

ALBERTA TENNIS ASSOCIATION
BOARD OF DIRECTORS MEETING

Occurring on January 21, 2012
The Glencoe Club, Calgary, AB

Attendees

Board Members: Glen Scott, Jim Orchard, Don Voaklander, Derri Thomas, Kyle Runzer, Tobi McLeod, Shaun Richards, Bob Rivard.

Absent: Doug Rault, Jeff Cheverie

Staff: Jill Groves, Ken Rutherford, Charlie McLean, Jeff Spiers

Minutes

1 Call to order

1.1 Meeting called to order at 11:12 am

2 Approval of minutes

2.1 **MOTION:** To accept draft minutes of previous meeting which took place on October 22nd, 2011. MOVED BY: J. Orchard; 2nd: K. Runzer. **CARRIED.**

3 Community Development Update

3.1 Review of 2011 objectives by J. Spiers, Community Development Coordinator- because of new position a learning curve existed. LPT has no results. PHE curriculum- two professional development days, two wellness fairs, no school programs. Goal is to deliver schools programs through First Serve in the spring. First serve master agreement with schools runs out at the end of the school year.

3.2 FUNdamentals- no progress.

3.3 CTT- objective ongoing. One day tournament targeting eight elementary schools at Stanley Park in Calgary.

3.4 RRT events increased in schedule but many cancelled due to low registration. ACTION: marketing and communication plan to be developed.

3.5 U8 team league fall registration was 48. Lower registration for winter session.

3.6 Instructor course- Plans to become a CF were cancelled due to low registrations. Attending CF regrouping in TO in March. Min 24 participants needed for the spring instructor course to run.

3.7 BTC strat plan not yet developed. Three Calgary BTC's recruited. Priorities include programming support, schools, and training of volunteers.

3.8 Advanced Tour participant numbers are down. Primary reason is because of lack of education and communication (staff not available to influence- ie HP Coordinator position was reduced to part time). ACTION: letter to be drafted to ask clubs to send a minimum of four players to all events. To be discussed with TC. Ken Rutherford to coordinate efforts off-line.

- 3.9 Calgary Tennis Society is still inactive. Waiting for most recent year end financials to be produced to move forward.
- 3.10 Revenue generation is a challenge due to restrictions placed on schools. Strategy may be to fund through donations/sponsorships.

4 High Performance

- 4.1 HP Committee requests approval of recommended policy: On the first event of each season (where there are no applicable national points) the top 4 based on based on Rogers Rankings, all events will be based on national points. That is, if a player is U12, to register in U16, she must be in top 4 in the U14's to qualify to register for u16's as well. **MOTION:** Adopt the policy recommendation of HP committee. Derri, Glen second. Carried. **MOVED BY:** D. Thomas; 2nd: G. Scott. **CARRIED.** **ACTION:** staff to communicate to players and coaches.
- 4.2 There is concern regarding the competencies of highest level players in AB. HP strategic plan includes goal of 12 to 16 players in U12 and 10 for U10 HP Provincial Teams.
- 4.3 Issue with HP program lies in club culture and adherence to LTAD guidelines. Human resources are needed to better program. Disconnect between coaches and parents/players. **ACTION:** Plan to build and deliver parent education plan to be developed. **ACTION:** Charlie to develop strategies for mitigating issues.
- 4.4 Goal to deliver weekly NTC program. All 8 U8 players brought into the weekly program are still playing on the U12 tour.
- 4.5 Talent ID- TC willing to provide funding to develop new U8 players (physical literacy skill measurement). To be launched in spring and carried out with weekly program.
- 4.6 Two U12's and two U14's are involved with the national program.
- 4.7 Jr. Nationals- coach applications will be sent out except for U12 which will be selected to be consistent with HP program. Two coaches have been historically approved to attend U12 nationals.
- 4.8 CSG- \$3000k for year 2 funding for U15 doubles competition. \$46.5K requested for Year 3 funding. Coaches to be selected through application process.

5 ED Update

- 5.1 **Facility Development- an in-depth proposal was submitted to Calgary in November. If the city were to lease TA the land, funds would be raised to build 16 court facility and TA would manage its operations.** Estimated project cost is \$7 to \$9 million. Court fees and membership would be reasonable. Projected annual surplus from \$75,000 in the first year to \$300K in the fifth year. TC was largely involved in the proposal development. Annual surplus would be managed by separate society. Funds would support working capital, reserve fund and to further tennis development. Of the 10 potential sites, Acadia was chosen. Six courts that are unplayable currently exist there. December 22 was the latest contact which informed TA that the proposal is being passed to higher level. **ACTION:** Ken Rutherford to follow up.

- 5.2 In Edmonton, similar efforts are beginning with a needs assessment to be presented to the city within the next week. Borden Park is preferred location. Concerns were raised regarding over the disparity of indoor courts in Edmonton vs. Calgary. Historically, opportunity was presented through Calgary but initiative is to simultaneously seek development in both centres. Ron Ghitter, speaking as a representative of TC, pledged identical support to Edmonton initiative. Importance to keep staff positions in both Edmonton and Calgary.
- 5.3 TA promo video is still under production. Would like to capture some sound bytes from Hatem McDadi of TC. Total cost is \$7K, which will likely be recouped by selling to other groups.
- 5.4 Fundraising- Streamlining of the charitable donation process is ongoing. Ideal is to have online donation capabilities. TC is hesitant to allow PTA's to utilize the charitable donation number. Roadblocks exist at the staffing level of TC, who either are paranoid of risking good status or do not want the work. Turnaround time for processing is unreasonable. ACTION: Rivard and Runzer to investigate any possibility of TA acquiring its own charitable status for tax receipting purposes. ACTION: Ghitter to follow up with TC.

6 2012 Budget

- 6.1 Budgets are broken into base operations and special programs.
- 6.2 Joint position- TC was dissatisfied with results for 2011. Objective must become more focused. There was a complaint of conflict earlier in the year and although cleared, the possibility of conflict still exists (first serve and tennis academy). Reporting will become much more stringent. Schools program needs to become property of TA. \$40K pledge to support Community Development has been renewed by Tennis Canada. Need to follow up to determine future direction of position.
- 6.3 Staff will apply for PHALI and CIP grants. Access to \$50K may available through HP grant which was formerly inaccessible (grant application was never reopened following the initial application process). A few years down the road, base funding will be reviewed.
- 6.4 Cash flow position approx \$83K in working capital.
- 6.5 Sponsorship- ACTION: Sponsorship plan to be developed. Conceptually, more investigation is needed in order for the Board to consider hiring a professional fundraiser. There is an importance not to add fixed costs to the association. Up to \$1000 per month in expenses is approved if a candidate can be secured.
- 6.6 **MOTION:** Defer approval of 2012 budget until the AGM when more information regarding grants is available. MOVED BY: G. Scott; 2nd: K. Runzer. **CARRIED.**
- 6.7 **MOTION:** HP fees to be raised for next cycle. MOVED BY: J. Orchard; 2nd: K. Runzer. **CARRIED.**

7 Adjournment

- 7.1 **MOTION:** Meeting adjourned 3:45 pm. MOVED BY: D. Voaklander; 2nd G. Scott. **CARRIED.**