

MINUTES - KTC Executive Meeting
Wednesday, February 10, 2016, 7:00pm
Isabelle's Home

Present: Lynne Hanson, Paula Loh, Jocelyn Purdie, Rick Donaldson, Sam Faris, Isabelle Pollock, Flame Eadie, Ginette Blais, Tom Thayer via phone

Regrets: David Stocks, Doug Bowie

1. Meeting called to order 7:10 p.m.
2. Wednesday, January 13, 2016 minutes approved
3. **Lost Members Report** (Tom) – In 2015, 162 members from 2014 did not rejoin, representing approximately 30% of the membership (the club's average turnover each year is 25-30%). Tom supplemented the personal knowledge of several past and current board members with an informal email survey to learn the reasons why members did not rejoin.

One person commented that they couldn't find competitive games; another commented that they didn't need the club because they could find free courts elsewhere and their playing partners were not members. Some had injuries or work conflicts; some said they didn't play enough to make it worthwhile. Everyone appreciated being asked to provide some feedback.

Tom summarized that there is little indication from the survey that the club needs to change policies/practices to retain members. However, this one survey does not give enough information to reach strong conclusions - several years of lost member surveys will give us a clear picture. We believe this is the first time this has been done by the KTC; most clubs do a follow-up with members who don't rejoin, and we should do this every year to gain insight.

4. **Court Usage Committee Report** (Dave) – Sam is on this committee and reported that we had an increase in membership of about 28% at the beginning of the year but fewer joined later on in the season, compared to previous years. This means that there is more demand on the courts earlier in the season. This is becoming an issue as there are more members, and they are playing more frequently. The committee discussed capping membership numbers, but it does not recommend a cap at this time.

They also discussed the possibility of limiting doubles to 1.5 hours. Flame suggested that this might work during prime time, say 4:30 to 7:30 p.m., but there is some concern about getting half hour dead zones at that time. Members could also circumvent by simply booking two one hour singles courts back to back. The committee recommends allowing play to begin at 7:30 a.m. rather than 8:30 a.m. on courts 1 and 7 - the board supports

this change. We discussed whether we should have the stewards start earlier than 8:00 a.m. and finish earlier than 9:30 p.m., provided there aren't too many courts booked later in the evening.

Stewards need to watch more closely to ensure that people actually do use the courts that they book. We need to monitor it, then follow up – talk to the person first, provide a warning, and perhaps remove booking privileges after the 3rd no show. There was much discussion as to how to carry this out, and what stewards should do.

There was also some discussion about limiting the number of courts you can advance book in a given week. Right now, members can book 6 times a week at any time, including prime time. Other clubs typically limit advance bookings to 3 or 4 per week. Some clubs don't even have advance bookings. We talked about limiting the number of prime time bookings instead of total bookings, but agreement was to keep it simple at this stage. After much discussion, we decided to reduce our limit to 5 advance bookings per week and to re-assess after this season.

The committee recommended that instructors should not be teaching two separate sessions at the same time during prime time - for example, a group lesson and a private lesson (a group lesson that uses two courts is acceptable). Finally, the committee looked at court usage at camp times, and observed that the camps still use the same number of courts even though there are more campers.

5. **Planning for Junior Summer Camps** – Tom suggested that we should raise the rates by at least 2%, and we may consider going up by 5%. Tom will circulate a suggested rate via email to the board by March 1st. We don't need to buy more mini-nets for the camps since we stocked up last year. We decided to only include lunches to campers & instructors on Fridays. We will look for different uniform shirts for camp staff & stewards; breathable fabric would be good, with different colours for the two positions. Isabelle will look after this.

Many other clubs only offer full-day camps (ex. 9:00 until 3:30) for children 5 years and older, which ensures full-time employment for camp staff, and more steady enrolment and revenue. Many board members were intrigued with the idea of a full-day-only camp, and Sam will talk to Clare Webb about the possibility, although he thought that we might initially lose some campers. If we want to do it this year, we would have to make a decision by March 15, so we will wait until next year so that we can also consult with the parents during this summer. We might also consider the possibility of taking campers off-site during part of the afternoon. Sam, Clare and Dave will work out a full-day itinerary and come back to exec.

6. **Government Funding** – The club received an email indicating that the KEYS wage subsidy program will end this March; Tom will find out

whether we can get an application in for a final season. There are so many of these programs that we must be able to qualify for one, and he will report on that at the next meeting. We have been receiving approximately \$2000 per year in wage subsidies. Sam looked into the Ontario Sport and Recreation Communities Fund but did not apply because the deadline was too soon. It also requires that we put in 40% of the program cost. We might consider it for next year because we can include other programs besides Try/Learn/Play. The deadline is the end of January each year so we should plan for that; Sam and Dave will look into it for next year.

7. **Update on Jegysoft Implementation & Website Upgrade** – There are so many modules and options that Flame and Paula are finding it very time-consuming to work through it all. We need the basic features up and running for March 15th – the new website is unlikely to be completed at that point, but there will be enough there to enable registration for membership and camps online. Kurt Carter is helping with the website. We will pay a \$750 fee to Jegysoft, and then we will pay Wix a monthly fee for webhosting and they provide us with the tools to build and maintain our own website. There may still be programming costs but the maximum cost would likely be around \$1500 for both aspects.

Part of the website upgrade requires thinking about colours and logo, and they are looking for a nice template through Wix. Our current logo has evolved over the years and we agreed that we would like to develop a new one. Member Louise Stalker is a graphic designer and has agreed to design one for us.

The first stage of approval for parking permits goes to council on March 1st. Louise will plan to create a new logo for March 2nd so that it can be used on the new parking permit. We decided to charge \$25 per permit to ensure that we cover our basic costs of printing, City fees, and HST remittance (assuming that the City charges us \$2,000 per year).

We discussed offering Interac e-Transfers as a payment option - it is somewhat time consuming because you need to correctly answer an emailed question in order to complete each transaction. We will send an email to the membership in early March regarding the status of the parking permits and online registration. Isabelle is putting together the spring newsletter, and would like contributions submitted by March 7 (to be emailed to the membership on March 15).

8. **Membership Survey** (Flame, Isabelle) – Flame has expanded the survey quite a bit, and she is going to send it out to board members again. There is a lot there, (asking about socials, capital project, demographics, etc), and we can provide feedback on the questions after we see it online.
9. **Plans for Social Events** (Ginette) – Ginette circulated a draft schedule for socials, following from previous years (tournaments, open house, clean-up

day). Ginette will also add in the monthly socials, to start on the May long weekend (May 20th this year). Last year we had socials with various themes, for example, a 70's theme, a Davis Cup theme, and racquet demo. We discussed bringing in the Merchant of Tennis – they emailed a few days ago and offered to come and do a demo day. Ginette will need help on all of these so we will put out a call for volunteers for a social committee. These social events are for adults; it would be nice to also have someone to initiate social events that are geared towards juniors.

10. **Update on new by-laws** (Jocelyn) – The student at Queen's Law Business Clinic has almost finished his draft and will pass it onto us after it has been reviewed by his supervisor. New legislation is on the horizon, so we may want to anticipate those changes.
11. **Tennis Canada Winter Fest Event** – They are encouraging activities on Monday, Feb 15 on Family Day Holiday, to promote the game of tennis, and we are invited to participate. There was not much enthusiasm for this event.
12. **OTA AGM, Saturday April 9, Toronto** – Paula will attend and a second board member can attend. She asked people to let her know if they are interested in attending with her.
13. **Next meeting date & location** - Wed, March 9, Flame's house, byob
14. **Other business** – Isabelle asked if we are going ahead with implementing a suggestion box at the club house, and everyone agreed that it was a good idea. Rick will get a lock for the box and Flame will review suggestions as received. We also decided to hold off on ordering hats and visors until we get the new logo.
15. **Meeting Adjourned 10:13 p.m.**