

Mount Pearl Tennis Club AGM – Agenda
7:00pm – Nov 26, 2017

1. Call to Order
2. Roll Call
3. Reading of the Last AGM's meeting minutes
4. Reading of President's Report for Summer 2017
5. Treasurer's Update on Financials
6. Report of Committees
 - a. Facilities
 - b. Tournaments and Leagues
 - c. Sport Alliance
 - d. Public Relations
 - e. Social Media
7. New Business
 - a. Facility Upgrades
 - b. Greenbelt Rental for Christmas
 - c. Tennis Activity at Frosty
8. Election of Officers
 - a. Proxy letter process and voting
9. Adjournment

Mount Pearl Tennis Club - President's Report 2017

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 – Dustin Cole

Vice-President – Thomas Hawkins

Treasurer – Mark Spurrell

Facilities – Thomas and Sara Hawkins

Membership/PR – Stefan Jones

Secretary – Meagan Condon

Sport Alliance/Webmaster – Thomas Hawkins

Tournaments/Leagues – Dustin Cole

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

Finances

The club has had a fairly good financial record over the past 7-8 years, with a profit being achieved each year. This year, I am pleased to report that we have achieved approximately \$8000 profit. This profit was achieved mostly due to the government grants that we were able to qualify for, rentals and memberships.

The club continues to show a profit again this year, which has been a trend for the past 7-8 years. As previous years up to that point were deficits for an extended period, it is nice to have a comfort that we can use the profit to re-invest into the club and program. The club's balance is very healthy.

This year we applied for several grants, and we were fortunate to qualify for additional funding.

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

The Mount Pearl Tennis Club had final rental revenue in 2017 totalling over \$10,000. This is a significant increase from 2016 revenue of \$5600. This gives us an increase of 79% and \$4400 in additional rental revenue over the previous year. One reason for the increase was that we were under renovations in the spring of 2016 with no rentals during this period. We did not have any non-rental periods this year.

The club is available for rental throughout the year, and we are continuing to rent the club out throughout the summer, in addition to the remainder of the year. We thought this was necessary in order to keep up the revenue in an attempt to increase our financial balance. It was necessary five years ago when this decision was made, and though our finances are healthy, it is easy for us to accommodate this and we plan on continuing to do this next summer.

A new form was implemented this year, requiring groups renting the club to sign a rental agreement. Also, we are accepting electronic forms of payment for the club rentals, which is a method of payment that the club is trying to implement for all large payments, ie. club rentals and memberships.

We have finally discarded the old BBQ, and purchased a new one, which is available to the groups renting the club.

Tournaments and Leagues

The leagues were very successful this season in terms of participation. We had 3 very active leagues. The tournament interest was down a bit this summer from recent years.

The 4 tournaments held were, 1) the Club Pre-season Closed, which is a club members only tournament in which 9 members participated; 2) the Mount Pearl Open, which is a provincially ranked open tournament in which 7 players participated; 3) the Mount Pearl Molson, which is also a provincially ranked tournament in which 7 players participated; and 4) the Club Closed, which is a club members only tournament in which 14 members participated.

The 3 doubles league 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 composed of 6 teams; and 3) the Singles League, played on Sunday afternoons composed of 8 players.

All tournaments and leagues were very competitive and fun for the players involved. All league finals were completed by the end of the season.

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 Tommy Williams Provincial Open tournament in Gander this summer. There was a large draw for men's and women's singles and doubles, including mixed doubles, with a total of approximately 50 players competing.

Coaches and Staffing

For this summer we had four regular staff members, Tanya Guy was the club manager this summer, Lauren Stringer was our head coach, Zack French as an assistant coach, Sharidan Cole as a court attendant. In addition to coaching, the coaches also worked in the club house. Lenny French assisted the coaching program by leading the adult lesson groups. As Lenny was on a work term for his present career, and already had a full time job for the summer, we owe him some special thanks for helping us out in this regard.

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. I would suggest posting this online with unnamed submissions, so that people may be more inclined to give feedback.

With the profit that was achieved this summer, we intend to use this money to put back into the club to help grow the lesson program with more experienced coaching. Finding new and experienced coaches becomes more challenging each summer, however, we will continue to look for high level coaching as it is a must for the program.

The club house attendant duties were shared by the four staff members. Tanya 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 nice increase in membership this year of 10%. Last summer we had a total of 96 members, which included 40 Adults and 56 Junior's.

This summer we had a total of 105 members this year, which is similar to our membership levels from 2011-2016, as follows:

Adults: 38

Juniors: 67

Our marketing plan this past spring included 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 2 free junior membership (a total of 20 memberships were given). The club coaches usually contact the school gym teachers and visit the schools to provide free of charge tennis lessons, however, the TNL took over this role last year so we are unsure as to which schools received the free tennis lessons, if any. Next spring we will discuss with TNL to see if this is something we can undertake ourselves in the Mount Pearl/Paradise area.

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.

This summer we kept track of drop in members and associate members so that we can provide 3 types of player numbers. Full Members, Associated Members (who play at the club through some affiliated program, like the Multi Sport program), and drop in members, people who drop in and pay to play, or just play. Those numbers will help show usage at the facility. Tracking was completed by the staff. We saw a 200% increase in the associate members. This was our first summer tracking drop-in members.

Responses to Registration Survey:

How did you hear about us? (69 total responses)

1. Returning Member: 36
2. Website: 10
3. Word of Mouth: 14
4. Executive: 5
5. School: 2
6. Staff: 1
7. Social Media: 0
8. Sport Alliance: 1

Sport Alliance

Great communication with the Alliance all year; our relationship continues to grow due to the contributions and time invested in attending these functions and meetings. Activities included regular monthly board meetings, active communication pertaining to the volunteer development initiative, and attending social activities.

Responsibilities were the pick-up, distribution, collection, and delivery of 1000 spring/summer draw tickets.

This year, the sport alliance has introduced a new fundraiser event, which is a Chase the Ace activity. If the club is called on to operate as a remote site, for the distribution and sale of tickets, I ask that each member of the executive participate. At this time, we

should be spreading the word to help increase ticket sales. All revenue collected will be dispersed by the Sport Alliance.

Also, I attended a City meeting last week where the City are planning a new hotel, which will be constructed adjacent to the Glacier arena.

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 VOCCM to put off a variety concert with the help of some very talented singers and musicians. 2017 was an excellent year for Frosty Festival. The event included old fashioned skits, vocals, and a 12 person string ensemble.

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.

Website and Social Media

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.

Social Media items:

1. Our Facebook page had 31 posts, 2982 people reached
2. Our Twitter feed has 57 followers
3. This year saw more use of our social media, which is great and we'd like to keep this up in the coming years. More ways to engage with club members and possible club members is always good.
4. Next year we will try and continue this increase in social media use and reach by the club. We are looking into Instagram and if it's worth getting an account for the club.

Clubhouse and Court Updates

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 previous summer. A further discussion with the City earlier in the summer of 2014 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 was further discussed with the city in the Fall of 2014 by myself with Jason Collins and Blair Delaney, the City's department manager and facilitator for Parks and Recreation.

After this discussion and the City's indication of the amount of funding available, the decision was made to re-surface the St. David's side courts in the spring of 2015. The downtime was minimal and the courts came out fantastic, everyone was excited about the new courts and they were a big hit during that summer.

Further discussions were held in the Fall of 2015 and throughout the Winter of 2016 to secure funding for the Ruth Ave side courts, as per the plan from 2014, and also to renovate the locker/shower rooms to something usable. As we are aware the Spring of 2016 saw the interior of the club being renovated again, with upgrades coming to the back room area and washroom, as well as a full renovation to the locker room and shower. And additionally, the Ruth Ave side courts were fully upgraded, with an excavation down approx. 8-10 ft and proper water diversion and drainage added to remove future shifting and cracking of the newly installed courts. This court upgrade also had a new viewing bleacher area added, with potential for a practice wall in the future.

Further discussions from last year to have new windscreens were successful. These windscreens were purchased by the City and delivered to the club in the spring. There are also some further discussions about additional repairs required to the club which we are hoping will be done soon.

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.

Mount Pearl Tennis Club: Vice President/Sport Alliance Report - 2017

By: Thomas Hawkins

With the great weather of 2017 behind us, it is a good time to reflect on the season past. There were very few cancellations of the lesson program due to weather, although mother nature did cause some issues with tournaments this season. We introduced a spring and fall league this season which effectively extended the playing season for members and non-members by about 10 weeks. The leagues were well attended, with 8 participants (including a few spares) for the spring league, and 16 participants in the fall league. Both members and non-members attended both leagues, as it was open to non-members as well. The hope is that some non-members will return next year for some organized tennis.

Membership increased slightly over last year, with most growth happening among juniors. All indications are that the junior program was well attended and enjoyed by the members. The season was capped off with a junior social/banquet which included about a third of the membership. The adult lesson program also finished off with a pot luck supper which was attended by 12 or so adult members and spouses.

We continue to have a strong relationship with the Sport Alliance. The Mount Pearl Tennis Club sits on the board of directors, and participates in Sport Alliance activities to promote youth sport in Mount Pearl. This year we raised \$360 through the summer ticket draw for the club. This fall, we are also participating in the Chase the Ace fundraiser as well. The Sport Alliance did not execute its summer multi-sport program, but I will continue to pursue this with them. We did participate in the Mount Pearl Soccer Association day camps again this year, hosting 116 juniors across 4 separate dates. One opportunity for next season is to formalize this programming offering, and make it available to other sports, camps and organizations as a summer revenue source and a tennis introduction opportunity.

The club will also be introducing tennis to more members of the community by introducing an indoor tennis activity as part of the Mount Pearl Frosty Festival. A mini tennis tournament will be held for juniors and adults as part of the frosty festival. As the schedule is finalized, more information will be put onto the webpage.

This year we introduced online registration as well. 30 of the 74 families that signed up (40.5%) opted to sign up online. We also introduced electronic payment options this season as well. 26 families (35%) opted to pay electronically, while the rest paid with cash or cheque. This new registration option seemed to be well received by members.

One item that we need to improve on for next season is the recruitment of volunteers. We have had little success in recent years recruiting people to take on a major role with the club, and although we have been getting by, it has limited our success. Next season I'm hoping to introduce more opportunities for members to get involved with the club in smaller ways. This could include activities such as a spring cleanup and setup of the grounds, volunteers for the frosty festival activities and regular mixer nights. I am also looking forward to introducing some new opportunities for adult members to play casual matches, and for older junior members to get more match play experience. I am looking forward to a successful 2018!

Treasurer's Report By: Mark Spurrell

2017 was very successful season for the Mount Pearl Tennis Club financially. The club ended the 2017 season with a surplus of almost \$8,000.

As usual, the major sources of revenue for the club during the 2017 season were from government funding, rental income and membership fees. We were fortunate enough to receive a Federal government grant for 2 employees this season. This grant coupled with one post-secondary student grant and one high school student grant from the Provincial government, these grants contributed to over \$11,000 in revenue for the club.

Membership fees accounted for another significant revenue stream, adding over \$9,000 to our bank account. The ability to accept credit/debit card payments has certainly made it easier for members to pay for their membership.

Thanks to Thomas bringing the club into the cyber age with collecting payments, we were also able to increase our revenue from club rentals by approximately 75%.

Payroll remains the by far the clubs largest expense accounting for almost two thirds of the clubs expenses. Salaries were down slightly from the previous year but still accounted for almost \$17,000 of the clubs expenses.

In closing, it was another successful season of tennis at the Mount Pearl Tennis Club. The club is in a healthy financial position and has received tremendous support from the City of Mount Pearl. The recent upgrades to the club house and courts and the work of the club executive and volunteers will ensure the club remains successful for years to come.

**Mount Pearl Tennis Club
Bank Rec
26-Nov-17**

Balance per Bank Statements Nov. 20, 2016	\$ 36,741.97
Add: Cash Receipts	\$32,141.21
Less: Disbursements	<u>(\$24,826.29)</u>
Balance per books, Nov 26, 2017	<u>44,056.89</u>

Balance per Bank Statement (Nov. 26 2017) \$ 44,056.89

Misc Diff -

**Mount Pearl Tennis Club
Income Statement
26-Nov-17**

20-Nov-16

Cash Receipts

Membership fees	9,046.25
Rental	9,769.81
Tournament & Canteen Sales	505.00
Government Grant	11,006.42
Sport Alliance	2,553.00
	32,880.48

Cash Disbursements

Payroll	16,646.19
Rental Caretaker	1,820.50
Bank fees	185.03
Tennis Balls & Equipment	1,234.91
Canteen Supplies	100.00
Advertising/Donation	1,369.19
Clubhouse Maintenance	2,513.11
Utilities	1,112.13
Insurance	575.00
	24,981.06

Surplus/Deficit

7,899.42

**Mount Pearl Tennis Club
Cash Receipts
26-Nov-17**

<u>Date</u>	<u>Amount</u>	<u>Member Fees</u>	<u>Gov Grants</u>	<u>Sport Alliance</u>	<u>Rental</u>	<u>Tournament & Canteen Sales</u>	<u>Check</u>	
10-Jan	\$ 1,909.04				\$ 1,951.92		-42.88	\$ 42.88 deducted from rental income for club expenses
27-Feb-17	\$1,711.04				\$ 1,995.00		-283.96	\$283.96 deducted from rental income for club expenses
8-May-17	\$ 1,991.10				\$ 2,065.00		-73.90	\$73.90 deducted from rental income for club expenses
5-Jun-17	\$845.25		845.25				0.00	
6-Jun-17	\$1,719.64	1,719.64					0.00	
30-Jun-17	\$1,410.00	1,410.00					0.00	
5-Jul-17	\$985.46				985.46		0.00	
7-Jul-17	\$740.00	700.00				40.00	0.00	
10-Jul-17	\$1,980.00	1,980.00					0.00	
14-Jul-17	\$420.00	370.00				50.00	0.00	
21-Jul-17	\$315.00	290.00				25.00	0.00	
27-Jul-17	\$2,225.25		2,225.25				0.00	
28-Jul-17	\$265.00	245.00				30.00		
31-Jul-17	\$1,901.61	1,901.61						
11-Aug-17	\$430.00	430.00						
18-Aug-17	\$150.00					150.00		
25-Aug-17	\$110.00					110.00		
1-Sep-17	\$2,617.79		64.79	2,553.00				
1-Sep-17	\$100.00					100.00		
7-Sep-17	\$901.78				1,053.83			152.05 deducted from rental income for club expenses
16-Oct-17	\$2,596.13		2,596.13					
2-Nov-17	\$1,542.12				1,718.60			176.48 deducted from rental income for club expenses
18-Nov-17	\$5,275.00		5,275.00					
	<u>\$ 32,141.21</u>	<u>\$ 9,046.25</u>	<u>\$ 11,006.42</u>	<u>\$ 2,553.00</u>	<u>\$ 9,769.81</u>	<u>\$ 505.00</u>	<u># -739.27</u>	

Mount Pearl Tennis Club
Chq Disb 2017

Date	Payee	Amount	Returned / Service Fees	Tournaments Expenses	Tennis Balls & Equipment	Rental Caretaker	Canteen Purchases	TV and Utilities	Payroll	Advert/ Donations	Clubhouse Maintenance	Insurance	
30-Nov	Service Fees	\$ 10.78	\$ 10.78										
6-Dec	Thomas Hawkins	\$ 151.68									\$ 151.68		
19-Dec	Mary Spurrell	\$ 580.00								\$ 580.00			
23-Dec	Ceridian	\$ 89.80	\$ 89.80										
23-Dec	Bell Aliant	\$ 50.00						\$ 50.00					
30-Dec	Service Fees	\$ 5.00	\$ 5.00										
10-Jan	Thomas Hawkins	\$ 626.50	\$ 1.50			\$ 625.00					\$ 42.88	deducted from deposit amount on cash receipts	
31-Jan	Service Fees	\$ 2.50	\$ 2.50										
27-Feb	Thomas Hawkins	\$ 426.50	\$ 1.50			\$ 425.50					\$ 283.96	deducted from deposit amount on cash receipts	
28-Feb	Service Fees	\$ 2.50	\$ 2.50										
6-Mar	Dustin Cole	\$ 22.07									\$ 22.07		
31-Mar	Service Fees	\$ 1.25	\$ 1.25										
8-May	Thomas Hawkins	\$ 499.45	\$ 1.50								\$ 571.85	73.9 deducted from deposit amount on cash receipts	
16-May	Optimized Risk	\$ 575.00										\$ 575.00	
31-May	Service Fees	\$ 3.75	\$ 3.75										
5-Jun	Cash for Registration	\$ 100.00					\$ 100.00						
6-Jun	Thomas Hawkins	\$ 470.69	\$ 1.50			\$ 400.00				\$ 69.19			
27-Jun	Greenbelt Tennis Club	\$ 1,234.91			\$ 1,234.91								
30-Jun	Service Fees	\$ 12.14	\$ 12.14										
10-Jul	Bell Aliant	\$ 356.98						\$ 356.98					
10-Jul	Ceridian	\$ 3,607.21							\$ 3,607.21				
11-Jul	Zack french	\$ 194.42									\$ 194.42		
24-Jul	Ceridian	\$ 2,924.66							\$ 2,924.66				
31-Jul	Service Fees	\$ 23.92	\$ 23.92										
8-Aug	Ceridian	\$ 2,781.83							\$ 2,781.83				
8-Aug	Bell Aliant	\$ 200.00						\$ 200.00					
14-Aug	Dustin Cole	\$ 41.99									\$ 41.99		
21-Aug	Ceridian	\$ 3,262.30							\$ 3,262.30				
31-Aug	Service Fees	\$ 11.45	\$ 11.45										
5-Sep	Ceridian	\$ 3,044.42							\$ 3,044.42				
7-Sep	Thomas Hawkins	\$ -											
18-Sep	Ceridian	\$ 680.77							\$ 680.77		152.05	deducted from deposit amount on cash receipts	
20-Sep	Service Fees	\$ 6.94	\$ 6.94										
17-Oct	Thomas Hawkins	\$ 100.00				\$ 100.00							
25-Oct	Lenny French	\$ 125.00							\$ 125.00				
26-Oct	Ceridian	\$ 95.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 95.00	\$ -	\$ -	0	
27-Oct	Mount Pearl Sport Alliance	\$ 720.00								\$ 720.00			
27-Oct	Zack french	\$ 125.00							\$ 125.00				
31-Oct	Service Fees	\$ 7.50	\$ 7.50										
14-Nov	Bell Aliant	\$ 505.15						\$ 505.15					
14-Nov	Mark Spurrell	\$ 186.30									\$ 186.30		
16-Nov	City of Mount Pearl	\$ 689.43									\$ 689.43		
18-Nov	Thomas Hawkins	\$ 271.50	\$ 1.50			\$ 270.00					\$ 176.48	deducted from deposit amount on cash receipts	
		\$24,826.29	##	\$185.03	\$0.00	\$1,234.91	\$1,820.50	\$100.00	\$1,112.13	\$16,646.19	\$1,369.19	\$2,513.11	\$575.00

Mount Pearl Tennis Club: Facility Management Report - 2017

By: Thomas and Sara Hawkins

This season was a successful season for rentals. Overall, there were 56 rentals during Nov. 2016 to Oct 2017 with November and December of 2017 looking busier compared to the same time last year. We raised over \$10,000 in rental income this season (more details available in the financial report).

This season was the first full season for Sara and I to manage the facility, and we implemented a few new policies and provided additional options to renters. We implemented a signed rental agreement that is required prior to rentals, and we also introduced electronic forms of payment (email money transfer and credit cards). We built a new website highlighting the facility and all of the options available as well as a self-service availability calendar.

We purchased and assembled a new BBQ for club and rental use, as well as implemented year round internet access that is available to rentals as well. The cost for rentals was increased slightly to offset the additional cost of some of these services. We updated our information on the city website to provide a direct link to our rental information, webpage and email address which has greatly reduced the amount of questions from potential clients. Overall, most clients are happy with their experience at the facility, although formal followup is currently not captured.

For next season we hope to implement a formal feedback system to capture information from clients about how the facility met (or didn't meet) their needs, as well as suggestions for the future. We also hope to further streamline the rental experience for clients.

Frosty Festival AGM Report 2017 – Mary Spurrell

This year's Variety Show was another great success. The ticket price included a Jiggs dinner and the variety show, a full night of entertainment for the family. There was great talent again this year with over twenty participants. There was such interest from willing participants that we had to turn countless acts away. The event included old fashioned skits, vocals, and a 12 person string ensemble that showcased the amazing talent in our community. There were over 400 people in attendance with wonderful feedback as soon as the event ended. Tickets can be purchased in advance or be purchased at the door pending availability. Kids are free accompanied by an adult for the variety show.

Mount Pearl Tennis Club: Webmaster Report - 2017

By: Thomas Hawkins

Below are two graphs showing website traffic for 2016 and 2017. Web traffic increased this year over last year by about 69% of total pageviews. The pattern of traffic remained constant year over year. At the end of the season a minor redesign of the website took place. The look and feel remained similar to previous, but the back end system was enhanced to make editing easier, as well as add additional features:

- Linear event list/calendar which can be leveraged in other places throughout the website;
- "Calls to action" on the main page which visually highlight various sections of the website and events taking place;
- Hall of fame showing all tournament results and tables of players in one place.

Next season, we plan to put lesson updates directly on the website, in addition to Facebook, which should drive people to the website. The new feature to highlight specific events and different times with images should also create a more dynamic front page, and make the website a more interesting place to visit.

Social media engagement was improved this season. Access was given to the coaches and staff to make posts, and the club was more active promoting certain events. There were 31 posts to Facebook, similar to 2016. However, overall post reach was up from 1774 (127 clicks and 40 shares/reactions) to 2982 (164 clicks and 37 shares/reactions). Lesson updates made up most of the posts to Facebook, and were the lowest performing posts on our page with average reach of 35. While our non-lesson updates reached an average 170 people per post. Additionally, posts that contained video or images were far better performers.

Registration Information:

Total Members: 105 (Up 9 [9.3%] from 2016)

- Adult: 38 (Down 2 [5%] from 2016)
- Junior: 67 (Up 11 [19.6%] from 2016)

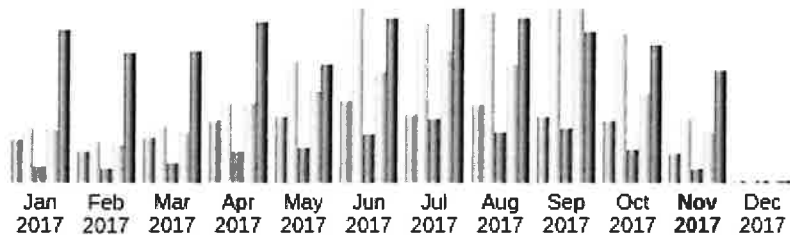
Associate Members (Tennis Days from MPSA): 116 (Up about 200% from last year)

Public Drop-in Hours Sold: 18

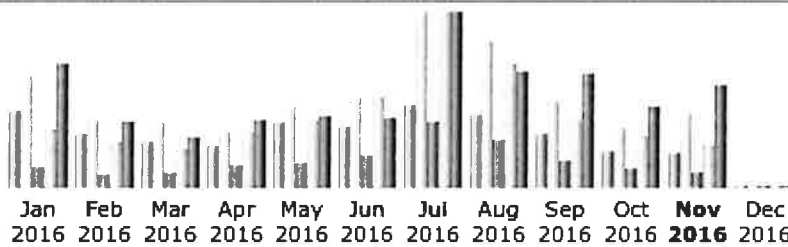
Responses to Registration Survey:

How did you hear about us? (69 total responses)

1. Returning: 36
2. Word of Mouth: 14
3. Website: 10
4. Exec: 5
5. School: 2
6. Sport Alliance: 1
7. Staff: 1
8. Facebook/Twitter: 0
9. Summit Sign: 0



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2017	188	245	623	2,216	284.34 MB
Feb 2017	135	183	532	1,519	238.81 MB
Mar 2017	201	251	801	2,116	245.32 MB
Apr 2017	282	358	1,298	3,403	299.60 MB
May 2017	303	562	1,475	3,848	217.92 MB
Jun 2017	369	805	2,057	4,700	306.21 MB
Jul 2017	309	725	2,715	5,675	325.24 MB
Aug 2017	350	781	2,168	5,083	304.22 MB
Sep 2017	302	798	2,282	7,525	281.30 MB
Oct 2017	284	682	1,342	3,772	253.99 MB
Nov 2017	133	295	523	2,145	206.12 MB
Dec 2017	0	0	0	0	0
Total	2,856	5,685	15,816	42,002	2.89 GB



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2016	256	373	744	2,086	206.20 MB
Feb 2016	175	225	478	1,651	106.83 MB
Mar 2016	152	218	537	1,390	83.24 MB
Apr 2016	139	182	828	2,051	112.79 MB
May 2016	216	269	883	2,419	119.34 MB
Jun 2016	202	297	1,151	3,289	116.27 MB
Jul 2016	274	580	2,351	6,367	291.01 MB
Aug 2016	244	485	1,736	4,491	191.85 MB
Sep 2016	175	288	940	2,450	188.25 MB
Oct 2016	117	194	661	1,909	134.75 MB
Nov 2016	111	243	562	1,486	169.66 MB
Dec 2016	0	0	0	0	0
Total	2,061	3,354	10,871	29,589	1.68 GB

Our 2017 season at Mount Pearl Tennis Club was a great success. A few new additions, with Lauren Stringer as Head coach and junior tournament director and Zack French, also Sharidan Cole as our new Club house attendant and Tanya Guy as our Club Manager/assistant coach, along with Lenny French running the adult program offering members both beginner and advanced evening lessons. All staff members took pride in MPTC and helped to keep the club organized and efficient and our grounds impeccably maintained.

Also new this season was the grand opening of the new St. David's park with many new features including a splash area for children. The park housed many celebrations this summer, including Canada's 150th birthday with live music, entertainment and BBQ. This brought in a considerable amount of visitors to the clubhouse requesting to use our washrooms as the park does not provide a lavatory. Due to the best use of available space and to accommodate the increase in facility usage we kept our hygiene maintenance standards high in our washrooms and were able to adapt and put in practice a cleaning checklist.

MPTC had a good summer in regards to our junior programs. We continued to offer 4 time slotted lessons for 5 – 10, under 10, 10-12 and 12 and up. A significant improvement in skill was noted from the beginning of the season until the end in all of our groups, especially in our 10 and above with exceptional attendance their skill level dramatically changed.

Ranger's and Bandit leagues continued and adults singles and doubles leagues were also active. Interest in tournaments and leagues was good and helped to make for a fun atmosphere and encouragement for all skill levels involved. Also, a new fun fall league was also piloted and has sparked a considerable amount of interest.

The club also hosted 5 tournaments: Preseason Closed, Mount Pearl Open, Mount Pearl Junior Open and Molson Tournament. All resulting in much fun and success including our year end annual Junior banquet with a great turn out from both parents and children. We wish to acknowledge and thank everyone involved for their ongoing support and recognize their commitment to our sport and recreational facility.

Best Regards,

Tanya Guy

MPTC General Manager

Coach's Report – Summer 2017 (L. Stringer)

2017 was another memorable summer at MPTC. It was to my delight to see the improvement of our ever-growing number of juniors. Many players were committed, attending all 10 weeks, and their hard work definitely paid off. Our "bring your friend to lessons week" gave even more children the chance to experience our program and I hope to see some of them as club members in coming summers. Another highlight was our partnership with the Mount Pearl Soccer Association with whom we provided a 3-hour session for once every 2 weeks. I think this will also contribute to our number of junior players as many of the kids thoroughly enjoyed these fundamental sessions and were eager to further develop their skills. The success of our junior program would not have been possible without our other junior coach, Zach French. Zach and Lenny French also provided an excellent adult program. Adults and juniors were given the chance to participate in competitive match play at our various tournaments unfortunately junior participation was quite low but I hope to see this change in coming summers. One idea we have is to start an U10 skills competition to introduce younger players to tournaments in a fun, inclusive way. The success of our summer would not have been possible without many people off the court as well, specifically Tanya Guy in the management office and Sheridan Cole in the clubhouse. I think this summer was an exceptional one and I thank all our staff and members!

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.