

MINUTES OF MEETING

Oak Bay Tennis Clubhouse – Monday November 21, 2016 at 7:05 pm

Present... Steve Perks, Cynthia Bray, David Hale, Keith Porter, Sylvia Pang, Brendan Braybrook, Danny Pizarro, Laurie Clarke, Al Title, Christine Kirchner (Oak Bay TC), Julie Rosenthal (Mill Bay TC), Ineke van Hasselt (Victoria TC)

Agenda Items:

1. Approval of the agenda
 - move to approve by Brendan, seconded by David - **carried**
2. Minutes of the last board meeting for approval
 - Approved by email Oct 27; noted and confirmed no additions/changes
3. Treasurer's report
 - transfer of the books from Al to Cynthia completed
 - Continue to work towards changing bank signatories; minutes of last meeting signed off by Secretary and President; need to have old signatories (Howie or Ross) sign off on the change, then get new cards for new signatories
4. Brochure
 - Laurie now has all required data and logos – expect production in next two weeks
 - Discussion and decision to continue with Vistaprint as supplier; although Brendan had another alternative
 - Invoicing to supporters to be done in January
5. Communications
 - Brendan has been able to retrieve Facebook credentials and posted an item today
 - Agreed that content parameters in general set to local news only
 - Committee struck to establish a communications plan for the next meeting that refers to the various communications options – Qtrly newsletter, Facebook, Website, Twitter
 - Committee members Laurie, Brendan, Danny (+Steve as ex-officio)
 - Sita domain name to be renewed – Steve/Brendan to pay by Visa by y/e and seek reimbursement
 - Consensus to move from Constant Contact to Mailchimp for mass distributions
 - i. Savings in monthly fees
 - ii. Standard template to be used for newsletters
 - Website credentials to be obtained from Mark Albright (Brendan) and desire expressed to update website 'look' – to be part of communications plan
6. Player Development
 - Mark Roberts, CEO of Tennis BC met with high performance coaches, interested participants
 - Brendan attended and reported on discussions:

- i. - they would access to our mailing lists in order to market tennis and tennis BC harder.
 - ii. - they are pushing for 8 junior "tier 2" tournaments on the island next year. these are quick format tournaments to get more young players competing. they would be below the level of the current junior tournaments that distribute ranking points (though they might still award some points). they want to bridge the recreational/high performance tournament gap.
 - iii. - they are interested in exporting the rec center/public court model that we have here to other parts of BC
 - iv. - they are interested in exporting our public court league model to the rest of BC
 - v. - tennisBC and the rec center tennis directors (dean, simon, eric) are very interested in SITA being more involved with communication
 - vi. - rec directors hopeful that SITA could perform some function (in conjunction with tennisBC) in helping them find sponsors for tournaments and events
 - vii. rec directors also hopeful SITA could play a role in convincing municipal parks+rec departments and councils to make better policy decisions around tennis facilities; that having an aggregate body representing more players would be beneficial in promoting those ideas to them
 - viii. - tennisBC seems to be working towards low cost per-user memberships (they view the number of memberships as more important than the amount of income derived from them, though they are still reluctant to lose it completely as a revenue source)
- Meeting reviewed the notes, appreciated the information and opportunity to hear them, was not receptive to transfers of mailing lists or doing communications merely on behalf of others, but are supportive of the Rec centres and Tennis BC in their roles, to the extent they are in sync with SITA's goals (which are expected to be most of the time)

7. Mixed League

- Keith reported list of club reps being finalized; then anticipate meeting in December to discuss formats etc.
 - timing and format depends on input from club reps; some already received
 - some revenue hoped to be generated (eg \$100 per team/club)

8. Revenue and fundraising

- Some discussion; group established to brainstorm funding ideas (David, Steve, Cynthia)

9. Insurance

- Steve had discussions with Tennis BC about what appear to be very cost effective options
- MOTION to (a) have SITA become a member of Tennis BC (cost \$192) to be eligible for group insurance (b) receive quotes for Directors and Officers' insurance and 3rd party liability, and (c) communicate those quotes via email for approval if appropriate
 - moved by Keith, seconded by David – **carried**

10. Budget and Methods for controlling expenditures

- discussion and agreement in would be a good idea to establish for 2017
- Steve and Cynthia to outline a basic one along with a few simple policies on spending

11. Date of next meeting established as January 24, 2017 at 7pm at Oak Bay TC

Adjournment: 8:25 pm by Steve, seconded by David, **carried**