

CONSIDER MINUTES - attached

TREASURER

Register - attached

Complete Budget, Balance Sheet, and P&L - attached.

Viki's Recommendations:

Move \$1,400 out of Dues/Fees/Taxes (reduce)

Distribute \$1,400 as follows (increase)

\$500 Tourney Costs

\$100 Website

\$200 Advertising

\$300 Newsletter

\$300 Reproduction

Move \$400 out of Office (reduce)

Distribute \$400 to Phone (increase)

Add \$200 towards Premises: Utility Expense (to balance Income & Expenses. The budget was out of balance and needed this entry)

Proposal(s):

Apply Viki's budget allocation changes

REPORTS

HEAD PRO

No Report Submitted

Proposal(s):

Approve Junior Tournament February 20th 2010

MEMBERSHIP

January 2010 Membership Report

Total Annual Memberships				Total Annual Members	
12/31/2009	492			12/31/2009	653
1/15/2010	<u>368</u>	75%	Achieved	1/15/2010	<u>484</u>
	<u>-124</u>		# below 2009 memberships		<u>-169</u>
Members	Single	Couple	Family	Junior	Total
1/15/2010	253	124	71	36	484
2009 YTD Total	308	154	109	82	653
net change	-55	-30	-38	-46	-169

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Memberships	Single	Couple	Family	Junior	Total
1/15/2010	253	62	17	36	368
2009 YTD Total	308	77	25	82	492
net change	-55	-15	-8	-46	-124

**DRAFT OF LMTC
BOARD MEETING,
2/2/10
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Memberships	N	R	Total	renewal rate
1/15/2010	5	363	368	
2009 YTD Total	93	399	492	74%
net change	-88	-36	-124	
Total Memberships	368			
Total Members	484			

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I would also like to discuss saving \$500 twice a year by choosing to email the memberships their bi-annual newsletter as an attachment. We are missing about 10% of the members' email addresses only. We can choose to mail those missing email addresses only and provide copies at the front desk. When we vote in June, the staff can take the vote ballot from each member and check off their participation from the roster to guarantee no duplicates. I also believe we would have more participation in voting if the ballots were at the clubhouse rather than mailing them because many don't remember to bring in their ballots.

Proposal(s):

Discontinue mailing Newsletters

Distribute newsletter via email and clubhouse
Do not send ballots with newsletters
Member voting activity recorded by management

LEAGUES AND TOURNAMENTS

The leagues have begun! We had two questions come up that I wanted to address. 1) If a member of a league team has not yet paid their dues, they can't play on the league until they play. There is no penalty to their team as long as they don't play. 2) SLF fees must be paid for each team that a non-member participates.

I have contacted all captains with the lists of non-paid members and that went smoothly. As of today I am aware of only Duane Helgeson on LM Break Point--WTT being outstanding. I only found out this morning about it, so I have sent an e-mail and called the captain and left a message.

By the next session the ladies league captains will hopefully meet to discuss a method that has been used to place teams beyond the guidelines of our ladder, but does not appear in our league rules or captain packet. This is in regard to captains having the discretion to move teams around. Also the round robin method of placing a team is not actually listed in our packet, but has been used when time was critical.

Speaking of the captain's packets, they seem to have been received well, at least from my end. Any feedback from management would be greatly appreciated.

I would like to address one thing that as a captain might be helpful with rain-out situations. I would like to know if management could call the league rep when they KNOW they are going to not have the club open and any league matches were scheduled. I realize that doesn't happen a great deal, but it might cut down on confusion when the captains are trying to make a decision, that is a mute point, if the club would be closed anyway. Just a thought!

Proposal(s):

SOCIAL

SOCIAL TOURNAMENT:

I would like to set up a social tournament at LMTC to promote play at the club. The proposed date is April 10-11 and would take up about 6-8 courts. This date does not compete against existing adult USTA tournaments in San Diego and there is availability at our club.

USTA calendar and proposed LMTC Tournament:

22nd Peninsula Tournament (March 6-7, 13-14)

22nd JCC Spring Tournament (March 20-21)

12th Pacific Beach Tournament (March 27-28 & April 3-4)

PROPOSED SOCIAL TOURNAMENT at LMTC (April 10-11)

33rd ACE Tournament (April 17-18 & 24-25)

The format still needs development but I plan to work with LMTC Head Pro Len Packard to finalize the rules and tournament bracket. I plan to charge a fee to participants to cover the cost of new tennis balls and other miscellaneous expenses required to operate the tournament.

TUESDAY NIGHT GUYS NIGHT OUT:

I still have not heard from anyone letting me know that they would like to coordinate this program.

Proposal(s):

Approve Social Tournament for April 10th

Include Silent Auction to fundraise for new courts

PREMISES

I got an estimate from Aaron Pearson, landscape, for the lawn area. It is higher than the budget so would like to discuss with the Board the estimate and alternative things that we can do.

Proposal(s):

MANAGEMENT

COURTS- CH Court Tech will be resurfacing 1-4 on Jan. 10-18. Please have check ready on the 18th. Courts 3-4 will hopefully be done in January during a sunny week.

GROUNDS—Last rain we had drainage issues by court 3. CH Court Tech will try and fix this.

CLUBHOUSE- New Patio furniture installed on patio. Cemented down and secure.

ACTIVITIES- Len asked me about a junior tournament on February 20th. 6 courts needed from 11-6. We have league that day and Allie teaching so for part of the day there would be no courts for members. This tournament is an annual

event and management feels Len should be able to host it this year once again. We will leave plenty of notice on the sandwich boards, bulletin boards, and website for members.

MISC- Front Desk Court Reservations Petition by Jan McNamara. We are in a trial run protocol where the staff has been advised to only take phone calls for reservations. As soon as there is any break in calls we may take a reservation from a walk in.

Proposal(s):

PRESIDENT

I am very pleased to see our courts being resurfaced, and eager to finish #'s 3 and 4. I have spoken with management about the windscreens (due for replacement) and feel they can go one more year without concern.

I believe Viki's proposed Budget with changes is sound and would like to see it approved.

Lenny's junior tournament is a terrific opportunity for the high school players preparing for their upcoming season and many look forward to participating.

Ken's tournament should be a fun event for our membership and I hope to see that happen in April.

Our membership number is only a few members away from the determined efficient operating capacity of 500. While the numbers are down, this should make the club more accessible and lessen the wear of the facility while still generating the necessary funds to improve and maintain.

The city is still holding back the renewal of occupancy permits and our new courts are on hold. Fundraising efforts are on hold as well.

Lisa has proposed to do away with mailing the newsletter to save \$500 per mailing. While I am in favor of less waste and prefer a paperless means of distribution, I cannot agree that our membership are all using their email with the same diligence as we on the board, and our younger members. We have been receiving opt-outs from our email updates, and that usually indicates those members are inundated with SPAM and are looking to cut down on the number of emails received. At this point the newsletters cost each membership approximately \$2 a year (a little less). I have received feedback from members stating they enjoy receiving the newsletter and the new format. I believe it would be a mistake to discontinue the mailed newsletter.

Regarding the email updates, approval MUST be obtained for all mass emails. One was sent out without such approval indicating members having not paid their dues by the 31st would lose their reservation privileges. Privileges remain intact until the 15th. To reiterate the protocol: All mass mailings to membership must be approved by the Board, and/or have final approval from management/president. Further, as discussed, the name on the Update mailer From field should read as "Lake Murray Tennis Club" and not a Director's personal name. However, the publisher may include their name within the body of the email. Currently, when a member receives an update it shows in their list as From: Lisa Serrano – membership, and the Subject as : LMTC Update.... The field, From, should read as: Lake Murray Tennis Club.

To answer Debi's questions about players whose dues have not been paid: No penalty to the team unless the captain plays the member. Regarding SLF fees, a fee must be paid for EACH non-member on a team's roster, not just one fee per team or if they participate.

Diane has indicted the lawn/entry project will go over budget if pursued as planned. I would like to find an alternative that will keep us within the amount approved.

Proposal(s):

NEXT MEETING - proposed

Tuesday, February 16th 2010, 5pm.