



Fenelon Falls Tennis Club Executive Meeting – Summary Notes
Tuesday April 8 @ 7:00 p.m. via ZOOM

Executive Board Members:

Alexis Loney, President
John Howard, Past President
Lysa Shaw, Vice President

Teresa MacGuinness, Treasurer
Cathy Paisley, Secretary

1.	2025 Member Registration Update Cathy reviewed the report <i>FFTC Membership as of April 7 2025</i>. The following points were noted: ● As of April 7 2025, 76 members were registered with the club. ● It is expected that registrations will increase significantly in April. ● It appears that current registration is on par with last year at this time. ● Moving forward, the report will be a great tool for tracking registrations on an annual basis. The full report may be viewed by following this link.
2.	Financial Update Teresa noted the following: ● The balance as of March 31st was \$33,274.49 ● The only expense cleared in March was a \$34 hydro bill. All other transactions were income / deposits (membership fees). ● Alexis noted that the Ontario Tennis Association (OTA) fees are typically due in April. However, FFTC usually pays the fees later in the season to ensure that they accurately reflect the membership numbers. ● ACTION: In response to Teresa's request, Cathy will share financial reports on her screen at future meetings of the Executive Committee.
3.	OTA Gallagher Insurance Update – TLDSB Certificate of Insurance John provided an update with respect to the status of the club's insurance renewal for 2025-2026. The following points were noted: ● The process for renewing the club's insurance policy is now complete. ● The insurance cheque was sent to OTA at the end of March and was cleared by the bank on April 4 2025. ● John confirmed that club property did not experience significant damage during last week's storm. The updated insurance policy includes property coverage and will become effective April 1 2025. ● As required by the shared agreement, the FFTC insurance certificate has been forwarded to the TLDSB for their file as they have been added to our policy as an

	additional insured party re: liability. John noted that he is awaiting confirmation from TLDSB that FFTC is reciprocally named on their policy. • Alexis noted that the OTA insurance binder (PDF) will be filed on the Google drive insurance folder for future reference.
4.1	Marketing: Website Analytics Lysa reviewed the report <i>Fenelon Falls Tennis Club Google Analytics Report (April 2025)</i>. It was noted that the increased traffic and interactions on the business profile and website are a direct result of the SEO work that was completed by John Donahue earlier in the year. A copy of the full report is available by following this link.
4.2	Marketing: Promotional Material Postings In spring 2024, Alexis noted that she worked with Lori Knee to post FFTC flyers in various locations (eg. post office, library, local businesses) in Fenelon Falls, Lindsay, Coboconk and Norland. Due to the ice storm, the posting of the flyers was delayed this year and will be scheduled in the next couple of weeks.
4.3	Marketing: Facebook Postings Alexis noted the following: • The most recent post (March 2025) reminded members to register. • Future posts will promote the kid's camps and a general registration reminder. • To maintain engagement, it is important that the club doesn't overwhelm followers with too many postings at one time.
5.1	Communications: ZOOM Account During discussion, the following points were noted: • John noted that the club's one year ZOOM subscription was purchased through the Apple store. Although this purchase method allows for the assignment of one owner (John) and one administrator (Cathy), it prevents multiple users from scheduling or hosting meetings. It was noted that this has been problematic and has required that other software (Facetime) be used to schedule/host meetings. • As the one year subscription is non-refundable, members agreed that the current subscription will be continued until it expires in October. At that time, a new subscription will be purchased through the ZOOM website as it will provide the full board with the ability to schedule and coordinate meetings.
5.2	Communications: Reminder & Info Eblast to Members (Review Doc) Alexis reviewed the draft email, <i>Register Now for the 2025 Season</i>. It was noted that the red text highlights dates and other information that must be confirmed before it is sent out to the membership (2024 & 2025). During discussion, the following points were noted: • Storm Clean Up & Nets (April 9): John advised that the maintenance crew (John Donahue, Paul Standen, Greg O'Regan), Ham Keillor-Faulkner and Doug Paterson will meet him at the club on Wednesday morning to clear fallen limbs/brush from around the clubhouse, parking area and courts. Depending on the weather, this group may put up the nets as well • Locks (April 9): John will change the locks to the new codes on April 9th.

	● Water/Washrooms Available – (Week of April 21): John will arrange with the city to turn the water on within the next week. ● ACTION: John will advise Alexis when the above tasks have been completed. ● ACTION: Alexis will remove the paragraph regarding the re-build of the stairs /deck from this email as the project is weather dependent and the timeline is uncertain. This information will be sent out in a separate email once we have a better idea of the timeline for this project. ● ACTION: Alexis will follow up with John Donahue as to the timeline for activating the SKEDDA account (eg before/after May 1st). ● ACTION: To ensure that the courts are ready for the high school tennis season, Alexis will ask Marg to confirm with the phys-ed department head that they are planning to use the courts in mid-April. ● ACTION: Alexis will highlight the text (eg enlarge) related to ‘Save the Date’ to ensure that members notice this information. ● ACTION: Alexis will send out the email blast to all members (2024 & 2025) when the above action items are completed next week.
5.3	Communications: High School Liaison – Marg Pearson Update ● Once the SKEDDA account is activated, Marg will add the school’s schedule for using the courts.
5.4	Communications: SKEDDA Subscription Activation ● ACTION: Alexis will contact John Donahue regarding activation of the SKEDDA account and copy Teresa on the email to facilitate reimbursement for any outstanding payments due to John as he pays for the subscription monthly (US dollars).
6.1	Maintenance: Deck/Stairs Rebuild Materials Quote (Review Doc) During discussion, the following points were noted: ● The quote (Home Hardware Coboconk vs Home Depot) to rebuild the deck /stairs was prepared by Brian Loney and circulated to all members for review on April 4th. ● The ‘Buy A Board’ campaign raised sufficient funds (\$2,035) to cover the cost of the re-build. ● In response to Alexis’ comments, members agreed that Home Hardware Coboconk is the preferred vendor as they have a reputation for providing excellent service / product and it is important to support local Canadian businesses. ● ACTION: Alexis will ask Brian Loney to purchase the supplies for the re-build before the quote expires on April 15th. It is expected that Home Hardware will store the product until the weather improves and the club is in a position to start the project. If not, Alexis will store the material in her garage. ● Alexis noted that the benches on the deck are worn and it may be a good time to repair or replace them.
6.2	Maintenance: Windscreen Repairs John noted that he will pick up the windscreen from the club on Wednesday and will do the repair work at home.
6.3	Court Lights Contractors Quote

	As the snow has now melted, John noted that he has been in touch with the contractor to arrange a second look at the courts and determine site access. It is expected that a quote will be provided in the short term.
7	Social Committee Lead: Sue Simeson Lysa advised that four members (see below) have volunteered to sit on the social committee. As Sue Simeson is the lead, she will schedule the first meeting and reach out to committee members for assistance with specific events and tasks. ACTION: Lysa will send out an email to the committee members to thank them for volunteering and to advise of next steps. Social Committee: Sue Simeson (Lead), Cathi Begley, Heather Brooks, Jackie Madigan
8.1	2025 Events: Open House, Sat. May 24, 10am-1pm (Sue S.) Alexis noted that Sue Simeson will take the lead on this event and has reviewed the planning process with her. Members noted that they will be available to help with this event as required.
8.2	2025 Events: Boot Camp weekend, Sat. June 7th, Sun. June 8th (Lisa T. & Grace) Alexis noted that she will be meeting with Lisa Tooley, Lysa Shaw and Grace to review the format of the Boot Camp weekend.
8.3	2025 Events: Davis Cup July 12 (Lisa T) Lisa Tooley will take the lead on this event and will let us know the level of assistance that will be required.
8.4	2025 Events: Courts & Cards, June 20 or July 25 or Aug. 8 (Sue S.) Sue Simeson will take a lead on this event. As Sue is flexible with the date, members agreed that the June 20th date is best as it is early in the year and a great opportunity for members to engage with the club and meet other members.
8.5	2025 Events: Club Championships, Aug. 23-24 (John H.) John Howard will take a lead on this event. It was noted that the August date has worked well in the past as cottagers are still in the area.
8.6	Other Events? Alexis will ask that the Social Committee suggest potential club events. Members were also encouraged to suggest events that may work well for our club this year or in the future.
9.1	Programs: Junior Kids Camp Alexis provided the following update: • Grace has advised that Maya will not be involved in the Junior Kids Camp this year. • Alexis is forwarding inquiries re: Kids Camp to Grace for response. • To date, Alexis has not been in touch with Grace regarding the status of camp registrations.
9.2	Programs: Singles Ladder In May, Alexis will send out a communication to advise that all members will have the opportunity to participate in a singles ladder during the 2025 season.

10	Fundraising/Sponsorship Ideas In preparation for the upcoming season, Alexis asked members to consider fundraising ideas for the club. In the past, the Holiday Social membership raffle (to continue) and sale of sweatshirts with the logo have been well received by the club. ACTION: Teresa will research the potential for purchasing custom tennis dampeners from a Canadian supplier.
11	Other Business SKEDDA & WIX – Platform Choice: Members reviewed the rationale for purchasing the two US based platforms. Alexis noted that, in both cases, research was done to ensure that the platforms were the best option due to cost effectiveness, functionality and ease of use for volunteers. As it would require significant effort to switch to another platform, members agreed that it makes sense to continue with the SKEDDA and WIX at this time. Whenever practical, it was noted that Canadian products are the preferred choice. Email Distribution List – Master Registration Excel Spreadsheet: At this time, the registration spreadsheet includes three categories of membership – they are: • 2024 Members (2025 membership – not registered) • 2025 Members – New (2025 membership - registered) • 2025 Members – Returning (2025 membership - registered) In preparation for the upcoming season, members agreed that it will be important to have mailing lists for each category. In response, Teresa created a “Status” column that includes a drop down menu (New/Returning) and will allow for easy sorting/filtering of the three member categories. ACTION: Cathy will populate the spreadsheet as required. Club Volunteers – Thank You: In response to Lysa’s comments, members agreed that it is important to acknowledge and thank the members that volunteer their time and talents to ensure the success of the club. NEXT MEETING: Tuesday May 6 @ 7:00 p.m.