

# Balboa Tennis Club

## Board of Directors Meeting Minutes

### July 15, 2014

Meeting called to order at 7:03 p.m.

**Attendees:** Dwight Van Slyke, Colleen Clery Ferrell, Janene Christopher, Mary Gunset, Pat Mason, Peter Conneely, Ruben Carriedo, C.T. Martin, Gregg Ward and Dan Hays and were present. Mark McDonough and Julia Gregory were absent. The Board voted unanimously to approve the minutes from the June meeting and board absences.

**Member/Guest Presentation:** None

**President's Comments:** 1. Dwight opened up conversation about offering a family membership and local media advertisement once again now that the remodel is almost complete. He believes the membership is flat in regards to the morning crowd and wants the Club to advertise in the North Park News and Uptown News with photos of the updated Clubhouse, bathrooms, kids in camps and the walkway when it's full to generate new business. He wants to stop advertising in Inside Tennis for a year and concentrate on the local market. A motion was made and voted unanimously by the Board. A committee was formed of C.T., Dan and Dwight to follow up on local advertising.

2. The prospect of a family membership was discussed and approved. A family membership will consist of two adults and any number of children, 18 and under, living in the same household for \$650 per year effectively immediately.

**Treasurers Report:** Colleen reported on the financials for the month of June as well as YTD. In the month of June, Daily Permits were up by \$600 and tournament income is elevated as well with the preliminary entries for the 2014 Balboa Open. With very little facility spending in the month of June, \$1117, the Club showed a net profit of \$140 for the month and \$25,520 for the year. As of July 2014, \$151,152 has been spent on the Belinsky Project. National Open 2014 totals show \$2,228 in profit.

**Tennis Director's Report:** Geoff was unable to make the meeting as he is preparing the draw sheets for the upcoming Balboa Open and Balboa Junior Tournaments.

**Club Director's Report:** 1. The Board voted unanimously to add a bequest notation on the member renewal form, as suggested by Janene after seeing this addition on the SD Zoo form.

2. The challenges of Cardamom Cafe in regards to the Federation Tournament and overall irregular hours were mentioned. The Board agreed to monitor the situation and then come to a decision after tournament season. The Board expressed the following concerns: signage, tables, hours, presentation and consistency. Colleen was authorized to speak with Cardamom regarding these areas of concern.

3. Colleen reviewed the City's ADA plan to install cement pads next to the memorial benches in front of Reservations, lower the counter and replace the pathway leading up to the Reservations desk and bring all these areas up to code. Dwight and Janene agreed to join Colleen in meeting with the City planners and engineers the following morning.

4. After reviewing the Daily Log for June, Colleen was authorized to send a letter of warning to member who has been continually taking off shoes and socks in the Clubhouse and causing a confrontation over the television channels.

### **Committee Reports**

A. **Facilities:** Dan hasn't moved the pots over to the Club yet.

B. **Constitution and By-laws:** None

C. **Contract and Lease:** None.

D. **Employment and Personnel:** Gregg said the Employment Committee didn't meet yet had another date on the books.

E. **Newsletter Deadline:** November 2014

F. **Ethics:** None.

G. **Youth Program:** None

H. **Activities:** None.

I. **Special Projects:** None

J. **Web Site Updating:** None.

**Unfinished Business:** None

- New Business:** 1. The Board agreed to continue posting Board Meeting Minutes on the website and not to send them out through the weekly update.
2. Janene is compiling list of positive comments regarding the Belinsky Project and posting them on Facebook.
3. The Board voted on sign #1 for the entrance to the Clubhouse with small changes noted by Colleen. She will follow up with sign maker.
4. Dwight added some last minute thoughts on the final phase of the Belinsky Project which is the permanent tournament center, originally budgeted for \$26,000. He proposed putting aside a designated amount of the Club money each month to add to the remaining Belinsky funds. He still hasn't given up on the possibility of the City donating the end of the Reservations building to the Club for the tournament center.

**Adjournment:** 8:00 p.m.