

Trend-Arlington Tennis Club
Annual General Meeting – Agenda Package
TACA Community Building, Bellman Drive
5:30 PM – September 18, 2010

- 1.0 Opening Remarks & Roll Call** – Mary Lou Hagan called for the roll. There were 56 members represented, 11 by proxy. Ms. Hagan declared a quorum was present and opened the meeting. Those present agreed to approve items via consensus unless there was controversy, in which case a formal vote would take place. Ms. Hagan welcomed TATC members and invited guests A. Cuenco of PTI and J. O’Grady from TACA.
- 2.0 Approval of Agenda** – Ms. Hagan asked if there were any more items for the proposed agenda. None were proposed so the agenda was approved as is by consensus.
- 3.0 Last Year’s AGM Minutes**
- 3.1 Approval of Minutes* – Ms. Hagan reviewed the minutes from last year (see Appendix A). After review, the minutes from 2009 were approved by consensus.
- 3.2 Action Arising* - Ms. Hagan noted that the only action from last year was a suggestion to extend supervisory hours. In 2010, supervisory hours were extended.
- 4.0 Club Reports**
- 4.1 Treasurer’s Report* – Dave Green thanked Louise McCutcheon for her hard work in keeping the bank books. He then referred members to Appendix B (TATC Actual Expenditures and Proposed Budget) and Appendix C (Club Reports). Revenues were up about 33% to over \$11,000 and exceeded the budget of \$8,000. This was attributed to an increase in membership. Next year’s budget shows a small profit with more funds being allocated to enhance member services and beginner and youth tennis programs. There is a need to increase fees for 2011 to improve reserve funding, but the Club will count on more members for substantial increased revenue. In response to a question, it was clarified that, although the City may have limited the cost of membership in the past, there is no limit set by the City at this time. In response to a second question, it was noted that people may join the Club from anywhere.
- 4.2 Club Membership* – Ms. Hagan referred members to Appendix C (Club Reports). As part of the overall goal of the Club to increase vitality and membership, it was reported that the goal for the year of achieving 95 members was exceeded: the Club currently had 110 memberships. In 2009, the club had 86 members. At the suggestion of one of the members, a reward for new membership referrals had been initiated during the season. Tennis programs were geared to new members and will continue to do so.
- George Bentley reported on Sponsorship and again referred members to Appendix C for a list of sponsors. He described the club’s approach in viewing the community as partners and noted there was a lot of participation in sponsorship from local community businesses this year. Kunststadt Sports and PJ Quigley’s Bar & Grill were praised for their strong support of the Club throughout the year. Ms. Hagan thanked Robyn Holland-Ayoub for her outstanding work at organizing the Club’s opening event which everyone thought was fantastic. Special thanks went out to Jim Dorrance for organizing the Club’s closing adult tournament and Arthur Cuenco for running the closing tournament kids and youth events. Thanks also went out to Kunststadt Sports for the racquet demonstration they provided and going above and beyond to ensure prizes for all participants.
- 4.3 Club Operations* – Mr. Green referred members to Appendix C for the written reports on Supervision and Maintenance. All thanked the three supervisors for a terrific job this year, Caitlin Charbonneau, Bridget Mowat and Cameron Roth. For the court maintenance, the Club Executive thanked the City of Ottawa (Mike Lalonde, John Engebets, Ward Cosman, Kevin Wherry, etc.) for helping the Club in repairing the court gate and follow-up in repairing cracks on the court surface. Ms. Hagan thanked Bunny Lumsden and Louise McCutcheon for taking care of refreshments for tennis events.
- 4.4 Club Tennis Programs* – Diane Roller referred members to Appendix C for written reports

on the events. She gave special thanks to Mr. Cuenco for his hard work in running tennis camps and special events. Mr. Cuenco noted that it was the hard work and teamwork of his staff, the Club, the City and local Schools that made such a successful tennis season for the youths and adults at the Club. The special events in 2010 were double those held the previous year and next year those that garnered the most interest will be targeted. It was also noted that next year the plan is to focus on adult activities, such as doubles tactics.

4.5 Club Marketing and Communications – Mr. Bentley referred members to the written reports in Appendix C. Kristin Dorrance noted that the website had over 3,000 hits from 685 different people. Mr. Bentley noted the hard work of Ms. Hagan in taking on the communication and outreach programs in his absence. An effective communications plan was created and carried out with respect to the Schools, City and PTI. It was also noted that the TATC Newsletters were very effective in keeping members informed.

5.0 New Business – Ms. Hagan called for new business - there was none.

6.0 Election of Officers – Ms. Hagan thanked the work of the nomination committee (Mr. Green, Ms. McCutcheon and Lina Mowat). Mr. Green referred members to the written report in Appendix C and asked for additional volunteers for members to sit on the executive. None were submitted. Ms. Hagan asked if there were any concerns over the proposed list of TATC Directors. With no objections, the list was approved by consensus.

7.0 Suggested Actions – All members and guests were invited to fill out a feedback survey with suggestions for the upcoming year. These included:

- Increase revenue through increased fees and membership
- Increase funding and activities for youth and beginners
- Restructure mixed doubles on Thursday night to involve more TATC members, including youth
- Consider interclub tennis tournaments that involve both adults and youths
- Actively look for new TATC members to participate in the TATC Executive
- Wimbledon and US Open on projected TV
- Liquor license for dinner
- Continue work with neighborhood schools
- Ensure website has keywords for Google search and a Facebook page
- Get sponsors from physiotherapists, chiropractors, sports medicine
- Events at no cost
- Remove food & beverage from this budget line
- Social at the beginning of the season
- Promote youth events
- More doubles and clinics
- Regular round robin each month
- Something to prevent softballs from landing in court
- Kid and youth tournament day events & more activities
- Tuesday night doubles
- Have family and children's events
- Continue after-school lessons
- Family night is Wednesday which is also a soccer night, consider changing
- Keep the end-of-year tournament format with teams
- Ensure parents are informed (for example at registration) that the kids' tennis programs are eligible for the annual "Children's Fitness amount" tax credit of up to \$500

8.0 Adjournment for Dinner – Ms. Hagan asked if the meeting could be adjourned. With no objections, the meeting was adjourned by consensus.

Draft minutes by: Dave Green, September 19, 2010.

Trend-Arlington Tennis Club Minutes from September 26, 2009

APPENDIX A

1.0 Opening Remarks & Role Call

The meeting started around 5:30 pm with G. Bentley taking roll call. There were 27 votes available with 27 members present. **A quorum was available and the meeting was opened**

2.0 Approval of Agenda

The proposed agenda was moved by B. Lumsden and seconded by C. Welling for adoption. **Agenda was approved by consensus.**

3.0 Last Years AGM Minutes

3.1 Approval of Minutes

The minutes of the 2008 AGM (see Attachment A) were reviewed. D. Roller moved and M.L.Hagan seconded the minutes be approved. **Motion was carried.**

3.2 Action Arising

Replace some of the round robins with tournaments and other special events. (Done)

Purchase two new tennis nets. (Done)

Purchase a self closing court gate door. (Done)

Approach city to replace tennis room plastic protective window cover with metal grate. (City replaced window)

4.0 Club Reports

4.1 Financial & Membership Report

George Bentley provided an overview of the club financial report as of today's date (see Attachment B) as prepared by Louise McCutcheon. Membership was up from last year with 86 memberships (including 4 lifetime members) in 2009 compared to 78 (11.5%) in 2008 and 74 (17.5%) in 2007. The expenditures were higher than budgeted due to a number of capital improvements to the physical plant including new ballasts and high intensity lights and repair and painting of the practice court. These expenditures, while not budgeted represented the last phases of renewal of the courts and accompanying facilities to help the club in the long-term. In terms of membership building, the club also invested in mini-nets and kid-sized racquets and balls to help us get a new generation started in game. Outstanding items this year included website fees, social events, hydro, supervisor costs and practice court improvement. Louise McCutcheon moved and Stefan Roller seconded the motion to accept the amended 2009 financial report and 2010 budget, see Attachment A. **The revised 2009 financial report and 2010 budget were approved by consensus.**

4.2 Club Maintenance, Operations and Activities

George Bentley provided an overview of the club's success in 2009 noting the contributions of several people including Natasha Green who headed up supervision, Kristin Dorrance and her work on the club website and David Green for his continuing contribution in working to ensure that the club is a vibrant part of the community. G. Bentley also outlined the wide range of activities that had the courts busy all season. Diane Roller revealed that the new partnership with the Professional Tennis Institute was a huge success in helping to increase the vitality of the club. The executive looks forward to continuing with this partnership into the future.

5.0 New Business

None was identified.

6.0 Election of Officers

G. Bentley and M.L. Hagan thanked Chris Welling for all her years of community service to the club. He also thanked Julie Daigle for taking on the huge responsibility of Registration Day. Both were wished the very best in their future endeavors.

Name of Candidates for 2010 TATC Director

Bentley, George / Past Director / 829-0589 / sideshowgeorge@canada.com

Dorrance, Kristin / Past Director / 327-0774 / kdorrance@hotmail.com

Green, Dave / Past Director / 799-5510 / tatc-green@rogers.com

Hagan, Mary Lou / Past Director / 820-7010 / hagan.dorrance@sympatico.ca

Lumsden, Bunny / Past Director / 820-0426 / mblumsden@sympatico.ca

McCutcheon, Louise / Past Director / 726-1389 / louise.mccutcheon@ocdsb.ca

Roller, Diane / Past Director / 820-1267 / diane.roller@rogers.com

Ayoub, Robyn/New Director/820-8449 / robbynayoub@rogers.com

Linton, Ashlee, New Director/808-2542/ ashlee.linton@gmail.com

Proposed Names for TATC Executive

President: Mary Lou Hagan

Vice-President/Communications: George Bentley

Secretary: Dave Green

Treasurer: Louise McCutcheon / Dave Green

Mailing Address:

Trend Arlington Tennis Club

c/o George Bentley

24-280 McClellan Road

Nepean, ON

K2H8P8

7.0 Suggested Action

There was discussion of possibly extending supervisory hours during the week and adding shifts on weekend evenings.

8.0 Adjournment for Dinner

The meeting ended at 6:07 pm. **Moved by Julie Daigle. Seconded by Fred Welling**

Trend-Arlington Tennis Club Actual Expenditures and Proposed Budget
50 Bellman Drive, Nepean, Ontario

APPENDIX B

December 1, 2009 to October 31, 2010

<i>REVENUE</i>	<i>Actual 2009</i>	<i>Budget 2010</i>	<i>Actual 2010</i>	<i>Budget 2011</i>
Club				
· Membership & Sales (- key return)	7,085.50	8,000.00	10,946	12,050
· Bank & Certificate Interest	413.38	300.00	0	0
· Other	0.00	0.00	0	0
Total # Memberships (includes life time)	86	95	110	120
Total Revenue	\$7,498.98	\$8,300.00	\$10,946	\$12,050

<i>EXPENDITURES</i>	<i>Actual 2009</i>	<i>Budget 2010</i>	<i>Actual 2010</i>	<i>Budget 2011</i>
Administration and Operations				
· Supervisor Salaries	4,344.70	4,500	5,308	5,000
· Tennis Supplies & Pro Services	1,109.44	650	732	1,000
· Advertising (Website) & Social	1,550.14	1,200	1,834	1,500
· Insurance	405.00	425	513	600
· TACA contribution	100.00	200	0	0
· Key Return	40.00	--	--	--
Court Costs				
· Court Maintenance	10,514.93	500	991	1,000
· Hydro	593.88	700	1,166	1,200
TOTAL EXPENDITURES	\$18,658.09	\$8,175	\$10,564	\$10,300

Notes: No outstanding expenditures expected for 2010.

<u><i>REVENUE-EXPENDITURE SUMMARY</i></u>	<u><i>Actual 2009</i></u>	<u><i>Budget 2010</i></u>	<u><i>Actual 2010</i></u>	<u><i>Budget 2011</i></u>
Total Revenue	\$7,499	\$8,300	\$10,946	\$12,050
Total Expenditure	\$18,658	\$8,175	\$10,564	\$10,300
Total Surplus (Deficit)	(\$11,159)	\$125	\$382	\$1,750

Trend-Arlington Tennis Club Actual Expenditures and Proposed Budget
50 Bellman Drive, Nepean, Ontario

APPENDIX B

December 1, 2009 to October 31, 2010

<u>Financial Statement</u>	<u>Actual 2007</u>	<u>Actual 2008</u>	<u>Actual 2009</u>	<u>Actual 2010</u>
• Balance Forwarded	\$18,339.65	\$18,851.07	\$20,915.03	\$9,770
• Total Revenue	\$9,285.13	\$7,020.59	\$7,498.98	\$10,946
• Total Expenditures	\$8,828.40	\$4,854.22	\$18,658.09	\$10,564
• Total Estimated Balance	\$18,796.38	\$21,017.44	\$9,755.92	\$10,152
• Adjustment for Over or Short	\$54.69	(\$102.41)	\$14.06	\$1
Balance Surplus or Deficit Forwarded	\$18,851.07	\$20,915.03	\$9,769.98	\$10,153
<u>Assets / Liabilities</u>	<u>Actual 2007</u>	<u>Actual 2008</u>	<u>Actual 2009</u>	<u>Actual 2010</u>
• Checking Account + Float (# 2999 7041-750)	\$7524.84	\$9,228.21	\$2,769.98	\$3,361
• Variable Rate Certificates Opened November 21, 2009. One Year (9408-333)	\$11,226.23	\$11,686.82	\$7,000.00	\$7,000
• Liabilities & Outstanding Cheques	\$0.00	\$0.00	\$0.00	\$208
Total Cash Balance	\$18,851.07	\$20,915.03	\$9,769.98	\$10,153

*Outstanding Cheques: \$20(2009)+\$60+\$107.50+\$20.61 = \$208.11

Deficit Plan: No deficit expected.

List of Capital Expenditures for Next Year: Nil

Prepared by
 Louise McCutcheon

Louise McCutcheon

Date: October 31, 2010

& David Green, Treasurer

David G. Green

Date: October 31, 2010

Verified by
 Mary Lou Hagan, President

Mary Louise Hagan

Date: November 2nd, 2010

Recommended at the Trend-Arlington Tennis Club Executive meeting on August 25, 2010
 Approved at the Trend-Arlington Tennis Club Annual General meeting on September 18, 2010

CLUB REPORTS

It's been a phenomenal year and a lot has been accomplished. In early 2010 we established two clear objectives towards increasing the vitality of the club: to actively promote tennis programs and events for youth and their families, and to increase membership by 10% with a target of 95 memberships. Both objectives have been achieved.

Treasurer's Report – Revenues were \$2754 (33%) higher than budgeted mainly due to increased membership numbers. Expenditures were higher as a result of higher than expected hydro costs and unforeseen court maintenance issues. Overall the club's profits were substantially higher compared to last year's budget projection. The Club's reserve funds have increased by over 15% to around \$10,000. Next year's budget will focus on and expend more funds for enhanced member services, beginner & youth programs, but is still expected to show a small profit.

Club Membership Report

Membership – The Club's goal for 2010 memberships of 95 was exceeded. As of September 7th, the Club has 110 memberships compared to 86 (27%) in 2009, 78 (41%) in 2008, and 74 (49%) in 2007 demonstrating continued growth. The total number of members registered was almost 300, with almost a split between adults (56%) and juniors. There were 15 juniors and 5 adults who just paid court fees while taking lessons. This year the Club offered discounts for referrals of new members who joined by mid June which brought in 5 new memberships. We've also noticed that our demographics are changing with people joining the club outside our immediate neighborhood as far as Westboro, Gloucester and Barrhaven. *Special thanks to Louise McCutcheon for her dedication and keeping on top of the registrations throughout the summer.*

Sponsorship – This year, we did something new. We approached local businesses for prizes/donations to be drawn at the open house and registration event as a means of enticing members/students to join early and pre-register online. Posters were given to them to put up in their stores as a means of publicity. Having prizes donated from our sponsors for registration day provided incentive to pre-register online and complete payment on registration day. This was a huge hit at our event and the numbers at registration were much higher than the previous year. Our local business sponsors included Bank of Montreal, Greenbank Flowers, Knicknack Party Store, Kunstadt Sports, MAD Hair, PJ Quigley's, Shoppers Drug Mart, The Cake Shop, The Sassy Bead Co. and Tim Hortons. Quigley's also provided complimentary appetizers for those who attended after the event.

Season Opening Event – This year's season opener was a smash. Activities signups and registration was up despite the poor weather. Membership signup was double at the end of the day from numbers last year. *Hats off to our sponsors and partners! Kudos to all the TATC directors for being there and making the registration such a fun and enjoyable event for all! Special thanks to Robyn Holland-Ayoub for overseeing the coordination of the registration and open house.*

Season Closing Event – On Saturday, September 18th, the Club will be hosting its Season Closing events, AGM, and annual dinner. We are anticipating a fun-filled day for whole family. This year we are trying out a new format which includes a round robin for youth and a team-based adult event (*thank you to Jim Dorrance for organizing it*). There will be prizes and refreshments served throughout the day and a chance to try out new racquets courtesy of Kunstadt sports. We will finish up the festivities with our AGM and famous Chinese buffet dinner (courtesy of Ho Ho Restaurant).

Club Operations Report

Court Supervision – This year, we had a significant gap to fill supervisors from last year. The team of court supervisors consisted of Caitlin Charbonneau, who returned from last year, Cameron Roth and Bridget Mowat. They were on duty every night to supervise the courts as well as help organize the exciting activities put on by the Club. The supervisors thought that the club was run wonderfully this year and had a lot of fun being a part of it. The Club gives a big "nice one" for jobs well done. *Special thanks to Kristin Dorrance and Dave Green. Kristin participated in the interviews, provided training to the supervisors and managed their work schedules through the summer. Dave also was actively involved in recruitment, developed a new Club Operations Manual and was a backup for Mary Lou.*

Maintenance – The work this year centered around fixing the court gate and follow-up on crack repair. We are pleased to report that both issues were addressed. The court gate lock was fixed and the City repaired the gate structure (*big thanks to Ward, Kevin and Mike*). Members expressed their appreciation for the club's responsiveness & timely communications regarding this situation. Also, just recently Canada Court Supplies came and repaired the cracks in courts 2, 3 & 4.

Social – *Special thanks Bunny for continuing to be such a great ambassador for our club and of course, her special shortbread cookies and to Louise for making sure that refreshments are taken care of at each event.*

Club Tennis Program Report

Youth Tennis Lessons - The Club's pro-active collaboration with the Knoxdale Public School, the Greenbank Middle School, Profession Tennis Institute (PTI) and the City resulted in increased participation of kids in PTI's after school and summer programs and increased TATC membership. PTI's free demo tennis lessons to the students were aimed at attracting the youth and giving them a taste of the love for the game. Arthur's coaching style and manner of engaging his students is exceptional and continues to be a great asset to the Club. Given the challenges of managing the intake for registration for after school programs and summer programs, the Club and PTI have agreed that it would be more effective to have the Club process PTI-related registrations next year.

Adult Tennis Lessons - PTI provided group tennis lessons for members and non-members on Monday and Wednesday evenings; participants were very enthusiastic about the knowledge gained and the practice of new skills.

Special Events – Having doubled the number of special events co-hosted by the Club and PTI, we had lots to offer. There was a great turnout for the Beginners' Night with the Pros, the Club Round Robin and the Doubles' Tactics. Only one of the three youth events took place due to low registration numbers for the events scheduled in June and July. The successful youth event, a World Cup tournament, organized by *Ashlee Linton (Big Thanks)*, was held in August and drew excellent reviews from both parents and their kids. All successful activities will continue next year and increased investment in attracting youth to the Club's special events will continue to be a priority.

Weekly Club Activities

Club Doubles – Both Tuesday and Saturday morning doubles was well attended and the Club feels it was a success. We will continue with these activities next year with some improved structure.

League Doubles – The Thursday night League Doubles went well with the clubs from City View, Craig Henry, General Burns, Glens, Long Park and Lynwood joining in. However, it was noted that many members who like to play doubles could not participate due to the limited number in the league. Next year, a new structure for the event will be planned to involve more TATC members.

Beginner / Family Night – Wednesday night event was not well attended and the Club will take action to bolster it. More involvement of the board and PTI is anticipated next year.

Special thanks to Diane Roller for overseeing the budget and coordination of over 10 special events and managing our partnership with Professional Tennis Institute. Hats off to Arthur Cuenco (Mr. PTI) for his excellence in delivery of quality tennis programs for the young and young at heart! Our partnership with PTI has been a wonderful boost to our club.

Club Communications and Marketing Report

Website – Last year the club re-designed the website. This year there was ongoing effort to post to content for upcoming events and managing RSVP lists (*big thank you Kristin*). From January 1st to September 5th, there were 2962 visitors and 649 unique visitors – some from outside Canada. We also responded to well over 40 information inquiries.

Outreach – What stands out is the success that we had in our outreach within the schools which resulted in huge participation in the after school program and brought in new memberships to the club. Working closely with Greenbank and Knoxdale schools with PTI, we succeeded in orchestrating the timely delivery of demo tennis lessons within the school gym classes, arranging to have posters and flyers in the schools placed in strategic locations. The schools also agreed to distribute an article in their school newsletters that went out the parents (>1,000 families) in early April. (*Big thank you to Arthur and Mary Lou*).

Other Communications – Effective communications is considered a critical success factor in attracting, retaining and engaging our members through various channels. Last year, the club's website was revamped and this year it was kept relevant and up-to-date with a news pages and details on special events. This year we created our own logo, designed and issued 8+ Newsletters.

ELECTION OF OFFICERS Club directors and officers are as follows:

Mary Lou Hagan – President
Diane Roller – Vice president & Director, Tennis Programs
Robyn Holland-Ayoub – Secretary
Dave Green – Treasurer & Director, Operations
Peter McHarg – Director, Membership
Vacant – Director, Communications

Directors at large
George Bentley
Michele Decker
Kristin Dorrance
Dara Klym
Bunny Lumsden
Louise McCutcheon
Lina Mowat
Lynn Theriault