

**Minutes of February 18, 2010
BRSC Regular Meeting**

Board Members Present:

Jim Colby, Sheryl Putnam, Rich Colbert, Vivian Klein, Jenny Grunke, Mike Frelleson, Dave Northness, Mike Kirby, Jonathan Bloomer, Jerry Adams

Board Members Absent:

Sharon Pointer

Members in Attendance:

None

Staff Present:

Bill McGrath, Debbie Schlund, Maryann Moorhead

Call to Order:

President Colby called the meeting to order at 6:01 pm.

January 2010 Minutes

The January 2010 minutes were previously approved electronically. No action required.

January 2010 Membership Status Report

Maryann presented the January 2010 membership report.

Full dues paying members:	495
Total tennis members:	515
Total fitness members:	43

There was discussion regarding the membership report and related membership changes for January 2010.

Maryann also prepared a list of the BRSC committee roster.

Manager's Report

Bill McGrath reported that the Men's 55 National Tournament has been going on all week at the BRSC. Member Jake Putnam has been taking photos and writing a blog about the tournament. The blog has been published on Blogspot and on Facebook. Jake and Bill have been in discussions about continuing this type of social media in a Member of the Month type of event.

Bill reported that 27 juniors attended a clinic at the end of January.

Bill reported that the Twilight Even Tournament experienced a 16% increase in player participation from 2009, resulting in \$1,258 net income to the BRSC.

Bill reported that the Tier 5 Junior Program under Cory Dalos' direction is extremely successful. The top juniors are playing in this program including Mariana Gould who is a nationally ranked junior.

Bill stated a new ladies indoor doubles league is starting. The league will continue for eight (8) weeks.

Bill reported that the fitness room rental upstairs is creating an increased source of income to the BRSC. The rental cost is \$25.00 / hour.

Bill has reached out to area high school tennis coaches to inform them of the indoor courts at BRSC that may be available for matches if weather is an issue for high school match play.

Bill reported that the BRSC employees have an additional wellness program opportunity. Golds Gym will provide a corporate membership for BRSC employees at a reduced monthly rate.

Bill reported that written clarification had been received from the club's insurance company on how to calculate the average number of hours worked per week in order to receive health insurance coverage. Bill confirmed that the calculation used to determine "30 hours average per week" is calculated using the prior full year.

Bill reported that a revised job description has been developed for the head pro position.

Bill reported that the requirement to be a BRSC team for USTA spring mixed league will be 100% BRSC members.

Facilities Committee

Sharon Pointer was not present to provide a facilities committee report. There was discussion, however, regarding the need to empty the trash receptacles more frequently. Additional issues that were discussed included the work order process and general cleanliness issues with club facilities.

Finance

Mike Frelleson presented the January 2010 financial statements. Depreciation and interest were more for January 2010 as compared to January 2009. Mike F. stated that tennis lesson income increased approximately \$8,000 in January 2010. Admin wages were higher in 2010 compared to 2009 due to a vacancy in the General Manager position in January 2009.

Mike F. stated that some additional clarification is needed in the food and beverage items. This will be discussed under New Business.

Vivian made a motion that the January 2010 Financial Statement be accepted. Jim Colby seconded. The motion carried.

Marketing Committee

Sheryl Putnam reported that there is no new activity to report. The marketing committee will be meeting to review the draft marketing plan developed by Bill.

Communications Committee

Jerry Adams reported that the communications committee held its initial meeting in January. The committee determined their responsibilities and made the determination to initially focus on internal communication with existing members. Communication methods include:

- The BRSC member directory;
- The BRSC web site;
- The newsletter / newsflash;
- Reader board;
- Posted notices.

Jerry reported that he had met with Ed Henderson, the previous communications committee chair. Ed's role was primarily focused on providing technical support to the BRSC web site.

Jerry reported that the committee will be working closely with Maryann Moorhead to review materials prior to publication.

Jerry reported that the 2010 member directory is currently in production. Approximately 2500 copies were produced the last time the directory was updated. Advertisements in the directory pay for its' production costs. Most current advertisers have expressed interest in advertising in the 2010 directory. Efforts will be enhanced to bring additional advertisers on board in concert with the marketing committee. Future revisions of the directory will be done in a more efficient manner.

Jonathan Bloomer will assist with promoting advertising opportunities.

Jerry suggested that the marketing and communication committees get together to discuss these efforts, among other issues that cross-over the two committees.

Jerry reported that the committee has reviewed each page of the BRSC web site and has offered ideas and suggestions for improvement to Maryann. Currently, the BRSC has a contract with TennisConnect for website services. The service costs \$695.00/year. There are additional features that the BRSC is not currently using that will be examined in the future. Jerry reported that the committee may research the possibility of using a computer science student at BSU for an intern opportunity to assist with the BRSC web site.

Additional ideas for advertising opportunities around the club include selling banners, etc. were discussed.

Employee Handbook Committee

Rich Colbert reported that the committee is in the process of reviewing, editing and merging the document into a finished form. The committee will provide each board member with a copy of the draft employee handbook prior to the March 2010 meeting for review. Once the full board has reviewed and approved the new employee handbook, each BRSC employee will be required to acknowledge receipt of the new handbook.

Rich reported that the committee will also review the pertinent section(s) out of the member directory that pertain to the employee handbook and will provide feedback to the communications committee.

Old Business

There was no old business.

New Business

Tournament Committee

Bill reported that in response to some feedback received in response to the most recent two (2) tournaments, it was suggested that a tournament committee be formed to provide input into the tournament process. Members of the committee would consist primarily of members, with one or two board members serving as liaisons.

Discussion around this topic included how and when to grant avoidance requests; how to encourage tournament participation; and how to reward tournament champions. It was generally agreed that members of the tournament committee need to work behind the tournament desk to understand tournament scheduling, etc.

Dave Roberts was appointed as tournament committee chair with Vivian Klein serving as the board liaison.

2010 Budget

The Finance Committee met on Tuesday to review the 2010 budget. The committee agrees with the projected revenues and expenses as proposed and recommends approval of the 2010 budget. Jerry made a motion that the 2010 Proposed Budget, as revised on February 17, 2010 be approved. Rich Colbert seconded the motion. The motion carried.

Food Service Operation

Mike Frelleson discussed the food service operation. Mike F. will be undertaking a review of what the club is serving, and all associated costs with the food service operation. Changes may be recommended after a thorough analysis. There was discussion about how much food service to offer, if at all.

Personnel Committee

Jonathan made a motion to go into executive session at 7:33 p.m. Seconded by Rich Colbert. The motion carried.

Jonathan made a motion to come out of executive session at 8:01 p.m.. Seconded by Mike Kirby. The motion carried.

There being no further business before the Board, Dave made a motion to adjourn the meeting at 8:01 p.m. Seconded by Jim. The motion carried.

Submitted by Sheryl Putnam, Secretary.