



Fenelon Falls Tennis Club Executive Meeting

Summary of Meeting

Tuesday January 7 @ 4:00 via ZOOM

Executive Board Members:

Alexis Loney, President

John Howard, Past President

Lysa Shaw, Vice President

Teresa MacGuinness, Treasurer

Cathy Paisley, Secretary

Guest: John Donahue

1	New Member Survey Results (2024) Lysa provided an overview of the purpose of the New Member Survey and results. The following points were noted: • At the November 5 2024 meeting, Board members agreed that it would be helpful to understand how new members heard about the club. It was expected that the results would help plan advertising and awareness initiatives for the 2025 season. • On November 7 2024, Lysa distributed a New Club Member Survey to the 24 adult members that joined the club for the first time in 2024. Junior and student members were excluded from the survey. • -The survey provided the following options for response. ○ Another FFTC Member ○ Online search ○ Flyer posting in local shop etc ○ Fenelon Falls Chamber of Commerce website ○ Other • 41% of members responded to the survey. The majority of new members indicated that they found out about the club from other members or through online searches. • As the Chamber of Commerce website was not a source of information for any of the respondents, the survey results supported the Board's decision not to renew the Chamber membership (2025) and consider alternate forms of marketing (eg optimize the club's online presence).
2	Google Analytics & FFTC Website John Donahue joined the meeting and provided an overview of the work that he has been doing with Lysa and her work colleague (Google analytics background) to optimize the club's online presence. The following points

	were noted: • As recommended by Lysa's colleague, John has completed several steps to update the club's site and improve visibility and search ability including key words and subpages (eg. Lessons, Contact). The updates have included indexing the site and registration of the FFTC as a business with Google. • As a result of the updates, searches for tennis outside of Fenelon Falls (eg Kawartha Lakes) will now provide the individual with a link to the club's site. • John noted that he will work with Alexis/Lysa to post club events / announcements on the Google site. • ACTION: As the business profile now includes Google reviews, John will update the site to ensure that the review sends a notification to the club email. Lysa or Alexis will respond to Google reviews as required. . • ACTION: Lysa will work with John and Lawrie Keillor-Faulkner (Facebook administrator) to ensure that John receives required information re: FFTC Facebook page. Members thanked John for the work that he has done to improve the club's website.
3.1	2025 Member Registration: Alexis noted that Teresa and Cathy will oversee the registration process and that a member registration update will be provided at each meeting. In response, Cathy noted the following: • Andy Bean was the winner of the club membership at the holiday social. • To date, 4 adult members are registered with the club (includes Andy's registration).
3.2	New Member Information Package Alexis noted that new members may benefit from receiving a new member information package. During discussion, the following points were noted: • The package would be sent to all members at the beginning of the season. It would also be provided to members that join later in the season. • The package would include information regarding the day to day operation of the club (eg. Gate codes, Clubhouse information) and important documents regarding protocol and process (eg. Code of Conduct, How to use Team Reach). • Although the club website is comprehensive, it is recognized that the site is not used as a resource by all members. The new member information package would provide an alternative source of information. • It is expected that the information package will reduce the number of communication emails that are being sent to members. • In response to Alexis' comments, members agreed that a new member information package would be very well received by the membership.. • ACTION: Alexis will develop an information package for distribution to new members. NOTE: Alexis noted that an email will be sent, in March, to all 2024 members

	to remind them to register for the 2025 season.
4.1	Financial Update Teresa provided the following update: • The club's financials have been transferred to the new accounting software. Everything is up and running and statements have been forwarded to Alexis for review. • ACTION: Teresa will follow up with Alexis regarding the deposit of the petty cash. • ACTION Teresa will review files to determine source of discrepancy between money collected via etransfer for ticket sales and December bank statement.
4.2	Banking: BMO account signees Alexis confirmed that Teresa, Cathy and herself are now BMO account signees as they have completed the required paperwork.
4.3	Investment: \$10K matured Dec 09 2024: \$10,600.19 Teresa reviewed options for reinvesting the \$10,600.19. In response to the discussion, members agreed that it is important to protect the money and ensure that the chequing account has sufficient funds to cover upcoming expenses. As the cost for installing court lights has not yet been confirmed, members agreed that a decision regarding reinvestment will be deferred at this time.
5.1	2025 Pro Contracts In preparation for the upcoming season, Alexis provided an overview of the status of the pro contracts. The following points were noted: • John developed the current contracts by using the templates available on the OTA website. • Lisa and Grace have both indicated their commitment to work as club pros during the 2025 season. • At this time, it appears that Lisa's contract will not require revision. However, as Grace would like Maya to take over the teaching of the Kids Camp, it may be appropriate to update Grace's contract to reflect that she will be subcontracting some of the responsibilities to Maya. • Alexis noted that Grace runs the Kids Camps as her own business. However, the club collects \$20 from each registered child to ensure that they are insured while playing. In the past, Alexis has helped Grace with the marketing of the program. • As Maya will be new to her role, it will be important to monitor the camps during the course of the summer. • In response to Alexis' comments, members agreed that Grace's contract must be updated to reflect that she is subcontracting some responsibilities to her sister Maya. It will not be necessary to have a direct contract with Maya as she will not be teaching outside of the Kids Camps. • ACTION: Alexis will follow up with Grace to ensure that Maya is working towards her instructor's certification and that she would like to move

	forward as noted above. If so, Lysa and Alexis will amend Grace's contract as required.
5.2	Spring Boot Camp In response to Alexis' comments, members agreed that a Spring Boot Camp would be well received by members. During discussion the following points were noted: • It was recommended that Lisa and Grace run the Spring Boot Camp, by level, during the first weekend in June. • It would be the responsibility of the pros to establish format, fees etc. • The club would provide the Boot Camp as a service to their members. • ACTION: Alexis will follow up with Lisa and Grace regarding the above proposal.
6.1	2024 Events: Holiday Social Thursday December 12th @ Cow & Sow Alexis noted that the Holiday Social was a successful event and that it was nice to see many new members in attendance. Alexis noted that Cathy Gibbs did a great job with the décor and the Cow & Sow provided a great menu and service for the evening.
6.2	2024 Events: Adult Membership Ticket sales & draw Alexis noted the following: • Andy Bean won the 2025 Adult Membership at the Holiday Social. • Ticket sales totaled \$880.
7.1	Court Maintenance: Fall cleanup & shut down update John noted that work is being done to repair the north side wind screen.
7.2	Court Maintenance: Court lights installation: Source electrical contractors for additional quotes John provided the following update with respect to the installation of new courts lights: • Due to cost, the club is replacing the courts lights with LEDs in stages. As the lights on courts 2 & 3 have been replaced, the lights on court 4 are now scheduled for replacement. • John noted that contractors should be asked to provide two quotes (court 4 and court 4 + court 1). Depending on cost, it may make sense to do both courts at the same time. • If possible, the work could be done during the winter when the ground is hard – this should be reviewed with the contractors. • ACTION: Alexis will provide Teresa with a picture of the courts. The picture may be helpful to the contractors when quoting the work.
8	Other Business

	OTA Open House: In response to Alexis's comments, members agreed that the OTA Open House should be scheduled on Saturday May 24. The OTA Smash Case will be reserved for this event.
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	Next Meeting: Tuesday February 11 @ 3:00 p.m.
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