

**Minutes of May 20, 2010  
BRSC Regular Meeting**

**Board Members Present:**

Jim Colby, Sheryl Putnam, Rich Colbert, Jenny Grunke, Vivian Klein, Jerry Adams Sharon Pointer, Dave Northness

**Board Members Absent:**

Jonathan Bloomer, Mike Frelleson, Mike Kirby

**Members in Attendance:**

None

**Staff Present:**

Bill McGrath, Maryann Moorhead

**Call to Order:**

President Colby called the meeting to order at 6:04 pm.

**April 2010 Minutes**

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

**April 2010 Membership Status Report**

Maryann presented the April 2010 membership report.

Full dues paying members:	524
Total tennis members:	550
Total fitness members:	41

Maryann also presented a graph that represents membership from April 2009 – April 2010.

**Manager's Report**

Bill reported that Pepsi has become a sponsor of two of our major tournaments, one being a junior, donating a total of \$2,000.

The Silver Spa is a new sponsor, giving \$350. Bill is working on another potential \$500 sponsor.

Bill reported that Nan Jacobsen is being incentivized to secure sponsors for upcoming tournaments and mixers.

The first session for the new Junior Team Tennis, a USTA sponsored program is June 7 to July 14<sup>th</sup>.

Robert Sterk will be running the 2<sup>nd</sup> session at BRSC.

Bill reported that the BRSC Club Championships had 190 participating members and generated \$2300 in revenue and \$2044 in snack bar sales. This was considerably more than this tournament generated last year.

### **Facilities Committee**

Sharon provided the Facilities Committee report.

The swimming pool filter has been replaced. New showers have been installed in the Pool House. New pool furniture has been purchased.

The existing telephone system was discussed. It was agreed that although the system is old, it is still functional and should not be replaced immediately. This will be re-evaluated in Fall 2010.

Sharon reported that a new beer cooler has been installed in the snack bar area.

Sharon reported that the blinds in the yoga room need restrung and/or replaced. Sharon will meet with Bill to discuss repair/replacement options.

Courts 6-7 are scheduled for resurfacing.

The chain-link fencing has been opened up between outside courts #2 and #3.

Permanent benches have been installed in the grassy areas outside by courts #5 and #8.

The Board discussed the need for monthly facilities walk-through inspections with Facilities Supervisor, Chadd Stewart. The Board will be taking an active role in participating in these monthly facilities inspections.

Sharon reported that an annual maintenance calendar will be forthcoming.

### **Finance Committee**

Jim presented the Finance Committee report. The 2009 annual report has been completed. Adjustments of approximately \$41,000 in additional expenses were booked resulting in a \$13,000 loss for 2009. These included a \$23,000 adjustment to property tax due to the increased assessed value of property for the new building.

Revised April 2010 statements will be provided at the June 2010 Board Meeting reflecting revised property tax expense accrual.

Dave provided additional explanations on April's Income Statement. There was general discussion that selected capital expenditures need to be deferred and re-evaluated in the Fall.

There was general discussion regarding appealing the upcoming property assessment valuation.

Bill stated that the budget will need to be adjusted and re-forecasted. Bill plans on submitting a revised budget for Board review in June 2010.

No action was taken to approve the April 2010 Financial Statements.

### **Marketing Committee/Communications Committee – Joint Report**

Sheryl requested that Jerry Adams provide an update on a joint meeting between the Marketing and the Communications Committee. Jerry reported that both committees met jointly on May 10<sup>th</sup>. It was decided that the committees should meet on a monthly basis on the 2<sup>nd</sup> Monday of each month beginning in June 2010 to work on initiatives identified to be within the scope of the joint responsibilities of the committees.

Special invited guests Wendy Nielsen and Matt Warren from the Idaho Tennis Association presented information at the May meeting about the steps they took to research and develop the web site for the IdTA. Both the Marketing and Communications committees agree that there is a need for an improved BRSC web site and weekly news flash, neither of which now represent the professional appearance that the club's membership needs and desires. The committees recommend continual pursuit of these enhanced communications/marketing tools to the extent that the investigations look into improvements of what we have or an investment in the future to acquire new web site and newsletter formats that can be regularly updated.

The joint committee also discussed the reader board and the agreement BRSC has with Target Your Market LLC for its placement in the BRSC snack bar. The club paid \$100 for its initial installation and use as a message board in four locations for one year (9-08 to 9-09). Other locations are Buzz Coffee & Cafe, Office Bar & Grill, Tuscan Day & Spa, and Gem State Gymnastics. We will ask Bill to see if BRSC can leverage more presence than four outlets, and if not, the joint committee recommends non-renewal of the contract and removal of the screen. In its place, the club should pursue installing a 32-inch monitor on which club information may be displayed, assuming a staff member can manage and refresh periodically the content of the reader board.

Maryann thanked Jerry and Vivian for editing the updated directory. Although there have been a few unexpected delays, Maryann anticipates the directory going to print in May and be ready for distribution by the end of the month.

Maryann also reported that pursuant to a suggestion from Jerry, all member data in the directory has been captured in a Word document for future editing purposes. Maryann hopes to increase the amount of advertising space in the next directory. There was some general discussion regarding printing pocket-size directories, distribution plan for directories and recommended cost recovery price for requested additional copies.

### **Employee Handbook**

Rich reported that the draft Employee Handbook has been reviewed by legal counsel. A few minor revisions need to be completed before the handbook can be finalized.

**Old Board Business**

Jim stated that work is underway to verify that all changes to the BRSC By-Laws have been accurately incorporated.

**New Board Business**

Jim reported that review of the BRSC and stockholding requirements/limits will be performed.

**Personnel Committee**

No business

There being no further business before the Board, Rich made a motion to adjourn the meeting at 7:23 p.m. Seconded by Jim. The motion carried.

Submitted by Sheryl Putnam, Secretary.