

## **Mount Pearl Tennis Club AGM – Agenda**

7:00pm – Nov 30, 2014

1. Call to Order
2. Roll Call
3. Reading of the Last AGM's meeting minutes
4. Reading of President's Report for Summer 2014
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
8. Election of Officers
  - a. Proxy letter process and voting
9. Adjournment

## **Mount Pearl Tennis Club - President's Report 2014**

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 – Steve Cook

Treasurer – Mark Spurrell

Facilities – Mary Spurrell

Membership/PR – Stefan Jones

Secretary – Meagan Condon

Sport Alliance/Webmaster – Thomas Hawkins

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

### Finances

The club has had an up and down track with finances over the past 15 years, with some years being profitable and some years being a deficit. This year, I am pleased to report that we have achieved just over \$2100 profit. This profit was achieved by following a similar strategy adopted by the executive in recent years by hiring club staff to correspond to the amount of members registering for the program, and by using junior level coaching where in previous years we had a mix of junior level and senior level coaching. We had tried to obtain a senior level coach for this past summer but we were unable to find anyone local.

As some years have been profitable and some years have been deficits, the profits received over the 2012 and 2013 seasons have been our two most profitable years within the last 15 years, and with the club continuing to be profitable, the club's balance is very healthy.

This year we applied for several grants, but unfortunately only received two and our revenue was significantly less in this area.

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

For a third year in a row we have seen great revenues for rentals from the Mount Pearl Tennis Club. This year the final numbers for rental revenue totaled \$5820, a decrease from each of the past two years, 2012 and 2013, where the final revenue exceeded \$9000 each year. It's a significant decrease but still a great source of income. One of the main contributing factors was due to some major upgrades in the club that took much longer than expected. The main sources for rental revenues stem from company parties and showers. Two years ago we committed to allowing children's parties, we have seen a few rentals in this capacity and hope for more in the future. We also saw a decrease in summer rentals, most of the inquiries coincided with tournaments or city days. The tennis club is hoping to have the support of the city for snow clearing again this winter, if this changes we will have to re-evaluate winter rentals in the future. We have had some repairs to the tennis club completed this year with funding from the city to upgrade the washrooms and repair the roof/ceiling, this will add more value and hopefully even more rentals in the future.

The club is available for rental throughout the year, and this past summer was the fourth summer we decided to rent the club out throughout the summer, in addition to the remainder of the year. We thought this was a necessary move in order to keep up the revenue in an attempt to increase our financial balance.

## 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 12 members participated; 2) the Mount Pearl Open, which is a provincially ranked open tournament in which 25 players participated; 3) the Mount Pearl Molson, which is also a provincially ranked tournament in which 11 players participated; and 4) the Club Closed, which is a club members only tournament in which 18 members participated. Molson was one of our tournament sponsors and donated many prizes which were awarded during the tournaments.

The 3 doubles leagues 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 also composed of 6 teams; and 3) the Singles League, played on Sunday afternoons composed of 9 players. Molson was our league sponsor and donated several cases of beer.

All tournaments and leagues were very competitive and fun for the players involved. An element that added to the fun, was provided by Thomas Hawkins who used a high definition camera and broadcasted live tournament and league matches during select events throughout the summer. These same matches are now also posted on the

website for players wishing to watch themselves in action. All leagues were completed by the end of the season.

Special thanks to Nathan Bessey who updated the club rankings after every tournament. 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 Gander Central Open tournament this summer. There was a large draw for men's singles and doubles, with a total of approximately 32 players competing.

### Coaches and Staffing

For this summer we had two coaches on staff, Lenny French and Stephanie Schwartz. They were responsible for the junior and adult lesson programs. They have been coaching at the club for several summers now and we hope to have them back again next summer.

We have also been talking with one senior level coach in an effort to obtain senior level coaching for the adult members. Our plan for next summer will be to have a senior level coach doing the full adult lesson program. Once we have someone in place, we will advertise and promote this to help attract new adults, and to keep the interest level up for present members whom wish to have a higher technical level coach.

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.

With the profit that was achieved this summer, we intend to use this money to put back into the club to help grow the adult lesson program with more experienced coaching. Additionally, this person would also act as a guide for the younger coaches.

The club house attendant duties were shared by the two coaches, and the club manager Allison Pittman. Allison 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 considerable increase in membership this year of over 50%. Last summer we had a total of 76 members, which included 37 Adults and 39 Juniors.

This summer we had a total of 121 members this year, as follows:

Adults: 54

Juniors: 67

Our marketing plan this past spring included targeting 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 also contacted the school gym teachers and visited the schools to provide free of charge tennis lessons. Next spring we plan to do the same.

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.

### ***Responses to Registration Survey:***

How did you hear about us? (73 total responses)

1. Returning Member: 32
2. Word of Mouth: 17
3. Website: 9
4. School: 4
5. Staff: 3
6. Word of Mouth/Website: 2
7. Sign on Ruth Avenue: 2
8. Sign/Word of Mouth: 2
9. Sport Alliance: 1
10. The Pearl Article: 1

Sport Alliance

Great communication with the Alliance all year; relationship continues to grow. Activities included regular monthly board meetings, active communication pertaining to the volunteer development initiative, and attended two social activities hosted by Smitty's Restaurant.

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 VOXM to put off a variety concert with the help of some very talented singers and musicians. One of the biggest hits of the night is always collaboration with city councilors and city residents who dress up in drag and put on a skit. The event usually sells out with seating for 300. A lot of time and effort goes into making this event go off without a hitch and yet again this year's event was another success. Please show your support for our community efforts in February 2015, we are looking forward to it!

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.

An ongoing problem for our club that I understood was resolved last summer, continued on again this year, and was again brought to the attention of the City. Every summer we've had a regular safety issue with softballs clearing the net and entering the tennis courts. And every summer I had spoken to the City. Again, this summer I met with the Sport Alliance and again exchanged several emails with the City. They had believed that the situation was resolved because the Softball Organization had moved to another location, but an existing issue was the non-organized groups that would play on the field at their own leisure. Though no one was hit this is still a safety issue, and we were advised that the field would be de-commissioned next summer. I believe we will continue to have an issue until the field is de-commissioned and something else is put in its place to prevent people from playing baseball/softball.

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.

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 summer. A further discussion with the City earlier this summer 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 is a topic for discussion with the city at the next meeting scheduled for next week between myself with Jason Collins and Blair Delaney, the City's department manager and facilitator for Parks and Recreation.

### 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.

Treasurer's Report By: Mark Spurrell

2014 was a challenging but successful year for the Mount Pearl Tennis Club's finances with a surplus of \$2,100.

The clubs expenses were slightly lower than last years. Payroll continues to be the by far the largest expense for the club, accounting for nearly three quarters of all monies paid out. The decision to reduce the number of lessons and staff, made several years ago, has undoubtedly been instrumental in keeping the club afloat.

We had a substantial increase in membership fees, up 36% from 2013, and accounting for 42% of club revenues. Renovations to club this spring meant we could not rent the facility out during that time. This was a blow to the rental income we receive and a major reason for a 36% decrease in rental revenues.

The funding we receive from government grants was also drastically lower this year over last season. In 2013 we received grants for two students from the federal government and one student from the provincial government. Receiving funding for two students from the federal government was a unexpected last year and we were not surprised when we only received funding for one this year. This year we also failed to receive a grant from the provincial government. We were told that there were far more applicants received this year than in the past and there was not enough money in their budget to supply every one that applied this year. The net result of this was a decrease of government grant monies of 67% over 2013. Hopefully next year our grant application will be successful.

In closing, the Mount Pearl Tennis Club had another successful year, despite some challenges. A surplus of \$2,122 was fantastic and a little surprising considering the loss of grant and rental income. The increased membership numbers were certainly a contributing factor in the surplus and hopefully the membership will continue to increase next season.

**Mount Pearl Tennis Club  
Income Statement  
30-Nov-14**

**30-Nov-14**

**Cash Receipts**

Membership fees	8,445.00
Rental	5,820.00
Tournament fees	557.25
Government Grant	2,734.00
Returned Tennis Balls	0.00
Canteen sales	632.20
Sport Alliance	2,039.00

20,227.45

**Cash Disbursements**

Payroll	13,205.26
Rental Caretaker	900.00
Bank fees	76.72
Tennis Balls & Equipment	948.53
Canteen Supplies	590.13
Advertising/Donation	807.55
Clubhouse Maintenance	603.65
Utilities	973.02

18,104.86

**Surplus/Deficit**

**2,122.59**

**Mount Pearl Tennis Club  
Bank Rec  
24-Nov-13**

Balance per Bank Statements Nov. 30, 2013	<b>\$30,104.82</b>
Add: Cash Receipts	\$20,227.45
Less: Disbursements	<u>(\$18,104.86)</u>
<b>Balance per books, Nov 27, 2014</b>	<b><u>32,227.41</u></b>
<b>Balance per Bank Statement (Nov. 27, 2014)</b>	<b>\$ 32,227.41</b>
Misc Diff	<u>                    -</u>

# Mount Pearl Tennis Club

## **Facilities Report 2014**

This year the final numbers for rental revenue totaled \$5820 a significant decrease from 2013's final revenue of \$9085. This is a decrease of 36%. One of the main contributing factors for the loss of rental income was the closure of the facility from March- June for repairs to the facility. The decrease was fairly significant but was out of our control as we were unable to have any rentals at that time. We are also expecting some repairs to the interior ceiling and paint in the spring of 2015 and will note no rental revenue at that time as well. As in previous years main sources for rental revenues stem from company parties and showers. Even though there is a significant drop in revenue we did see significant bookings for the times that were available this year and are completely booked for the Christmas season. There has been good feedback with the bathroom renovation and hopefully the future renovations add more value to the aesthetic of the facility and increase rental revenues.

Mary Spurrell/Meagan Condon - Facilities

# Sport Alliance & Webmaster Update

By: Thomas Hawkins

I've attended all Sport Alliance meetings this season. My first update to the meeting last winter was that we had reached an all-time low in membership. However, my most recent update showed that we had 50% growth in membership (to 121 members) for one of our best years in recent memory.

The club participated in the annual summer ticket draw, and this produced \$310 in additional funding for the club above the basic grant allotment that we normally receive.

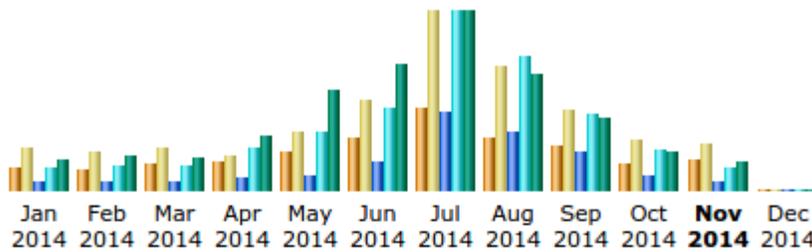
The Sport Alliance has still been focused on reworking internal processes to try and make them a better fit for all sports involved. This will mean changes to the Community Grant Application process, Hosting and Travelling Grants, which now has money ear marked for each sport, and allows travelling for training and not just competition, as well as revising of the awards process.

The Sport Alliance has revived the Recognition Award which is given to youth who show interest and dedication in sport above and beyond the average member. I worked with Steph to nominate Victoria Jackman for the initial offering of the award, and am happy to report that Victoria received the award at the last Sport Alliance meeting held at the Summit Centre on November 20. I hope to post a picture and a copy of the certificate in the club house for the start of the next season.

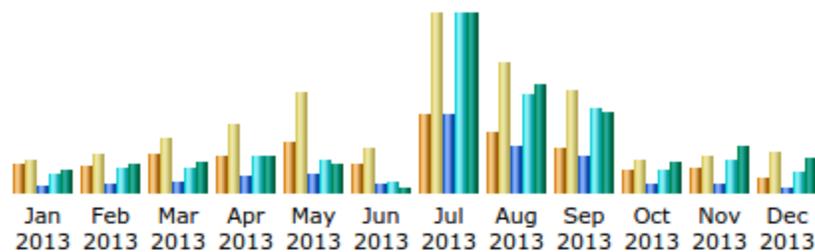
In order to better promote the club, we already have our registration information posted within the Activity guide for the Winter/Spring (and will have a larger ad in the Summer edition). This will also be published to the Sport Alliance events calendar, along with our tournaments and other events next season.

I personally reached out to a number of groups and hosted tennis sessions at the club before our season began last year. One session with an adult Church group and another with an adult group from my work. These sessions consisted of an hour of loosely structured lessons with some mini games to introduce (or re-introduce) tennis. There were a total of 10 participants in both sessions, and this translated into 4 new memberships (two adult and two junior). At the end of each session, I handed out cards with some basic program information for the club and a link to the website. Next season I hope to offer a few more sessions, and hopefully offer one or two to youth groups within the city. Those members who reviewed the information were very impressed on how reasonable the costs were. Recruitment may have been dampened because the sessions were held so late in June due to horrible weather. I was also surprised by how many people were surprised that Mount Pearl had a tennis club.

Finally, attached are two graphs showing traffic for 2013 and 2014. Traffic has increased over the year with an additional 500 visits, and 200 unique users. Most of our external traffic in Summer 2014 came from the Mount Pearl website, [www.tennisnewfoundland.com](http://www.tennisnewfoundland.com), the activity guide, and the Sport Alliance. Our Facebook page also directed a few viewers to our page.



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2014	115	216	478	1,172	26.87 MB
Feb 2014	102	197	431	1,268	30.29 MB
Mar 2014	135	217	444	1,227	28.28 MB
Apr 2014	150	182	619	2,100	48.11 MB
May 2014	202	295	781	2,853	87.69 MB
Jun 2014	273	457	1,393	4,042	110.80 MB
Jul 2014	420	914	3,820	8,809	156.86 MB
Aug 2014	274	631	2,906	6,575	101.71 MB
Sep 2014	227	415	1,888	3,772	62.96 MB
Oct 2014	141	260	775	1,998	34.55 MB
<b>Nov 2014</b>	155	236	425	1,107	25.31 MB
Dec 2014	0	0	0	0	0
<b>Total</b>	<b>2,194</b>	<b>4,020</b>	<b>13,960</b>	<b>34,923</b>	<b>713.42 MB</b>



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2013	121	136	378	939	19.21 MB
Feb 2013	112	163	427	1,291	24.72 MB
Mar 2013	161	223	594	1,286	26.40 MB
Apr 2013	149	285	830	1,802	31.30 MB
May 2013	207	411	936	1,671	24.08 MB
Jun 2013	116	186	466	567	3.54 MB
Jul 2013	327	737	3,966	8,958	152.78 MB
Aug 2013	250	535	2,338	4,903	93.36 MB
Sep 2013	185	422	1,862	4,223	68.68 MB
Oct 2013	93	137	429	1,136	26.93 MB
Nov 2013	100	153	473	1,595	39.14 MB
Dec 2013	64	169	294	1,066	28.99 MB
<b>Total</b>	<b>1,885</b>	<b>3,557</b>	<b>12,993</b>	<b>29,437</b>	<b>539.13 MB</b>

## Mount Pearl Tennis Club: Summer 2014 Summary of Events (by: Allison Pittman)

Summer 2014 was another successful summer for the Mount Pearl Tennis Club. Stephanie Schwartz was back as head coach and junior tournament director, Lenny French was back as co-coach, and Allison Pittman returned to the role of clubhouse manager. All three staff members helped to keep the club organized and running smoothly, with both coaches organizing and running lessons, and Allison managing scheduling, payroll, and the canteen. The club had a good summer with regards to its junior program, putting off lessons four times a week for children from 4 to 18 years of age. The club also hosted The Mount Pearl Junior Open, which saw players from both the Mount Pearl and St. John's areas, as well as The Mount Pearl Junior Closed. The annual Junior Banquet was also a success again this summer, thanks to a great turn out from both parents and children.

The adult program also continued this past summer, with lessons for both beginner and advanced players. The beginner program saw an increase in lesson size, and was very successful in comparison to the 2013 season. The club hosted multiple adult tournaments as well, including the Pre-Season Club Closed, Mount Pearl Open, Molson "B", and Club Closed. Adults singles and doubles leagues were also active, with one adults singles league, and two doubles leagues, Ranger's league and Bandit's league. Interest in tournaments and leagues was fairly good, and helped to make both fun and successful for all players involved.

Overall, interest in both adult and junior programs saw an increase this past summer, and there was an increase in membership seen in comparison to last summer. This summer was again an enjoyable and successful one for all club members.

Mount Pearl Tennis Club: Summer 2014 Summary of Events (by: Stephanie Schwartz)

This summer at the Mount Pearl Tennis Club, Allison Pittman took on the role of Club Manager, Stephanie Schwartz and Lenny French were the Club Coaches. Lessons went well, and although numbers were low, the attendance rate was high and there were very few cancellations due to weather. The Club held an adult Mixed Doubles Social, however attendance was very low, in part due to a weather-related cancellation and rescheduling of the event to the same weekend as the Gander Open. We held a Junior Open Tournament which seemed to run very smoothly, and received few to no complaints. The Junior Banquet went well, high attendance. We would like to host more Junior Match Play/Fun Play events in the future.

## **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.