

MINUTES - KTC Executive Meeting
January 17, 2017 @ 7:00pm
Doug's home

Present: Viki Andrevska, Doug Bowie, Julius Breza-Boski, Rick Donaldson, Sam Faris, Paula Loh, Graham Lord, Bud Nelson, Jim Martin, Dave Stocks, Gill Turnbull, Chloe Wilson

Absent: None

1. **Meeting called to Order at 7:10pm**
2. **Review/approve minutes of meeting from Tuesday, December 13, 2016**

Minutes were approved with one change.

3. **Planning for the 2017 Season**

Review key dates

Open Online Registration for Membership & Summer Camps – March 1

Early Bird Membership Deadline – Fri. March 31

Open Online Registration for Group Lessons – April 1

Spring Cleanup - Sat. April 15, 10:30am [Rain-date: Sun. April 16]

This is during the Easter weekend, but we agreed that there would be enough people around to help clean up the club that day.

Club Opening Day - Sat. April 29

Junior Open House - Sat. April 29, 11am-2pm [same day as Opening Day]

Adult Open House - Sat. May 6, 10:30-1:30pm

Mixed Singles Ladder - starts May 6

Mixed Doubles Ladder - starts May 6

First Social - Friday, May 19 (Victoria Day Weekend)

It is a popular event, despite being held on the Victoria Day Weekend each year.

Club Outing to the Rogers Cup (August 5-13, 2017)

We will book a suite for the Women's quarter-finals in Toronto, Friday, August 11

4. Club Logo [see Appendix A]

Motion: Chloe moves and Paula seconds that we change the logo. Motion carried.

Paula did some research and here are some suggestions: Christy Reid (Belleville) charges \$35/hour and could spend a total of 8 hours; Vince Perez (Kingston) charges \$1,000; online sources varied in quality and price. Ideally, this project would be completed prior to the start of the season. Paula provided samples of logos (in Appendix A); all members liked the “Quinte” logo, which was designed by Christy. We also discussed whether we should hire a designer or run a contest.

Motion: Paula moves and Graham seconds that we hire Christy Reid from Belleville to redesign the logo based on her quote of \$280. Motion carried.

5. Capital Project – update

Paula spoke with Chris Smith of Canada Court Supply about the physical concerns regarding infrastructure work on Courts 2 & 3. He said that while it is expensive to remove the concrete pads, it may be advisable to do so. Installing modern lighting is a major undertaking and it is best to determine the integrity of the base instead of installing on top of an unknown. He said that we can do preliminary test drilling of the asphalt depth ourselves and offered to come to the club and meet with the civil engineer to discuss next-step options. Jim suggested that this type of exploratory work would be interesting for Queen’s engineering students. They can conduct extensive drilling and discover what is underneath the courts (ex. condition of the concrete pads; location of water table) as part of a class project. Jim will make enquiries at Queen’s and report back at our next meeting.

Jim, Paula, and Gord Lee have a meeting scheduled with the Infrastructure Ontario representative on January 24.

6. Governance - status of by-law revisions

We are still waiting for the Queen’s Law Clinic to return the by-law revision. Graham said that we should have the input from them by the next meeting.

7. Club Manager Committee – next step

Club Manager Committee will meet and report back at our next meeting.

8. Junior Camp Committee – report

To inform their discussions, the Junior Camp Committee (Doug (Chair), Dave, Sam, Jim) referred to a weekly profit-and-loss statement of the junior camps for the 2016 season that had been prepared by Tom Thayer and analyzed by Jim.

The camps began in 1989 as a babysitting service for members' children. The price was \$14 per week for members and \$28 for non-members. The Junior Camps now contribute \$34,000 to \$45,000 per year of net income and are a significant part of the Club's total revenue. The Junior Camp Committee believes that we probably cannot make the Camp bigger but we can make it better, more efficient.

A survey was sent to camp parents during the 2016 season which was completed by more than 100 people. Feedback from the survey was overwhelmingly positive. The Junior Camp has been advertised in the Spring Leisure Guide and Spring Leisure Showcase for several years, but the survey's results showed that both aspects contributed very little to the marketing of the Camps. It was suggested by the previous board that Facebook advertising for the Camp be a new way of Junior Camp marketing.

We need to think of a strategy to increase the number of children signing up for the afternoons (both for July and August) and for full day sessions in August. Different options were considered: reduce the cost; offer a discount for the afternoon sessions in July and August; offer a discount for all August full-day sessions; remove the half-day limit on enrollments in August (this will not solve the problem for the afternoons, but will boost the morning attendance).

The goal is to avoid half-day campers from preventing full-day campers from enrolling during the popular weeks. Probably after the first three weeks of camp, we can open up available spots for all types of registrations.

The idea was raised that we consider increasing the rate for morning and decreasing the rate for afternoon. Jim pointed out that we don't need to decrease anything as our camps are competitively priced. The primary cost is the staff to run the Camp. Staff cost is a fixed cost, so we need to maintain the desired ratio of children per instructor.

Camp research was conducted last year and it showed that it is rare for camps to offer half-day activities for kids. A major question is how to boost August sign-ups. Paula suggested that we send an email to July camp parents to remind them that there is space available in August, if desired. Several comments were made in the survey about the afternoons being hot and that water play is desirable. One suggestion was made that younger kids can go to the Winston Churchill PS field and play group games, while the older kids stay on court. Sam pointed out that off-site activities are favoured by the Camp staff. It was suggested that off-site activities be done right after the lunch break.

The Junior Camp is efficient when it is working at capacity. As soon as we have lower numbers in the afternoons, then issues emerge with regard to staffing. We need more hands-on involvement to address these issues. In 2017, either Sam or Dave will meet weekly with the Camp Director to review staff hours. Volunteers are critical for the efficient running of the Camps, as they can help instructors when there are bad splits in age groups/abilities.

Doug will circulate a summary of the options for consideration at the next board meeting.

9. Financial Planning Initial Discussion

Jim would like to assess the club's revenues & fixed and variable expenses. This includes evaluating the level of fees required for long-term capital needs. He circulated a worksheet and asked each board member to assist in evaluating the various areas; the results will be discussed at the next board meeting.

10. Winter Social, Sunday, January 29, 2017

Gill has booked Don Cherry's Sports Grill at noon for our next social to watch the Australian Open men's final. Gill plans to hold another winter social in March. Our first in-season social will be on May 19. Gill will be around for this one, but will need help to organizing the event. Everyone agreed that the food should be simple for this social, as we provide the meal free-of-charge to all new members who attend (approximately 15 new members attended last year's first social). The next social will be on June 9 – Italian food, trivia and games.

11. KCVI 225 - Carried over to the February meeting

12. Set next meeting date and location – Wednesday, Feb 15; to be hosted by Chloe

13. Meeting Adjourned 10:20pm

Appendix A



KTC Logo Design January, 2017

Design Fundamentals

Your logo is the visual symbol of your brand. It encapsulates your identity and creates a sense of trust and familiarity in the minds of your audience.

Is It Appropriate?

Your logo design should be an integral part of your branding. As well as being appropriate as a symbol of your club it should also feel authentic to your industry (ie. sport; community club).

Think Minimalism

Trying to cram too much into a logo will end up making it look cluttered and confusing, especially when used in smaller sizes. Try to stick to one simple shape or symbol for the maximum clarity and longevity. Flat shapes, bold lines and clear type are hallmarks of simple logos that never run the risk of appearing busy or worse, confusing. Don't compromise a clear graphic logo by applying special effects such as drop shadows, bevelling or patterns.

Relevance

The best logo design centres around a single attribute that is relevant to your customers and your industry. Does it emphasise power, agility, connectivity or innovation? The message should be relevant and resonant to your audience. A childcare center would likely choose a logo that is colourful and fun, while a law firm should consider a traditional logo with a confident colour scheme.

Colour Carries Meaning

Colours carry meaning and can create an immediate impression of your brand. For example, orange and yellow give a feeling of fun and energy, while blue and gray inspire trust and authority. Intensity of color can also convey meaning, with soft pastel shades traditionally being chosen in the beauty and health industries, with neon colors picked by brands that want to make a bold impression. Flat color blocks will be more visually effective than subtle shading and grading effects.

Make It Versatile

Your logo design needs to work in a variety of different dimensions. It should withstand being blown up to billboard proportions but agile enough to still look great when squeezed into a tiny box on social media. A professionally created vector graphic will scale properly where a graphic file can become distorted when resized.

Artistry

Ultimately a great logo is like a piece of art. Like all great art, it can instantly evoke feelings of joy, gratitude, anticipation or calm. It combines colour, font, layout, and graphic elements

into a visual that can communicate in a single glance the passion and integrity behind your business. It takes real artistic talent to arrange these elements for maximum impact and influence. What style do you want the designer to follow? ex. simple, inventive, playful, traditional

One last key element of your logo design - you need to love it! Try out different variations with your logo designer until you are completely satisfied. Your logo is one of the most visible elements of your club, and you need to feel a sense of pride each time you see it.

Options Explored

1) Christy Reid (Belleville)

She charges \$35/hr and could spend a total of 8 hrs. Less if she starts with some direction from the board. She works full time for a local graphic arts business and does design work on the side.

She writes: “I actually didn't have any direction for the Quinte Tennis Club. I am a member and was asked if I could redesign the logo with free range. It might sound silly but sometimes that makes it more difficult because there are so many avenues to take. Having a direction would be helpful and less costly.”

Examples of Christy's work:



(OLD QUINTE CLUB LOGO)





2) Vince Perez, Proprietor & Pressman

Everlovin' Press, Fine Letterpress Stationers

www.everlovinpress.com

I was given his name by a work colleague of Viki Andrevska who does the Christmas card designs for the Law School.

Q (Paula): We would like to redesign the logo for the Kingston Tennis Club. We would need a few ideas to run by the board to get buy-in on the 'look' to pursue. Is this something that you do? If so, what is the process and estimated cost?

A (Vince): The process is generally as follows and the cost for something like this would be approx. \$1,000 depending on the number of concepts you want generated and the number of consultations necessary.

Logo design process will resemble:

- Initial consultation with the client, leading to research and the development of 2-3 initial concepts for logotype.
- Further consultation(s) leading to client approval of one of these concepts.
- Further development of approved concept for logotype and accompanying elements of graphic identity.
- Subsequent consultation leading to client approval of logotype and graphic identity.
- Preparation of logotype for application to various media and usage manual.
- Final consultation and hand-off.

On letting Vince know that our budget is a fraction of his quote, he wrote that:

“I may be able to lead you to a designer that can help. I've been an instructor at St. Lawrence College's graphic design program for years and know a lot of students or recent grads that are better positioned to accommodate small budgets.”

I told him of the quote from Christy Reid, and his response was:

”\$280 is a great deal. I expect you'd pay about as much for a student to help, but the designer you mention is involved with a tennis club which makes her better suited for the job. I'd recommend going with her.”

3) Fiverr Online Service

I looked up reviews of Fiverr and they are primarily poor - many allegations that ‘designers’ copy work from other online sources and present it as their own, and that you get what you pay for. Many sellers falsely claim that they are English-speaking and have poor communication skills.

- A sample review from a buyer: “Proceed with caution, you could have a good experience like I did the first time or a miserable one like this time.”
- Sellers also give poor reviews: “Fiverr is okay but, it fails in a lot of areas if you're a Seller. Fiverr is basically Walmart, to put it simply. You can get a lot of customers by offering cheap out the door services. Sounds good, right? Wrong! Remember those lines you hate standing in all day it feels like sometimes?! Well, the same concept applies to Fiverr. You can get a long line of customers very quickly and like any customers a handful will work with you but most have a short deadline. They need stuff done from you pronto and become extremely pushy and impatient waiting in line.”
- From a seller who gives a positive review: “People on this site think that they can get a \$100 gig from a site named FIVerr. A lot of the sellers are just part timing, not professional. Keep this in mind!!”

Fiverr takes a 20% commission of the work, and adds a \$0.50 processing fee to a \$5.00 order, so the worker receives \$4.00 for basic work. Fees do climb substantially higher than that, depending on the design work requested. Many sellers live in 3rd World countries where \$4.00 goes a long way.

EXAMPLES OF TENNIS CLUB LOGOS ONLINE



