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

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

Guest: None

1. **Meeting Start**: 6:03 pm 4/2/2018

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Motion to approve minutes of | 3/19 | Motion by, 2nd by | Paul | , | Rick | Approved |

1. **Response to Wortz Email**
   1. Multiple tries at scheduling but no meeting held.
2. **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: discussed options to donate parts of the property to reduce taxes. Rick will follow up on either full donation with Lease back or partial donation to reduce taxable acreage.
   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.
   5. Board members to get proxies so that a quorum is achieved for the member vote.
3. **Revenue Generation**
   1. **Social**
      * 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.
   2. **Corporate Sponsorship:**
      * 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
   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. **Rearltor 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. 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
2. **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?
3. **Finance**
   1. Blue Wave was approved to be paid $1,462.44 Jeff to pay
   2. Nish is the only outstanding debts from 2017 season. $3487.45
   3. Final court opening costs $4,250
   4. Taxes will not be significantly impacted until the land is sold or donated. Rick to approach again
   5. Insurance open Jeff to finalize quote with Suzio. Ask about options on Workers Comp
   6. Currently $9,000 projected deficit at opening of the club.
   7. We need memberships or corporate sponsorship totaling roughly $15,000
4. **End of regular meeting**
5. **Next Meeting** Monday April 16nd 2018. Nuzzo and Roberts office with full member meeting.
6. **Motion to adjourn:**

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

Respectfully submitted

Wayne Eddy for John Bate, Secretary