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

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Jeff Mahar (P/Treas) | V | Paul Cahill | V | Ken Maddalena | V | Mike Clarke (Sec) | V |
| Marcy Light | V | Rick Roberts | V | Maria Bunnell | A |  |  |
|  |  |  |  |  |  |  |  |

Note: Attendance shown for Jan 2nd meeting. At the continuation of this meeting on Jan 5th,same attendees except Ken was absent and Maria attended.

Guests: None

1. **Meeting Start**: 6:00 PM
   1. Attendance
   2. Quorum established
   3. Acceptance of Agenda (1 min)
2. **Acceptance of Past Minutes**
   1. 12/19/2019 minutes approved unanimously
3. **Financial**
   * 1. Plan to pay STC loans as soon as possible following land sale
        1. Rick to serve as trustee for funds to pay off STC loans and then distribute the proceeds
        2. NOTE: Legal requirements for paying off STC loans to be reviewed
     2. Land sale allocated $10000 for road/gravel
        1. Quote by Brodach is $22000 (before tax); Brodach would split the additional $12000 with us
        2. Quote from Miller is for $16000 (includes tax)
           1. 6” gravel (3” packed, then additional 3” packed); this is more than 4” that Brodach indicated
           2. Will also level existing parking lot as part of price
     3. Investment of proceeds of sale
        1. Future discussion needed to determine how to invest (conservatively) the proceeds from the land sale
4. **Operations**
   1. Jeff to meet with Ian on Saturday to review responsibilities
   2. Clay working to obtain buyer for equipment in kitchen
   3. “Farms” expressed interest in some of our pool equipment
   4. Roller available – need truck to pick up
   5. Web site – need to give ‘Blue Host’ our EIN
   6. Jeff to talk to Ian on what to keep / not keep in shed
5. **Social and Tennis**
   1. Sue, Maria, Ken, and Jeff met with Bruce to discuss Tennis / Social schedule
   2. Tennis event at Tennis Central scheduled for Saturday, Jan. 7th
6. **Marketing and Social Media Committee**
   1. Ideas discussed to generate new members:
      1. Ad in Cheshire Herald with $20 coupon to join
      2. Ad in Cheshire Citizen (free paper) with $20 coupon to join
      3. *NOTE: Prior newsprint ads were not effective in past*
      4. Have Cheshire Herald write up piece on our club
         1. Let them know our plans to spiff up club and the fact that we are doing well (Rick)
      5. Use of ‘Patch’ or Facebook to advertise CVC
         1. Chris Lloyd did some advertisement on Facebook for us
         2. Marcy to reach out to Chris for ideas / help
      6. Learn from other tennis clubs
         1. West Hartford tennis club appears to be doing well
            1. Reach out to them to learn of ideas to promote our club
            2. Idea: could we do joint ads with West Hartford club that points out our strength – our red clay courts
         2. ‘Clay Court circuit’
            1. There is a clay court circuit
            2. Jeff to see if CVC could become part of their circuit (generate revenue and possibly attract new members)
7. **Administration/Club Committee**
   1. Member Survey
      1. Results of member survey generally positive (Paul)
         1. Principal feedback was ask for a structure protect against inclement weather
         2. Improve bathrooms
         3. Better court lights were also mentioned (Ken)
8. **Planning Committee**
   1. Board vote:
      1. Approved measure to make a straight road closer to property line (leaving big oak tree intact); subject to feedback from Brodach
      2. Approve measure to use Miller; subject to discussion with Brodach
   2. Capital Planning
      1. Board, or a committee consisting of board and members, to determine how to invest funds available from the sale of land
      2. Best to develop a ‘vision’ of what we want CVC to be (Jeff)
      3. Short-term and long-term ideas needed
      4. All to send in ideas for investments
         1. One idea: have a pavilion that can also be rented out for revenue
9. **Adjournment**
   1. Meeting adjourned ~ 7:00pm (Jan. 2nd)

Respectfully submitted,

Mike Clarke, Secretary