**Board Members in** Attendance: [Present, Absent, Virtual]`

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Clay Yalof | P | Ian Freeman | P | Jack Gioglio | P | Jeff Mahar | P |
| John Bate | P | Karin Pasinski | P | Marylee Kelly |  | Paul Cahill |  |
| Rick Roberts | P | Wayne Eddy | P | Wint Filipek | P |  |  |
|  |  |  |  |  |  |  |  |

Guest: None

1. **Meeting Start**: 6:03 pm 4/16/2018

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Motion to approve minutes of | 4/2 | Motion by, 2nd by | John | , | Rick | Approved |

1. **Prior Actions**
   1. Land Trust possibility is tabled.
   2. Wint will follow CVC Instagram/Facebook/Twitter feeds. Wint’s neice Ashleyto like them.
   3. Marylee tabled
   4. Waiting for Paul’s feedback. Jeff to follow-up.
   5. Laminating of flyers: Wayne to provide to Marylee.
   6. Powerschool: It’s not loaded yet. Karien to follow-up.
   7. Calcium options: Clay to follow-up.
   8. Jeff to let me what gotdone.
2. **Revenue Generation**
   1. **Corporate Sponsorship:**
      * Updates not being done. They need to get done. Volume is the key. Established goal of all Board Members solicit $1000 of sponsors.
      * The list of people to contact identified corporations is being finalized. The goal is $25,000. Discussion of the call to action, with assigned dates.
      * Call held with Paul and Jack in attendance. Jack plans mass email to 41 primary targets then 3 day follow ups to broader list. Critical to set up face to face meetings with the primary list.
      * Clay has $3000 currently in Barter Sponsorships
      * Corporate - Jack
      * Social Events - Update - Karin/Marylee
      * Social Media - Jeff/Clay
      * Market Plan
        + Coverage for 1/2 Marathon
      * Realtor Update
   2. **Social Events**
      * Kinsman event may have yielded 8 new members.
      * Discussion on how to get new members into a group.
      * ?How do we market to people looking for a group?
      * Getting people to Clean-up on Saturday.
      * Karin to get Meet & Greet pictures to Media helper with password. Jeff to post on website too.
      * April 14th , Event at Kinsmen (being solidified)
      * May 18th Start Mixed doubles for Season
      * Rick and Jeff to reach out to Nan C. regarding boy’s clinics, etc.
   3. **Social Media**:

* Clay has a marketing person who has started working 2 hours per week. Need to feed him materials to post
* Jeff to supply access for Twitter, Snapchat and Instagram accounts to Marketing Firm.  Marketing Firm to create Geotrak for followers
* Facebook – Completed by Clay. Marketing firm to ask old Facebook users to transfer to new Facebook Page
* Marketing Firm to continue to post general Flyer and junior flyer on Southington Talks, Southington Talk 2, Cheshire Community Forum, Prospect Talks.
* Google Business set up was completed by Jeff
* Filipek – Still open. Wint to come up with plan on how to have a joint presence with his organization.
  1. **Marketing Plan**:
* Tent and Tri-fold board
* Market by standing in front with brochures, in CVC clothing.
* Have people attend matches. Hand brochures to parents. Paul to put the list of matches together. Wint to do Southington.
  1. **Realtor Marketing**
     + Paul to try 2 presentations to former Cheshire Realty and Berkshire Hathaway combined Southington & Cheshire.
     + Marylee to assure Cheryl Rosidino helps for Sally Bowman team
  2. **Advertising and Marketing**
     + Flyers General and Clinics – Karin or Paul to supply to Wayne Lamination
       - 1. Post on Tennis Courts in area
       - Cheshire Half Marathon - We will man a booth at the upcoming race (courtesy of Roberts-Nuzzo). Clay to check on free flyer insert to participants and/or use Roberts-Nuzzo sponsorship to get two sided CVC/Filipek flyer to race participants. Filipek will pay for printing of flyer.
     + Schools - We will post a kids aimed flyer in the school notification media. Wayne & Paul to Check Power School…(Result not found yet- Karin to follow up)
       - Karin to approach Angela to approach Southington Schools

1. **Tennis**
   1. Look at HS pamphlet and provide feedback to Jeff by Tuesday 5:00 pm.
   2. Jr 5/20 Open day being advertised, in pamphlet.
   3. Jeff tosend suppliers list to Wayne.
   4. USTA: Wint recommends coordinating with Susan Riordan. Exploring getting more response from Connecticut USTA with Angelo Rossini.
   5. Tennis courts may not be done till 5/11. John to reach out to Bruce about the delay.
2. Comedy show:
   1. Girls team only.
   2. Nan suggested Sunday evening, with an earlier start.
   3. Suspend meeting at 7:03 by Rick, 2nd by Wayne approved.
   4. Quorum of 2
   5. Rick moved to change the bylaws as on the board. Jack seconded. Motion
   6. Special Meeting moved to close by Clay, sseconded by Rick. Motion passed.
   7. Resumed regular meeting
   8. Steve Trifone said he would post flyer in HS Athletic department. Jeff to follow up.
   9. May 19th free tennis event for ladies. May 20th Free High School day
   10. Courts to open by 5/1 weather permitting
   11. Need source for Calcium for the courts. Potentially use Barter? Clay to look at other options for Barter
3. **Planning Committee**
   1. Result of Board of Assessment meeting on March 12th was a nominal reduction in the Taxable value - savings ~$50/ yr. 2018 is property Re-Valuation for town. Work towards further reducing this expense at that time.
   2. Cheshire Land Trust discussion:is tabled.
   3. Discussion on selling lands to a developer in order to reestablish a capital fund is ongoing.
   4. Revisit proposed by law changes scheduled for 4/16 board meeting with official notice to Members on 4/9.
4. **Finance**
   1. Discussed current state, part of Special Meeting presentation. We’re about $16,000 below budget.
   2. Slide 2
   3. “Expenditure Forecast” slide
   4. We need to have people sign up for activities.
   5. Blue Wave was approved to be paid $1,462.44 Jeff to pay
   6. Nish is the only outstanding debts from 2017 season. $3487.45
   7. Final court opening costs $4,250
   8. Taxes will not be significantly impacted until the land is sold or donated. Rick to approach again
   9. Insurance open Jeff to finalize quote with Suzio. Ask about options on Workers Comp
   10. Currently $9,000 projected deficit at opening of the club.
   11. We need memberships or corporate sponsorship totaling roughly $15,000
   12. Board members to get proxies so that a quorum is achieved for the member vote.
5. **Corporate Sponsorship**
   1. We need their name/logo on all media.
   2. Minutes add what’s on the brochure.
   3. Stress what they can bump up to. Get people into the club!
   4. Can we get shirts with our logo?
   5. Stress exchanging $500 sponsorship for single membership.
6. **High School Marketing**
   1. We’ll have to have a schedule for the HS day.
   2. Bruce to be available all day, similar to ladies’ day.
7. **Operations update**
   1. Make up prioritized list
   2. Post it.
   3. Clean-up guy to complete it by the 30th.
   4. Mulch ($28-35/yd X and flowers (Filipek donation of some)
8. **Tennis**
   1. Steve Trifone said he would post flyer in HS Athletic department. Jeff to follow up.
   2. Bruce expressed concerns with getting paid. He has been reassured by Clay.
   3. May 19th free tennis event for ladies. May 20th Free High School day
   4. Courts to open by 5/1 weather permitting
   5. Need source for Calcium for the courts. Potentially use Barter? Clay to look at other options for Barter
9. Land:
10. Jack moved to approve selling lots 1 and 2 for ~$75,000 per lot. Lot 3, the Pool area, will not be sold as of now; it may be discussed at a later date. John seconded. Motion passed.
11. **Pool Plan**
    1. Costs of running or not running pool were compared, no run $1,500, Run $23,500, open $83,500.
       * To open Clubhouse $1,200
       * Jeff to add both to Budget Plan
    2. Ted informed John about options for mosquito remediation other than chlorine. Biodegradable floating pods of some sort. More information needed – John?
12. **End of regular meeting at 8:08 pm**
13. **Next Meeting** Monday April 30th, 2018. Nuzzo and Roberts office.
14. **Motion to adjourn:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| By | Paul | 2nd by– | Rick | Approved | 7:36 | pm |

Respectfully submitted

Wayne Eddy for John Bate, Secretary