

**Minutes**

Meeting Information		
Location	Date	Time (from - to)
Knox United Church Caledon Village	November 6, 2010	2:00pm – 3:30pm ET
<b>Attendees:</b>		
<i>Executive Committee Members:</i> Terry Lawrence (President), Bob Crease, Willie Grove, Mike Proudlock, Phil Staite, Tim Weichel <i>Guests:</i> Alan Burton, Beth Staite		
<b>Regrets:</b>		
Diana Hollister, Rob Routliffe, Rose Wyer-Keller		

Item	Discussion
1.	<p><b>Call to Order</b></p> <ul style="list-style-type: none"> <li>President Terry Lawrence called the meeting to order at 2:00 p.m.</li> </ul>
2.	<p><b>Previous Action Items</b></p> <ul style="list-style-type: none"> <li>Option to pay membership online through <i>PayPal</i> – Rob               <ul style="list-style-type: none"> <li><i>Defer to 2011 season; should be in concert with electronic application form</i></li> </ul> </li> <li>“How did you learn about the club?” to be added to Membership Application – Bob               <ul style="list-style-type: none"> <li><i>Complete</i></li> </ul> </li> <li>Engage Welcome Wagon to distribute information – Terry/Tim               <ul style="list-style-type: none"> <li><i>Complete; \$3 per visit charge – participation and 10% discount to be confirmed</i></li> </ul> </li> <li><a href="mailto:info@caledontennisclub.com">info@caledontennisclub.com</a> address – review ways to include and redirect – Mike/Willie/Terry               <ul style="list-style-type: none"> <li><i>prefer email address rather than phone number in Town of Caledon/P&amp;R publication</i></li> </ul> </li> <li>Review of options to improve membership along with raising money from sponsorships – Tim/Terry               <ul style="list-style-type: none"> <li><i>Tim to investigate potential of sponsorship signage at club - pending</i></li> </ul> </li> <li>Wall plaque with engravable plates to replace takeaway trophies – Terry               <ul style="list-style-type: none"> <li><i>Pending</i></li> </ul> </li> <li>Investigate acquisition of new windscreens – Rob               <ul style="list-style-type: none"> <li><i>Existing screens in poor condition</i></li> <li><i>\$1.40 per square foot for nine (9) foot windscreens (retail list price)</i></li> <li><i>Other sources possible, including local</i></li> </ul> </li> <li>Investigate feasibility of acquiring nets and windscreens from Bramalea Tennis Club – Tim               <ul style="list-style-type: none"> <li><i>Complete; nets and windscreens not available</i></li> </ul> </li> </ul>
3.	<p><b>2011 Registration Process</b></p> <ul style="list-style-type: none"> <li>New Member Application Process - “How did you learn about the club?”               <ul style="list-style-type: none"> <li>Added to Membership Application for 2011 (see <i>Previous Action Items</i>)</li> </ul> </li> <li>Reducing costs for flyers               <ul style="list-style-type: none"> <li>Distribution for 2010 was inconsistent – flyers were not distributed as requested in Brampton and other areas – club did receive refund from Canada Post</li> <li>Flyer return strongly suggested that expenditure was not worth continuing for 2011</li> <li>Alternate strategy would be to emphasize low-cost membership promotion vehicles such as press releases and stories provided to local papers – Banner, Citizen, Regional, SNAP, Rogers Cable, school newsletter, etc.</li> <li>Print just a few hundred flyers for distribution at Caledon Central and Alton Public schools</li> <li>Promote FREE KIDS DAY at the Caledon Tennis Club                   <ul style="list-style-type: none"> <li>James can help promote at schools</li> </ul> </li> </ul> </li> <li>James L. Gray Foundation – table at registration               <ul style="list-style-type: none"> <li>Executive Committee agreed to suggest a James L. Gray information table at CTC Registration Day</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>▪ Will need to liaise with Wendy Gray</li> <li>▪ Suggest similar table at other area club registration days</li> <li>▪ Could promote direct member donation to Fund via canadahelps.org – <b>Beth, Willie, and Phil to follow up</b></li> </ul>
4.	<p><b>Court Resurfacing</b></p> <ul style="list-style-type: none"> <li>• Outstanding issues <ul style="list-style-type: none"> <li>○ Some surface issues near light standard and on Court 2</li> <li>○ <i>Court Contractors</i> to inspect and recommend treatment</li> </ul> </li> </ul>
5.	<p><b>Club Pros</b></p> <ul style="list-style-type: none"> <li>• Terry to reinforce with James and Steve the importance of letting the Executive Committee know whenever lessons or other events are planned <ul style="list-style-type: none"> <li>○ a schedule of events should be posted on the bulletin board in the clubhouse</li> <li>○ notification of events should continue through the website and Facebook</li> </ul> </li> </ul>
6.	<p><b>Windscreens</b></p> <ul style="list-style-type: none"> <li>• Costs of install and removal <ul style="list-style-type: none"> <li>○ Rob received one quote of \$2,500 for nine (9) foot windscreens to cover both courts 1 and 2 (see also <i>Previous Action Items</i>) – 360 linear feet</li> <li>○ <b>Phil will follow up with other suppliers, including local</b> <ul style="list-style-type: none"> <li>▪ Quotations should include initial installation</li> <li>▪ Can include six (6) foot screens as an option</li> </ul> </li> </ul> </li> </ul>
7.	<p><b>Membership Recruitment</b></p> <ul style="list-style-type: none"> <li>• Mail drops <ul style="list-style-type: none"> <li>○ Mail drop results not positive for 2010; discontinue in 2011</li> </ul> </li> <li>• Welcome Wagon <ul style="list-style-type: none"> <li>○ \$3 per visit charge to be levied (see <i>Previous Action Items</i>)</li> <li>○ <b>Terry/Tim to confirm participation for local area only as a trial</b></li> <li>○ Discounts to be offered: \$10 for individual membership; \$20 for a family membership</li> </ul> </li> <li>• Outback Free Membership <ul style="list-style-type: none"> <li>○ To be continued in 2011 as before</li> </ul> </li> <li>• Other <ul style="list-style-type: none"> <li>○ Members encouraged to bring friends to all club events</li> <li>○ Committee to investigate “gift bag” of local items for new members</li> <li>○ Need to make club more attractive socially <ul style="list-style-type: none"> <li>• <b>Social Convenor to plan at least two (2) events for all members to attend</b></li> <li>• <i>Survey Monkey</i> e-survey to ask “What do you want from this club?”</li> <li>• canvas other area clubs/websites for event ideas</li> </ul> </li> </ul> </li> </ul>
8.	<p><b>Governance</b></p> <ul style="list-style-type: none"> <li>• <b>Terry to resend DRAFT Constitution and By-laws for Executive Committee review</b></li> <li>• Executive Committee Recruitment <ul style="list-style-type: none"> <li>○ Treasurer/Membership Coordinator position needs to be filled</li> <li>○ Social Convenor position needs to be filled</li> <li>○ Add “publicity” responsibility to a Member-at-Large</li> <li>○ Auditor/reviewer required for Financial Statements <ul style="list-style-type: none"> <li>▪ Members to canvas for a volunteer</li> </ul> </li> <li>○ The Executive welcomes volunteers who would like to be part of the Executive or participate in club activities in other ways</li> </ul> </li> </ul>
9.	<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• email notification of lessons, team rainouts, events to all members</li> <li>• continue active updates on Facebook page and direct messaging of Facebook members</li> <li>• CTC website address to be put on Clubhouse signage</li> </ul>
10.	<p><b>Mixed Doubles Tournament</b></p> <ul style="list-style-type: none"> <li>• All tournament receipts will be directed to tournament expenses</li> <li>• Club donations to James L. Gray foundation will be through individual donations (see <i>2011 Registration Process</i>)</li> </ul>
11.	<p><b>Other Items</b></p> <ul style="list-style-type: none"> <li>• Borrowed net pole from Orangeville Tennis Club <ul style="list-style-type: none"> <li>○ Orangeville Tennis Club (Jim Gallagher) has requested return of borrowed net pole</li> <li>○ Pole is currently in the clubhouse</li> </ul> </li> </ul>

- **Mike to request Jim Gallagher to liaise with Rob Routliffe for return**
- Clubhouse Roof
  - Clubhouse roof is currently in state of disrepair and requires replacement
  - **Willie to follow up with Enzo and others for roof replacement quotation**
- CTC Club Championships Tournament
  - To more inclusive – doubles teams to be selected by organizer, not as entries (try for 2011)
  - Emphasis to be more on fun/social than competitive
  - Tournament to take place end of August 2011
    - Tournament dates to be publicized in January 2011

Next Meeting Information		
Location	Date	Time (from - to)
TBA	TBA	TBA