Spurrell

Secretary - Meagan Condon

Facilities Manager - Thomas and Sara Hawkins

Public Relations - Stefan Jones

Sport Alliance/Webmaster - Thomas Hawkins

Tournaments/Leagues - Dustin Cole

Meeting **Adjourned** at 7:30 pm