

**Mount Pearl Tennis Club AGM – Agenda**

7:00pm – Nov 25, 2018

1. Call to Order
2. Roll Call
3. Reading of the Last AGM's meeting minutes
4. Reading of President's Report for Summer 2018
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 2018

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 10 years, with a profit being achieved each year. This year, I am pleased to report that we have achieved approximately \$12,000 profit. This profit was achieved mostly due to the government grants that we were able to qualify for, rentals, memberships and the club's share of the Chase the Ace fund.

The club continues to show a profit again this year, which has been a trend for the past 10 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 2018 totalling over \$13,800. This is a significant increase from 2017 revenue with an increase of 38% over the previous year. The main reason for the continuous number of rentals would be due to the hard work put into it, including communication with the renters, cleanliness of the club, and organization. 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 seven-eight 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 last 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.

The BBQ that was purchased last year 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 6 members participated; 2) the Mount Pearl Open, which is a provincially ranked open tournament in which 10 players participated; 3) the Mount Pearl Molson, which is also a provincially ranked tournament in which 8 players participated; and 4) the Club Closed, which is a club members only tournament in which 12 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.

## Coaches and Staffing

For this summer we had five regular staff members, Stephanie Schwartz was the club manager this summer, Lauren Stringer was our head coach, Ashley Stringer as an assistant coach, Sharidan Cole and Autumn Thompson as court attendants. In addition to coaching, the coaches also worked in the club house. Stephanie Schwartz assisted the coaching program by leading the adult lesson groups.

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. In addition, I would suggest that we put together a short survey indicating coaching, practice wall, ball machine, and any other ideas we can think of to see where members would like to invest the surplus money.

The club house attendant duties were shared by the five staff members. Stephanie 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 105 members, which included 38 Adults and 67 Junior's.

This summer we had a total of 118 members this year, which is similar to our membership levels from 2011-2017, as follows:

Adults: 40  
Juniors: 78

Our 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. We also used the large sign on Ruth Avenue, which we

consistently used from the mid 80's for about 30 years, but seemed like it may not be needed so had been discontinued, however, we tried it again this year.

This summer again 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. This was our second summer tracking drop-in members.

## **Responses to Registration Survey:**

How did you hear about us? (82 total responses)

1. Returning Member: 42
2. Website: 7
3. Word of Mouth: 14
4. Executive: 5
5. Staff: 2
6. Facebook/Twitter: 1
7. Ruth Ave Sign: 1
8. School: 0
9. Sport Alliance: 0
10. Summit Sign: 0

### 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, attending social activities and volunteering with chase the ace.

This year, the sport alliance introduced a new fundraiser event, which is a Chase the Ace activity. The club was expecting to operate as a remote site, for the distribution and sale of tickets, but were not needed and/or it was decided to control the sale from set locations. Revenue collected was dispersed by the Sport Alliance.

Also, I attended a City meeting last week where the City are planning a new multi-sport program and listening to ideas regarding the master recreation plan. The present plan was done a little over 15 years ago, and most of the ideas and plans associated with it have been implemented. And a new plan is now necessary.

## 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. 2018 was an excellent year for Frosty Festival. The event included old fashioned skits and vocals.

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 activity was reduced, and only posts were from staff
2. Our Twitter feed was not regularly used
3. This year saw less use of our social media, but increased website traffic. The increased website activity 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 2016 to have new windscreens were successful. These windscreens were purchased by the City and delivered to the club that 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 - 2018

By: Thomas Hawkins

Another season is in the books. Membership has again increased over previous seasons, bringing our total to 118 this season. There was growth in both junior and adult members. Junior members growth was driven by strong word of mouth, with many groups of friends playing together. There were so many registered in the 13 - 14 age range, that we had to introduce a new lesson slot, and run lessons from 1 - 6 for juniors. This is very positive growth over previous seasons. However, we had no junior players over 14 play in our program, which is disappointing. The season was capped off with a junior banquet, and an adult potluck. These were held during the last week of the program. The junior banquet was well attended and enjoyed as always. The adult potluck was also well attended, as we held it during the last week of the season on the Wednesday mixer night. There was good weather this year, so in addition to a good meal with members and spouses, there was also some tennis played.

There was great feedback from the junior program, and the coaches were loved by the kids. They introduced new theme days, and new match play opportunities, although, attendance of these events was not great. A survey was offered to parents and players to find out what they are looking for from the club, more information on that later.

We introduced a Wednesday night social mixer match play for adults this season. The goal of this program was to attract the more casual player that was not interested in the more competitive match play of our more structured leagues and tournaments. This program was pretty successful with an average of 6 - 8 players each week. An online system was used to indicate attendance, and no sessions were cancelled due to low activity. Informal feedback was collected from players, and overall it was positive.

The spring and fall leagues were also offered this season. 23 people played a match during the spring league, and 6 played in the fall. Weather, and poor attendance negatively affected the fall league, which was structured similar to the Wednesday night mixers.

This season we did a good job of tracking inventory purchased and sold for the canteen, and far too much stock was purchased. Next season we will be purchasing a more appropriate amount of stock, and perhaps offer other items that people are actually interested in. This could be a session for our survey next season.

In February we offered two events during the Frosty festival. Both were poorly attended. We have decided to try again this year, but offer a shorter, less structured event aimed at a younger audience. We already have the volunteers lined up for the event, and hope to see more participation.

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 \$7000 through the Chase the Ace event held by the Sport Alliance member sports. This is an increase of 1844% over last years fundraising efforts. With some of this money, we renovated the locker room for members, and next season we hope to build a practice wall for members to use. The Sport Alliance did not execute its summer multi-sport program and we were not included in any other programs. I will continue to pursue including tennis in multisport opportunities.



This year we continued online registration. 43 completed registration online versus 29 completing it offline. Online registration grew over last season, and this allowed us to decrease our need to have multiple in person registration days. Although almost half of our members registered after our "registration day", and about 20% registered after the season began.

We still need to improve in the recruitment of volunteers for next season. We had very little help outside of the staff and executive and this continues to put a strain on the volunteers that we have. Next season I'm going to work towards a process map for the activities of the club that would serve as a blueprint for the activities that we complete, but will also allow us to identify opportunities to get folks involved in minor ways.

We also offered a feedback survey this season to judge how people felt about our offerings. The full results are listed below but I'll share a few comments regarding the results. Online registration seems to be a welcome development for members, with over half of the members registering in this way. The registration process overall is received well, with 64.3% rating it a 5 on a 1 - 5 scale. Overall people are happy with the club facilities, with social media, the website, and tournament options rating the lowest among the aspects listed.

There is evidence in the survey that the junior program is well liked, with the quality of lessons scoring 4.6 out of 5, and many write in responses talking about the quality of the coaches and the program. Areas for improvement include junior tournament, and social opportunities for juniors outside of lessons. There were some initiatives this year in that area, but they did not catch on. The majority of respondents did not play outside of the structured program, with a mixed response when asked if they would like more match play outside of the structured lessons. This presents an opportunity for the club to develop more programming, and engage the members more, but this will have to be well constructed to attract the "maybe" votes. Most participants said they would very likely continue with tennis, which is great.

Feedback on the adult program was also pretty positive. Social opportunities outside of the lesson programs again being the largest weakness. Comments on the leagues and tournaments indicate that folks want more activities for the beginner player as many of our offerings are too intimidating for beginners. We asked for feedback on the Wednesday night mixers as it was our first season, and the idea was well liked, but the limited turnout each week make it tougher for those who participated.

When asked about our fundraising windfall, folks consistently stated we needed to advertise more as we have a great program, but if they didn't go digging for information, they wouldn't have found out about it. There is an appetite for a practice wall, and more activities for junior members. Some participants also mentioned that we should have shirts and branded clothing for members as a way to promote and to be proud of the club.

Over the off season, the results of this survey will be analyzed in more depth to create an action plan to address the feedback in the new year. This is a great opportunity to build some services for members that they will really appreciate, and a way to link our actions directly to the feedback received. We may also be able help recruit help for these initiatives as they have come from the membership. I'm looking forward to what we can achieve for 2019!

## Survey Results

Members were asked a number of questions, on a scale of 1 - 5 or Poor to Great (which were mapped to 1 to 5). They were also given the opportunity to provide textual feedback regarding a number of different aspects of the club. People were also given an incentive to complete the survey by being entered for a draw for a free membership. 28 people/families completed the survey, for a response rate of 32%. Dan Wade won the free membership draw.

Each of the questions are presented below, along with the average score for each measure. Textual responses are grouped into themes.

### How did you register with the club? (n=28)

Response	Number	Percentage
Online	17	60.7%
In person on Registration Day	5	17.9%
In person after Registration Day	4	14.3%
Registered online, but paid on registration day	1	3.6%
Registered online, but paid at the clubhouse after registration day	1	3.6%

### Overall, how would you rate the registration process? (n=28)

Response	Number	Percentage
5	18	64.3%
4	8	28.6%
3	2	7.1%
Average	4.55	

#### *Textual Comments*

Online payment via PayPal would be nice.

I was able to register online and pay on the day of the first lesson. Very convenient.

Would like to pay fees online.

Very convenient

Excellent method

**Participants were asked to rate the following features of the club on a scale of Poor (1) to Great (5)**

Aspect	Poor	Below Average	Average	Good	Great	N/A	Average	N value
Cleanliness of the facility			4	2	22		4.66	28
Features of the facility (canteen, showers, washrooms, TV, etc)			4	8	14	2	4.41	28
Cleanliness of the grounds		2	5	6	15		4.21	28
Tournament options			5	7	7	8	4.05	27
Club website			7	8	11	1	4.19	27
Club social media		2	4	9	9	4	4.04	28
Club communication overall			2	6	16	1	4.5	25

Individuals were then asked if they had Junior members playing, and were directed to a set of questions about the Junior program. 15 indicated yes, 12 indicated no.

## Junior Programming

Participants were asked to rate the following features of the junior program on a scale of Poor (1) to Great (5)

Aspect	Poor	Below Average	Average	Good	Great	N/A	Average	N value
Quality of lessons			4	4	10		4.6	15
Choices of lesson times		1	2	4	7	1	4.21	15
Social opportunities for players outside of lessons		1	5	3	2	4	3.55	15
Tournament options		1	4	4	0	6	3.33	15
Junior banquet			1	2	8	4	4.64	15
Your child's overall satisfaction with the program			1	5	9		4.53	15

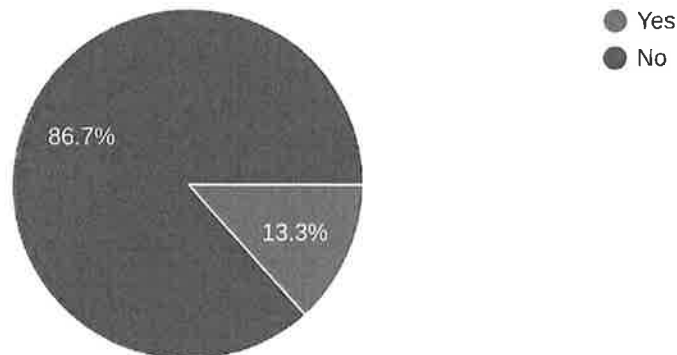
**Did your child play tennis outside of the structured lesson program? (n=15)**

2 or 13.3% indicated yes.

13 or 86.7% indicated no.

## Did your child play tennis outside of the structured lesson program?

15 responses



## Would your child be interested in more structured match play? Such as leagues or ladders outside of structured lessons? (n=15)

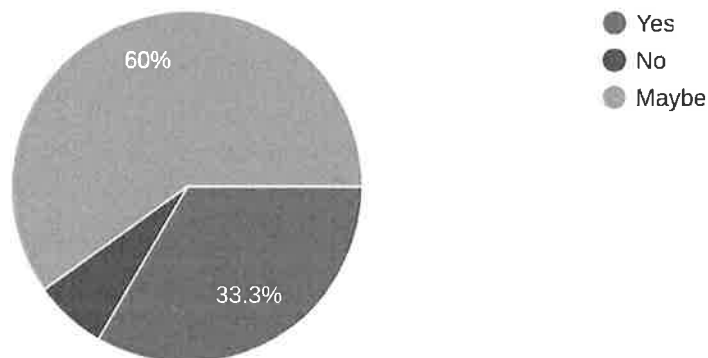
5 or 33.3% indicated yes

9 or 60% indicated maybe

1 or 6.7% indicated no.

## Would your child be interested in more structured match play? Such as leagues or ladders outside of structured lessons?

15 responses



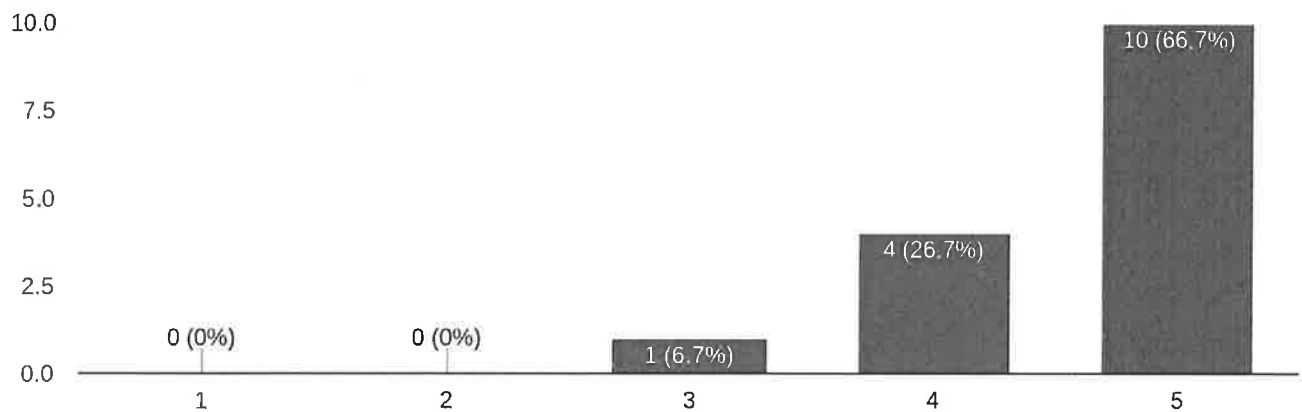
## How likely is your child to continue on playing tennis? (Either continue on over the winter, or next summer) (n=15)

The scale of this question was from Not at all likely (1) to Very Likely (5)

Selection	Number	Percentage
5 (Very Likely)	10	66.7%
4	4	26.7%
3	1	6.7%

How likely is your child to continue on playing tennis? (Either continue on over the winter, or next summer)

15 responses



**Do you have any other feedback about the junior program?**

Coaches were amazing, and made tennis super fun. Coaches were very patient. Signed up planning to go once per week, but the kids wanted to go every day. Speaks volumes to the quality of coaching.

For kids who can't play a real game of tennis, have a tournament for those with the games they play during the lessons. Overall program was fantastic.

Been involved for a number of years, and this year was by far the best.

Very well run.

Son really loved the program and the instructors are great.

Daughter loves the program and the coaches. Mid summer, they had a fun day. It was one of my child's highlights. It was a great team building exercise and great for kids from other groups to mingle. Would be nice to have some club tournaments to play against kids from other groups in the club.

Excellent coaches.

Too young for structured play outside of the program, but structured within the program would be nice. Maybe a special tournament for the 4 - 8 year olds would help attract those. Maybe even during the lesson time.

Instructors were great with the kids.

Girls 9 and 12 loved the program. Boy 14, not so much. Would have like more competing. On rain days, might be nice to have indoor activities like watching tennis, and getting some play by play.

Great instructors, maybe have morning lessons when the temperatures are hot in the afternoon.

I wish lessons could be indoors during rain.

## Adult Programming

Individuals were then asked if they had played in our adult program. 16 indicated no, 12 indicated yes.

For those who answered no, we asked **what we can do to entice them to participate. (n=6)**

Two people said we couldn't. One said they were considering it for next year. And two said that adult lessons at the same time as kids lessons would entice them to join.

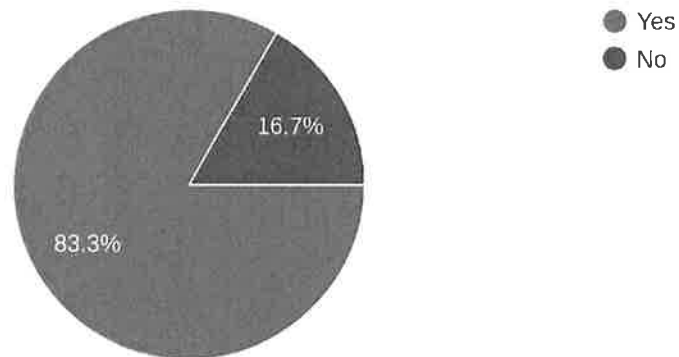
**Participants were asked to rate the following features of the adult program on a scale of Poor (1) to Great (5)**

Aspect	Poor	Below Average	Average	Good	Great	N/A	Average	N value
Quality of lessons		1	0	4	5	4	4.38	12
Choices of lesson times			1	4	5	2	4.4	12
Adult leagues				3	7	2	4.7	12
Adult social			2	3	5	2	4.3	12
Adult mixer nights		1	1	3	5	2	4.2	12
Social opportunities for players outside of lessons			3	3	3	3	4	12
Tournament options				6	5	1	4.45	12
Your overall satisfaction with the program				5	7		4.58	12

**Did you participate in any club leagues? (n=12)**

## Did you participate in any club leagues?

12 responses



### Participants were given the opportunity to comment about the leagues (n=7).

Enjoying it.

Not enough beginners, so it was intimidating.

Rainouts should be made up on an alternate date. X 2

I participated as a substitute, and appreciated the opportunity.

Members need to be more responsible, and call the club to let them know they aren't coming.

Never had consistent attendance of members.

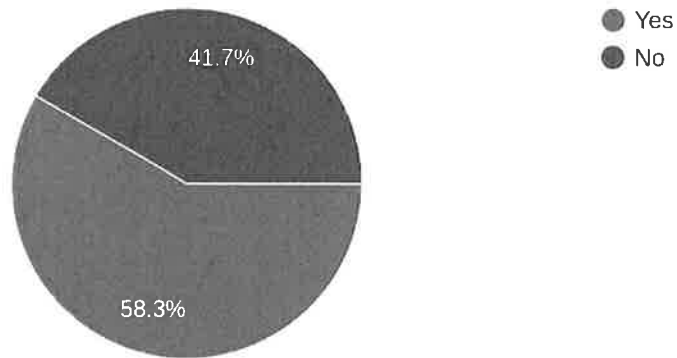
### Did you participate in our Wednesday night mixers? (n=12)

Yes = 7

No = 5

## Did you participate in our Wednesday night mixers?

12 responses



### Participants were given the opportunity to comment on the Wednesday night mixers (n=5)

A lot of fun.

Limited turnout made it difficult for those who showed up. Good concept.

Liked the idea, only made it to a few.

First time playing in many years, and it was a lot of fun. Maybe more variety of players, but overall positive.

I really liked the 7 - 9 rather than 8 - 10 for league nights. Great opportunity to play and meet people.

### Did you participate in our spring or fall leagues? (n=12)

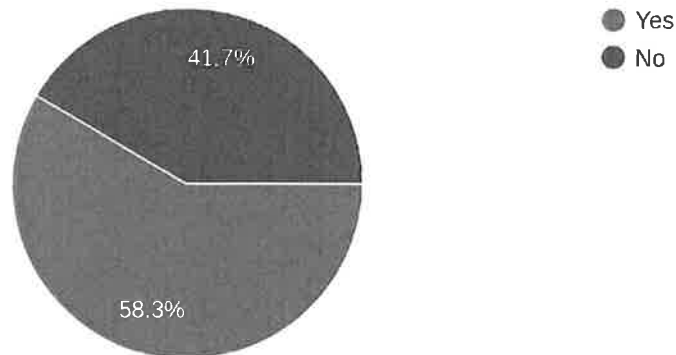
Yes = 7

No = 5



## Did you participate in our spring or fall leagues?

12 responses



The only textual response to this question was to keep these leagues.

### **Do you have any feedback about our tournament offerings? If you aren't participating in our tournaments, what would entice you to participate? (n=5)**

The results are usually predetermined, particularly in doubles as the strongest players team up.

More people in my skill level.

Need to draw more people in the tournament. Maybe offering more options for beginners.

Tournaments have been fair and well organized.

Bigger draws for better chances to win a round.

### **Textual feedback about the adult program (n=2)**

Great time

Great program, just needs more members.

## Demographics and other Questions

Age Ranges of those completing the survey: (n=26)

Age Range	Number	Percentage
Under 8	9	34.6%
9 or 10	3	11.5%

11 or 12	5	19.2%
13 or 14	5	19.2%
15 or 16	0	0
17 or 18	0	0
19 or older	12	46.2%

**Was this your first season with the club? (n=28)**

Yes = 15

No = 13

**Participants were asked to comment on what to do with the Chase the Ace winnings (n=10)**

Offer more Crush tournaments that were around when I was a child.

Offer ½ day camps

More advertising. The kids love the program. He was originally intimidated, but raves about how much fun he has. Include that in the message some how.

More team building exercises and socials. Have a group of junior leaders who could go to day cares and play groups to play fun games and get kids excited early. The club also need t-shirts and hoodies. Kids are always proud to support their club, and it would be great publicity.

More promotion. If I hadn't been searching, I never would have known it was an option. And I've lived in Mount Pearl all my life.

Offer mini camps in May and June and advertise in schools.

Flyers at schools, summit centre and other clubs like Greenbelt.

Social media ads, promotional videos.

**Please share any other feedback (n=12)**

Family's first year and we were very impressed. Will be back next year.

Thomas, Dustin and the girls are doing a great job. Facility, people and atmosphere are first class.

Great season, great coaches.

I was reluctant to join because I had struggled with tennis in the past. Instruction really helped me. I joined late, and could only sub in the league. There were a few others in my situation. Would have been nice to have a regular game.

There was talk of a practice wall. I think that would have been good for me as a beginner.

Another great experience with the club. It is wonderful to know that the kids have a place to go in the community where it is fun, safe and they are gaining new skills in a fun sport. The instructors are great with the kids too.

I truly enjoy my time there and overall the club runs very smoothly.

Great experience overall. Have enjoyed the club since 1987 and now my daughter loves it just as much. Great work.

My child really enjoyed lessons here. I was pleasantly surprised by her enthusiasm to go each day.

I thought the club was well organized, the coaches were very positive, and my girls responded well. Stephanie was also excellent on the adult side.

I would really like mixer opportunities during the day time. Might entice other senior members to join up.

Tournament could be better advertised. I know several Greenbelt members who did not know about the open tournaments.

The courts should be swept or squeegeed more often on the Ruth Avenue side.

## Treasurer's Report By: Mark Spurrell

2018 was a very successful season for the Mount Pearl Tennis Club financially. We ended the 2018 season with another surplus, this time of over \$12,000!

The club saw an increased number of rental revenue in 2018, thanks in part to the renovations completed over the past several years and the digital advances implemented by Thomas. Another major source of revenue for the club has always been government funding in the form of grants for student employees. The Province of Newfoundland eliminated some regular grants that we usually apply for, and frequently receive, however we were fortunate to receive funding from the Government of Canada for two student employees. This amounted to \$6,193 to help pay for staffing. We also found a new source of funding through Collective Interchange, a non-profit community service co-operative, which generously provided the club with \$2,373 towards staffing.

Our partnership with the Mount Pearl Sport Alliance also helped to inject well over \$9,000 in 2018. This money is from grant funding and participation in the Chase the Ace lottery. This new fundraising campaign by the Sport Alliance attributed \$7,000 to the tennis club this past season.

The clubs membership fees remained steady in 2018, accounting for over \$9,300. This was a small increase over the previous season and a major source of club revenue.

Expenses saw a 15% increase over 2017. Payroll as always is the clubs largest expense. This season we had an increase of 11% to almost to \$19,000 used to pay our coaches and attendants in 2018. The club also had taken out workers compensation insurance this year and renewed the clubs Directors & Officers Liability policy. Year-round internet access at the club and new lockers and benches are also increased expenses.

In closing, the financial position of the club has never been stronger. The club continues to operate each year with a surplus and has received tremendous support from the City of Mount Pearl, the Mount Pearl Sport Alliance, and the club members and volunteers. Although we cannot expect the same level of financial growth in 2019, there is no reason to expect the club shouldn't maintain a surplus.

**Mount Pearl Tennis Club  
Bank Rec  
23-Nov-18**

Balance per Bank Statements Nov. 26, 2017	<b>\$ 44,056.89</b>
Add: Cash Receipts	\$41,040.78
Less: Disbursements	<u>(\$28,991.68)</u>
<b>Balance per books, Nov 24, 2018</b>	<b><u>56,105.99</u></b>
<b>Balance per Bank Statement (Nov. 24 2017)</b>	<b>\$ 56,105.99</b>

Misc Diff

**Mount Pearl Tennis Club  
Income Statement  
24-Nov-18**

**Cash Receipts**

Membership fees	9,363.04
Rental	13,483.54
Tournament & Canteen Sales	240.05
Government Grant	8,566.15
Sport Alliance	9,388.00
	41,040.78

**Cash Disbursements**

Payroll	18,623.25
Rental Caretaker	2,020.00
Bank fees	277.33
Tennis Balls & Equipment	560.81
Canteen Supplies	169.13
Advertising/Donation	180.25
Clubhouse Maintenance	2,991.74
Utilities	1,891.68
Insurance	2,277.49
	28,991.68

**Surplus/Deficit** 12,049.10

**Mount Pearl Tennis Club**  
**Cash Receipts**  
**15-Nov-18**

<u>Date</u>	<u>Amount</u>	<u>Membership &amp; League Fees</u>	<u>Gov Grants</u>	<u>Sport Alliance</u>	<u>Rental</u>	<u>Tournament &amp; Canteen Sales</u>
8-Jan	\$ 3,000.00				\$ 3,000.00	
15-Jan-18	\$363.35				\$ 363.35	
20-Feb-18	\$ 360.00		360.00			
14-Mar-18	\$1,558.89				1,558.89	
7-May-18	\$2,032.12				2,032.12	
18-Jun-18	\$2,183.47	2,183.47				
6-Jul-18	\$2,734.90	2,540.00			120.00	74.90
18-Jul-18	\$2,762.77	2,762.77				
1-Aug-18	\$871.80	871.80				
1-Aug-18	\$2,066.85				2,066.85	
17-Aug-18	\$1,447.15	1,005.00			340.00	102.15
4-Sep-18	\$10,650.00		6,262.00	4,388.00		
24-Sep-18	\$88.00				25.00	63.00
3-Oct-18	\$2,523.95				2,523.95	
5-Nov-18	\$5,000.00			5,000.00		
19-Nov-18	\$1,355.00		1,355.00			
19-Nov-18	\$1,453.38				\$1,453.38	
22-Nov-18	\$589.15		589.15			
	<b>\$ 41,040.78</b>	<b>\$ 9,363.04</b>	<b>\$ 8,566.15</b>	<b>\$ 9,388.00</b>	<b>\$ 13,483.54</b>	<b>\$ 240.05</b>

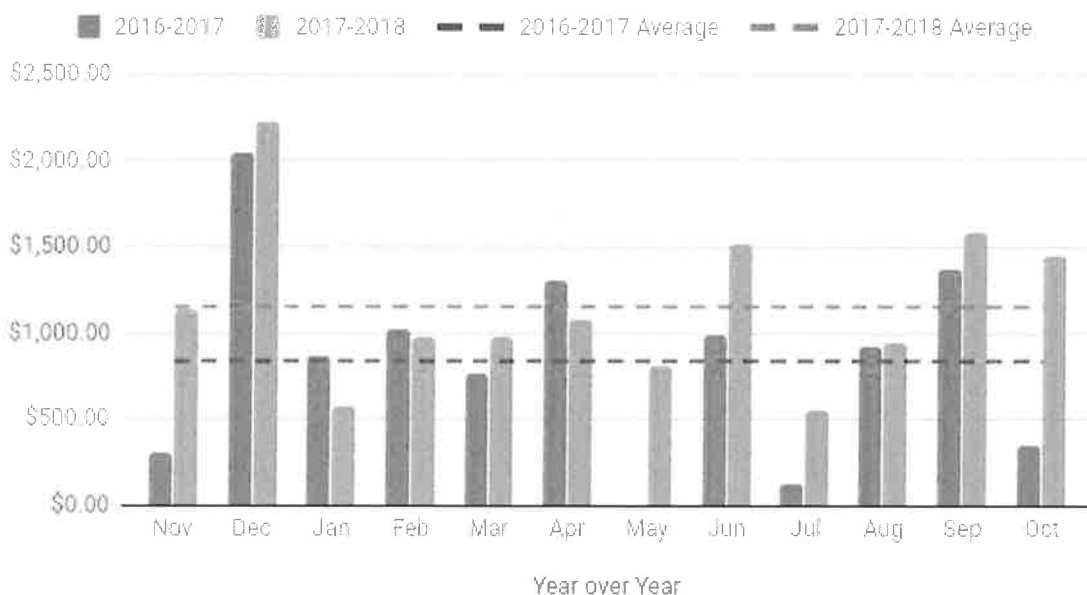
# Mount Pearl Tennis Club: Facility Management Report - 2018

By: Thomas and Sara Hawkins

Rentals continue to be strong this season. Rental income grew 37.58% over last season to a total of \$13,844.45. Total rentals increased, as did the total income brought to the club. We also acquired a regular weekly rental for the off season, along with a full slate of rentals for the Christmas season.

We implemented a feedback survey, however it was not consistently used throughout the season. What feedback received was overall positive. Renters continue to be very happy with our rental service, and word of mouth is a strong contributor to our increase in rental activity. A graph of overall rental activity is included below.

### Rental Revenue AGM Year over Year



Of the surveys completed, the scores were:

Question	Score (of 5)	Responses
Overall rental experience	4.75	8
Clarity of agreement	4.875	8
Payment options	4.625	8
Ease of booking	4.875	8
Cleanliness upon arrival	4.625	8
BBQ	5	1
Tennis courts	5	2
Would you rent again?	7 (Yes) 1 (Maybe)	8



### **Frosty Festival Report 2018 - Mary Spurrell**

The 2018 Frosty Festival Old Fashioned Variety concert was another huge success. The event had over 400 people in attendance; which included a Jiggs dinner at the Reid Community Centre. We had a lot of positive feedback again this year and hope to impress again in the coming year. A huge thank you to Reid Music who is a major contributor to the event. Without their help, we would not be able to attain the talent nor the equipment needed for our show. We are looking forward to the 2019 Frosty Festival which will surely be as fun and entertaining as the previous years. Tickets can be purchased aside from the Jiggs dinner at a cost of \$5 and children are free. The event is geared mostly towards adults as it is an evening event. Every year we are so impressed by the talent our community exudes, and we look forward to many more successful years ahead.

# Mount Pearl Tennis Club: Webmaster Report - 2018

By: Thomas Hawkins

Below are three graphs showing website traffic for 2017 and 2018. We changed our URL in April of this year, and this makes it difficult to compare traffic from 2017 to 2018. The new URL is much more memorable, but the old URL is still widely distributed. It appears that traffic over all has increased. From April - October period in 2017 and 2018, the average monthly unique visitors increased to 338 (2018) from 314 (2017).

Next season we hope to enable staff to be able to complete more of the updates to the website to further increase the immediacy of the updates and to make the page more relevant for visitors. We implemented a new dynamic bracketing system for highlighting our tournaments and events in addition to our standard Google Docs approach.

Social media engagement was lacking this season. Other than registration, there was very little engagement throughout the season with the exception of lesson updates that were posted by staff. If we want to be more successful with social media, we need to have consistent and relevant engagement. Our current activities have not been effective at improving membership. The goal for next season would be to create a template, guidelines and a strategy for staff to help guide their social media activity.

## Registration Information:

Total Members: 118 (Up 13 [12.4%] from 2017)

- Adult: 40 (Up 2 from 2017)
- Junior: 76 (Up 9 from 2017)

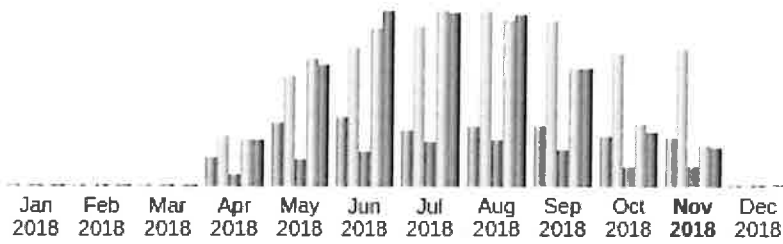
Associate Members (Tennis Days from MPSA): 0

Public Drop-in Hours Sold: 23

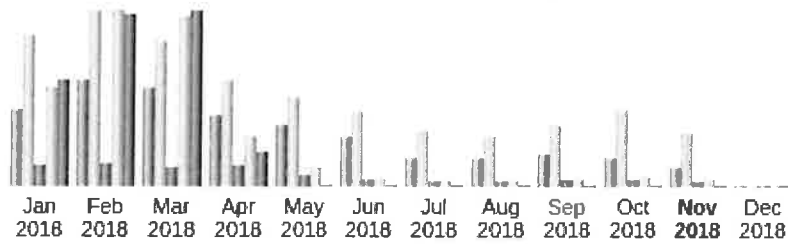
## Responses to Registration Survey:

How did you hear about us? (82 total responses)

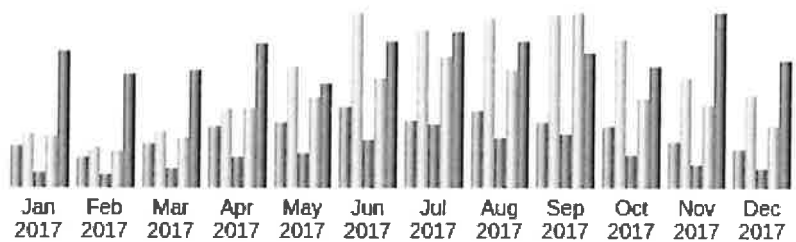
1. Returning: 42
2. Word of Mouth: 24
3. Website: 7
4. Exec: 5
5. Staff: 2
6. Facebook/Twitter: 1
7. Ruth Avenue Sign: 1
8. School: 0
9. Sport Alliance: 0
10. Summit Sign: 0



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2018	0	0	0	0	0
Feb 2018	0	0	0	0	0
Mar 2018	0	0	0	0	0
Apr 2018	170	309	777	3,152	314.76 MB
May 2018	388	683	1,863	8,740	831.58 MB
Jun 2018	429	871	2,300	10,902	1.17 GB
Jul 2018	344	1,002	3,007	12,060	1.16 GB
Aug 2018	363	1,089	3,111	11,494	1.15 GB
Sep 2018	368	1,035	2,425	8,147	800.03 MB
Oct 2018	310	830	1,318	4,209	367.74 MB
<b>Nov 2018</b>	<b>299</b>	<b>857</b>	<b>1,254</b>	<b>2,708</b>	<b>255.68 MB</b>
Dec 2018	0	0	0	0	0
<b>Total</b>	<b>2,671</b>	<b>6,676</b>	<b>16,055</b>	<b>61,412</b>	<b>5.98 GB</b>



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2018	318	631	1,234	5,887	499.41 MB
Feb 2018	442	729	1,327	10,455	805.65 MB
Mar 2018	409	600	1,103	10,126	819.77 MB
Apr 2018	295	443	1,268	2,998	161.13 MB
May 2018	258	372	650	1,095	265.61 KB
Jun 2018	203	310	350	394	81.57 KB
Jul 2018	121	228	284	312	67.05 KB
Aug 2018	118	209	249	280	59.89 KB
Sep 2018	130	255	364	388	82.28 KB
Oct 2018	121	321	454	483	104.01 KB
<b>Nov 2018</b>	<b>77</b>	<b>224</b>	<b>335</b>	<b>359</b>	<b>76.07 KB</b>
Dec 2018	0	0	0	0	0
<b>Total</b>	<b>2,492</b>	<b>4,322</b>	<b>7,618</b>	<b>32,777</b>	<b>2.23 GB</b>



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	212	505	943	3,514	364.34 MB
Dec 2017	175	425	817	2,675	263.22 MB
<b>Total</b>	<b>3,110</b>	<b>6,320</b>	<b>17,053</b>	<b>46,046</b>	<b>3.31 GB</b>

## **MPTC Summer 2018 Summary**

Written by: Stephanie Schwartz, Clubhouse Manager

This summer, I worked on a part-time basis of around 15 hours per week (sometimes 10-12) as I was in school full-time. Sharidan Cole, Ashley Stringer and Lauren Stringer were all full-time employees with around 35 hours each per week. We also hired a student Autumn Thompson through the AMPLIFY youth summer employment program for 25 hours per week..

I completed the managerial duties for the clubhouse which included making deposits, weekly schedules and managing the canteen. Sharidan Cole worked full time as canteen attendant and kept the clubhouse tidy and canteen organized. Ashley, Lauren and I worked part-time in the canteen. Autumn worked assisting in the canteen or on court as needed. She generally worked along with another employee. However, by the end of the summer she completed a few short shifts on her own.

I also led the adult lessons assisted by primarily coach Ashley Stringer or sometimes coach Lauren Stringer on a fill-in basis. Lauren and Ashley took the lead for the Junior program this summer and organized lesson plans as well as junior events. Junior events included the Mount Pearl Junior Open, Junior Olympics and the Annual End-of-Year Banquet. These events all ran successfully without complaint. The participation for the Mount Pearl Junior Open was low, with less than ten players participating. This is typical of the past few years because of a lack of competitive players in the program. Ashley and Lauren also made an attempt to organize another inter-club team-based tournament with St.John's and CBS clubs but it did not work out because of scheduling conflicts and low responsiveness.

The weather was generally good for junior lessons with a few rain days. Most of the rain started later in the day and primarily affected adult lessons and league play. Although the attendance for adult lessons was not particularly high, the engagement for adult players seemed to be good judging by a consistent turn-out for Wednesday night social tennis and the adult End-of Year Social Potluck BBQ, led by Thomas. Thomas and Dustin both took on a primary role in adult engagement through organizing adult match play in the leagues, tournaments, etc. Overall, the season went well.

2018 was another memorable summer at MPTC. It was to my delight to see the improvement of our ever-growing number of juniors. We even had to add another lesson for our oldest age group due to larger numbers this year! Our players were committed, energetic, and a pleasure to coach. Their hard work definitely paid off and we saw improvement across all the lessons. 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 Olympics event. This was a fun chance for all the junior members to get to know one another, and work with their teams made up of all ages to win points for their country! We also had a number of "theme day Thursdays" to keep things interesting! Then of course we had our junior tournament, which gave juniors the chance to participate in competitive match play. This is valuable experience and I hope to see participation grow 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. We also hope in the coming summers to host a team event, and represent our MPTC pride as we compete against the other clubs. The success of our junior program would not have been possible without our other junior coach, Ashley Stringer, Autumn and Sheridan who were always around to lend a helping hand, and everyone involved in management! Thanks to everyone at MPTC for another exceptional summer!

Lauren Stringer

## 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.