

MINUTES - KTC Executive Meeting
Wednesday, May 20, 2015, 7:00pm
34 Lakeland Point Drive (Paula's home)

1. Review/approve minutes of meeting from Wednesday, April 15, 2015

Update on Item 5: Paula contacted OTA to see if they could help with the Fort Henry Pan Am Games event. The OTA is considering bringing a hitting cage for us to use at the event.

Minutes approved.

2. Social Media - implementing the KTC Facebook Page & recognizing the existing KTC Facebook Group as 'official'

See Appendix A. Agreement to transform the “unofficial” group page into an official KTC group and also have an official business page.

3. Tournaments - entry fee at \$20 (was \$15); prizes of t-shirts/golf shirts for Winners & Finalists

Accepted.

4. Staff - protocol for communication/supervision by various board members

Staff are new this year and are possibly finding that it is confusing to be supervised by many people. Further, arguing amongst ourselves in front of the staff reduces our credibility as employers. Proposal that there is one person who is the lead staff coordinator. Agreement that this will be Dave. Each “discipline lead” communicates directly with the stewards regarding tasks in their area of responsibility. However when there are issues that involve other board members, these should be discussed with Dave (and possibly others) prior to communicating with the stewards.

We need to start thinking about hiring a club manager as our corporation has grown and will continue to grow with the new clubhouse.

We also need to start thinking about updating our operating manual so that stewards have clear guidelines on operations.

Dave will be holding informal performance reviews with each steward to discuss expectations and performance (positive and formative feedback). This will also be a good time to determine if the stewards have any issues or concerns that we can help with.

5. Membership Report & Member Donations (Bud)

We are on target, 487 members (last year at this time we had 478). We expect 30-35 more members by July 1. Observation that there are more new faces using the courts. 71 brand new members this year so far, and many new and existing members are taking lessons (private, semi and group).

Members have donated \$2,795 (\$1,000 of which was from one person). Bud will send thank you emails to those who have donated and Isabelle will say a “thank you” in the newsletters (no names).

6. Junior Development (John)

Plans for junior development have been made without keeping John in the discussions.

Paula apologized for this oversight and will include John in future Junior Development discussions/emails.

John **will ask Christian** to encourage kids that are taking lessons to come early for drop-ins.

7. Drop-In Doubles - guidelines for Sunday afternoon "Competitive Drop-Ins"

We have 3 sets of drop-ins: Tuesday/Thursday mornings, Friday evenings, and Sundays.

We need to decide on the Sunday session – is it an official drop-in? If so it needs to be treated as such (administered by the club). If not, then it needs to be a private booking with all player names assigned at the time of booking.

Taco will speak with the group and they will decide what they want to do.

If they decide on an official drop-in, Christian has suggested that a player level of 3.5 and up would be appropriate.

8. City of Kingston On-Street Parking (Paula)

The City is proposing a neighbourhood meeting (residents, KTC, lawn-bowling) to discuss the on-street parking. This will be held on Monday, June 8th (tentative) at the bowling club. Paula will attend. From there it will go to council for approval. We are hoping to get a 3 hour limit.

9. Update on Financial Status and Finance & Risk Committee (Taco)

Discussion around reimbursing board members for various expenses. We do not have clear guidelines on what should be reimbursed. The current policy allows \$0.35/km for driving on club business **with the annual total being limited to \$300.** However no definition of what qualifies as reimbursable miles. It will be up to the board members to determine what they believe qualifies.

10. Infrastructure Committee Report (Paula)

See Appendix B. Paula and Taco will complete the Trillium Grant application.

11. Set next meeting date and location - proposed date of Wednesday, June 17

John to host. Date accepted.

12. Other business

Proposed changes in lesson rates. Agreement on prices outlined in Appendix C.

Meeting adjourned 9:30pm

Appendix A

Social Media - Facebook

Facebook continues to be the most popular social media application. There are two types of Facebook applications that we can use to promote the KTC. Members may subscribe to either or both applications. Each of them has its own purpose and works for different types of content: promoting a brand, or interacting with others with the same interests. A Page is meant to be more of a broadcasting platform, one-to-many, whereas Groups are meant for collaboration and discussion amongst a group of people who share a similar interest.

Facebook Pages are ideal for two-way communication: from you to your members and from your members to you (if you allow it), but not so much between members. They are good for companies and organizations who want to make announcements to large groups of people.

Facebook Groups allow equal communication between all members of the group: they are good for enthusiasts who want to talk between themselves with no one person or organization dominating. They promote online community.

See <http://snavski.blogspot.ca/2012/01/how-to-use-facebook-for-sports-clubs.html> for discussion on the use of Facebook by sports clubs.

KTC Facebook Status

Yaoting Zhang began an 'unofficial' KTC Facebook Group in 2014:
<https://www.facebook.com/groups/247055945489323/>

This format facilitates social communication between members, such as setting up ad hoc games, selling tennis-related items, and other activities. Currently, Yaoting and Paula are the group's administrators and membership is by approval of an administrator. Yaoting would like us to make the group 'official' and promote the Facebook Group to the KTC membership. He is willing to continue as the administrator.

Facebook created a Page for the KTC as the result of several people searching for it by name over time: https://www.facebook.com/pages/Kingston-Tennis-Club/221937987831326?ref=aymt_homepage_panel

Yaoting brought this to Paula's attention in 2014 and she was able to claim ownership of it for the club. It has lain inactive since then. A Facebook Page is primarily for one-way communication from the club to the members and is a clumsy vehicle for members to interact with each other. People can add comments but it is not meant for direct exchanges. It can include a display of our Twitter feed. Clare Webb, our Camp Director, worked with social media at Bishops

University and is willing to work with Paula to set up a Facebook Page for the KTC. The Page would be administered by the stewards and Paula.

A comparison of the attributes of **Facebook Pages & Facebook Groups** follows.

1) Facebook Page - public; used primarily for one-way communication

[Facebook Pages](#) enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.

Page owners can post stories, add a cover photo, host events and more. Those who have "liked" a Page will see the Page's updates in their News Feeds. Anyone can create a Facebook Page, but only official representatives can create and manage a Page for an organization, business, brand or public figure. It's free to create, and once it is set up, the Page is optimized to look the same across computers, phones, tablets and other devices. A Twitter tab can be set up to link to the Facebook Page.

Pages come with a set of features that Groups don't have, for example, the ability to manage notifications, messages and scheduled posts on the "Activity" tab. Pages also come with a section called "Insights," which help track how posts are performing and who is connecting to your Page. This section shares engagement information and breaks down the demographics of the Page's fan base to help the creator understand who their fans are. In the "Settings" tab, Page owners can change visibility, choose whether they want people to post to the Page, enable messages, set up profanity filters and more.

Page administrators can view an activity log to see published posts and comments. In this log, administrators can delete posts, comments and hide or allow posts.

2) Facebook Group - can be public or private; used for informal communication

When you [create a group](#), you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Groups range widely, from members of a church group or athletic team organizing activities to serious topics on politics and world events or even more lighthearted themes.

- There are two ways to join Groups – a Facebook friend adds you *or* you 'ask to join' and an admin of the Group accepts your request.

- Groups don't allow much branding at all. You get only your profile picture (a small square image), and nothing else.
- Groups don't allow other tabs/applications. This means you couldn't run a competition, or have a contact page, welcome page or anything like that.
- An experience is that Group posts don't go to your newsfeed. Instead, you get a 'notification' that someone has posted in the group. This can be both good and bad – it's good because people definitely won't miss it, no matter how long after you post the content they log onto Facebook. However, sometimes when there is too much posting going on it just gets so annoying a lot of people choose to change their notification settings so that they don't receive these anymore. As the posts aren't fed to your Facebook newsfeed, you effectively forget about the group forever because there is nothing prompting you to visit.

Comparison of Facebook Page & Facebook Group

	Page	Group
Purpose	Represent particular person or brand	Collaborative environment for a group of people
Restrictions	Public or admin-only	Public, closed (visible but must request to be added) or secret (cannot be found by search or any other means)
Add people	No (can suggest page)	Yes – only those who are Facebook friends of Group members
Facebook Notifications for fans/members	Only if someone comments on/likes the post you have made or commented on.	Default: FB notifications (and potentially email) for all new wall posts (by anyone) – can be changed.
Posting restriction	Posting can be restricted to Page admins only or open to everyone	Posting can be restricted to Group admins only, or open to everyone
Wall	Yes	Yes
Post images	Yes	Yes
Comment/Liking ability	Yes	Yes
Create events	Yes	Yes
Applications/tabs	Yes	No
Posts fed to newsfeed	Yes	No
Polls	Yes	Yes
Create shared docs	No	Yes
Group/Page email address	No	Yes – this means the group members have access to a group email address that when used sends content directly to the Group wall.

Chat	No	Yes – through chat bar
View other fans/members	No	Yes
Advertising	Yes	Yes – unless a closed group
Vanity URL	Yes – you can choose	No – though it is a logical URL determined by Group name. ex. www.facebook.com/groups/groupname although sometimes it may have a string of numbers at the end.
Indexed by search engines	Yes	Yes – but not if secret
Notes	Anyone can search, find and join a Page unless it is set to admin-only. Admins have the ability to delete/ban people.	Anyone who is a member can add another member. This can lead to groups getting out of control. However admins are able to delete/ban people from the group.

Appendix B

Report on Infrastructure Project by Paula Loh to the KTC Executive May 20, 2015

Infrastructure Committee

February 26, 2015 - meeting of the Infrastructure Committee. Included design discussions with Mike Preston, report from Finance Committee meeting of February 25, revised project timeline, and discussion of use of second-hand equipment.

April 7, 2015 - initial site visit by Doug Prinsen, Civil Engineer

April 9, 2015 - meeting of the Infrastructure Committee, featuring exterior design discussions with Mike Preston.

April 30, 2015 - meeting of the Infrastructure Committee, featuring exterior design discussions with Mike Preston.

May 7, 2015 - meeting of the Infrastructure Committee, featuring exterior design discussions with Mike Preston.

May 14, 2015 - meeting of the Infrastructure Committee, featuring exterior design discussions with Mike Preston, followed by financing discussion, receipt of Phase 1 Environmental Site Assessment, and amendment of chronology of next steps for club house construction project (removed Special Meeting with Neighbours prior to application to City's Committee of Adjustment; added a meeting with Bob Keene of Infrastructure Ontario prior to Special Meeting with the Club's Membership that is scheduled for September, 2015)

The next meeting is scheduled for May 21, 2015.

Trillium Foundation Grant

Their website has been updated with regard to funding applications [see <http://www.otf.ca/apply-grant/registration-application-deadlines>]. Organizations must register online at least 4 weeks prior to the deadline for which they intend to apply, starting from July 22, 2015. Application deadlines for capital grants are: September 2, 2015 and January 6, 2016.

Infrastructure Work

March 13, 2015 - the **Phase 1 Environmental Site Assessment** was completed by ASC Environmental for \$1800. The objective of this Phase I ESA was to assess actual and potential contamination as a result of past and present uses of this property and adjacent properties (250 metres radius) for purposes of potential property development. Conclusions of the report:

(1) There was no evidence of contamination at the property during the site walkthrough visit.

(2) Designated substances (mercury, silica, lead, arsenic, and asbestos) and PCBs may be present in the building materials. Special procedures may be required for protection of workers if materials containing designated substances are encountered during re-development. They recommend undertaking a **Designated Substance Review and Hazardous Materials Survey** prior to building renovations or demolition (\$2,000 budgeted), as required by Section 30 of the Occupational Health and Safety Act (OSHA) and Ontario Regulation 490/09.

Appendix C

[as of May 20, 2015]

2015 - Lesson Fees, Staff Wages, Camp Rates

Title		CLUB PRO	TEACHING PRO
Certification Level		Christian (Club Pro 2)	Isaac (Instructor)
Private	Member	65	40
	Non-Member	85	60
Semi - 2 people	Member	70	50
	Non-Member	90	70
Semi - 3 people	Member	75	60
	Non-Member	105	90
Semi - 4 people	Member	80	80
	Non-Member	120	120
Group Lessons (per person for 6 sessions)	Member	80	
	Non-Member	100	

Pro receives the Member rate, less a \$15 court fee.

Staff Wages

2013 - Instructors \$12.50/hr
Camp Director \$18.00/hr
Stewards \$10.25 (minimum wage); to \$11 for good over 18, \$10 for good under 18 (usually part-time)

2014 - Stewards \$11.00 (minimum wage for unproven)
Instructors \$12.50/hr
Camp Director \$18.00/hr

2015 - Instructors \$13.50/hr
Camp Director \$19.50/hr
Stewards \$11.00 (minimum wage for unproven)

[Note: Ontario's minimum wage will increase to \$11.25 as of October 1, 2015.]

2016 - Instructors will increase to \$14.00/hr
Camp Director will increase to \$20.00/hr

Camp Rates

In 2015, camp rates increased by \$5.00 for Full Day and Half Day for both Members/Non-Members.

	Full Day Tennis Ages 7-17	Half Day Tennis Ages 5-17	Before/After Camp Supervision
Members	\$245.00	\$135.00	\$6.00/hr; \$30.00/session
Non-Members	\$265.00	\$155.00	\$6.00/hr; \$30.00/session
	Includes lunch	Lunch extra at \$35.00/wk	

[In 2014, camp rates increased by \$20 for full-day/\$10 for half-day campers.]