

**SUN VALLEY ELKHORN ASSOCIATION
TENNIS COMMITTEE MEETING
March 31, 2009**

MINUTES

PRESENT: Jack Dalieri – Chairman
Charlie Foss
Margaret Walker
Jeanie Wright
John Grabow
Chuck Williamson - Staff

Call to Order

Jack called the meeting to order at 8:30 a.m.

Establish a Quorum

A quorum was established with five (5) committee members present.

Read and Approve 9-2-08 Meeting Minutes

Those present reviewed the minutes of the September 2, 2008 meeting of the tennis committee. After discussion, **Motion: Charlie moved to approve the minutes as presented, John seconded, motion unanimously approved.**

Manager's Report

New Amenity Card System – Chuck reported the new amenity card software has been selected and purchased. The goal is to have the software in place and ready for use by May 15, 2009. The amenity card system is card swipe/bar code capable for quicker check-in and better usage reporting. The system will allow for tracking all programs and maintaining accurate accounting of revenues generated from programs. The software has email capabilities for direct marketing of programs and clinics towards players who may be interested. Chuck reported additional improvements planned for 2009 include water coolers at the Harker Center and shade structure and outdoor furniture for the Village amenities.

Old Business

None

New Business

2009 – USPTS – Fee Schedule Approval – Jack explained to those present the proposed Fee Schedule presented is a result of the comments from the Committee members through email prior to the meeting. The Committee Members agreed that a “cardholder” and “non-cardholder” category format for the fee schedule is better than the Owner, Cardholder and Non-Cardholder used in previous years. Based on the Committee proposed fee schedule, Cardholder and Non-Cardholder categories, the impact on USPTS income is not significant. The difference between USPTS and Committee proposed fee structures on projected revenue, based on 2008 usage, would be approximately \$700. Both rate schedules generate income in excess of 2008 revenues and offer Bill an opportunity for further revenues by promoting and implementing additional tennis programs and clinics. Charlie expressed fees for non-cardholder under ball machine rental is not applicable as there is no circumstance when a non-cardholder would be permitted to use a court by themselves. Chuck stated he would remove this item

from the fee schedule. After discussion, **Motion: Margaret moved to approve the amended fee schedule for 2009, Charlie seconded, motion unanimously approved.**

Jack asked if USPTS had presented any request for scholarships or guest passes as indicated in the requirements of the 2009 contract agreement. Chuck stated he has no scholarship request from USPTS or Bill at this time. The Committee reminded Chuck that any scholarship or guest pass request must be pre-approved by the committee.

2009 – Guest Fees and Passes – Jack reported the Board approved a \$10.00 guest fee and a 12 guest punch card for property owners in 2009. The decision was based on the overwhelming support of the members in favor of guest fees in combination with a guest pass punch card program. The punch cards will be maintained electronically through the new software system this tennis season. Each property will be assigned an electronic punch card at the start of the tennis season that will expire at year end.

2009 – Tennis Court Use Policies – Jack explained that he had Chuck amend the Tennis Court Use Policies taking into consideration the effect of the new software system on the existing policies. Chuck reported that many of the reporting and sign-in requirements were eliminated. The only other significant change is all non-cardholder program participants will need to have a program participation card. The card is necessary for tracking court usage and revenues.

2009 – Tennis Programs and Clinics – Jack reported the programs and clinics proposed are a result of input from Committee Members. The programs and clinics have been designed to promote beginning tennis and enhance play for existing tennis players. Margaret expressed the need to have new programs and clinics held at the Harker Center for the best possible tennis play experience. Those present reviewed the proposed programs, clinics and socials and finalized clinic and program location and times. “Ground Strokes” and “Special Strokes” were eliminated from the clinic offerings but may be reviewed later in the season based on player interest. Committee members expressed that ground and special stroke offerings may be better served in a private or group lesson. Those present expressed the need for very active promotion of clinics and programs to assure success. Chuck was instructed to work with Jeanne Wright on promotional material for programs and clinics. The committee would like to use easels at tennis locations, directed emails, flyers, monthly schedule handouts and the newsletter to promote programs and clinics.

SVEA Tennis Activities 2009 – Goals – Jack reported that he and Margaret worked together to develop goals the Tennis Committee should strive to achieve in 2009. Those present reviewed the goals outline and unanimously agreed with content presented.

ADJOURNMENT

With no further business, **Motion: John moved to adjourn the meeting, Jeanie seconded, motion unanimously approved.** Meeting adjourned at 10:55 a.m.

Respectfully Submitted,

Chuck Williamson
Recording Secretary