



MARCH NEWSLETTER – 2020 SEASON



To Copper Valley Tennis Club and Social Members:

The Copper Valley Club Board is looking forward to a very successful 2020 Season! As the season kicks off April 1st, you will notice more announcements and information about the Copper Valley Tennis and Social Club. The 2020 Board of Governors would like to thank all members who have renewed their memberships. For those that submitted a down payment, the final balance is due April 1st.

2020 Season

The CVC Board is listening to our members! This year we are improving both the appearance of the club and the tennis play performance of the courts. We want the club in optimum condition all year long! Our goal is to open the club fully operational in mid-May.

Land Sale

In January, CVC sold three building lots to Brodach LLC. CVC still retains approximately 18 acres of land for future improvements to our club. A portion of the of revenue paid current and past members who contributed to the “Short Term Capital (STC)” program initiated 3 years ago. CVC is now debt free. CVC has been able to balance the fiscal operation budgets and NOT create any debt for three years since we moved to a Tennis and Social Club. The remaining land sale revenue will **NOT** be used for the **yearly operation of the club**. CVC is in the midst of a short-and long-term capital improvement plans to improve the club further which will tap into this resource. A Planning Committee comprised of club members as well as board members was kicked off in February 2020. Remember, CVC is a “Member Owned Club”. If you are interested in helping to set the future direction of the club, please reach out to us by replying to: thecoppervalleyclub@gmail.com. No contribution of time is too small!

Planning Committees Activities:

If you have recently visited the club, there has already been significant work on the ground’s appearance. The following is an update on the Planning Committee activities. We would like to thank all the club members who are helping!

1. New Driveway and Entrance/Club Beautification (Sheri Smith/Stephanie Bisson) – after the land sale, a brand-new driveway was constructed and the existing parking lot releveled. The gazebo was relocated to



the entrance and the 100-year-old oak tree was saved. The beautification committee headed by Sheri Smith and Stephanie Bisson is in the process of designing an aesthetically appealing entrance with a new sign.

2. Grounds (Gene Bunnell) - the Grounds Committee are preparing short- and long-range plans on the club's appearance and functionality. Already, significant tree work around the club as well as around the tennis courts have been accomplished. The excess mulch from the tree work will be spread across the club. CVC is amid budgeting ground equipment such as backpack blowers, weed whackers and potentially an updated lawn mower.
3. Tennis (Ken Maddalena) - with the cooperation of the weather, we have begun the opening of the red-clay courts and within two weeks the Har-Tru courts will be started. Our initial goal was to have the courts open by mid-May, but now we may be able to open earlier. Stay Tuned! In the meantime, Ian Freeman is repairing the tennis fencing/posts on the Red-Clay court and removing the moss overgrown on the Har-Tru courts before opening. We are also investigating to repair the existing roller or invest in a used roller. Many clubs in Connecticut have shut down their tennis operations and are offering rollers for sale.
4. Tennis Pro Shop (Paul Cahill) - CVC is working on repairing and improving the appearance of the structure. Bathrooms and pro-shop flooring are the number one priority. For part of the long-term vision, the planning committee is soliciting ideas and plans on next phase of the Tennis Pro Shop.
5. Investment (Board of Governors) - the land sale funds will be part of an investment strategy for the club. Currently the funds are located in a savings account and will be dispersed into a balanced portfolio for long term sustainability for the club.

Club Mission Statement

CVC is looking for volunteers from our membership to be in a focus group to help further identify the mission of the club. Our goal is to grow the club based on current market dynamics and the club tag line is extremely important for this objective. Currently the tag line is "Cheshire's Tennis and Social Club". There have been suggestions to update this tag line to tie to our long-term vision of the club. Some suggestions include:

Racquet and Social Club

Tennis and Wellness Club

Racquet and Wellness Club

The "Wellness" theme has been a large growth driver for many clubs and resorts. Last year, Gaylord Physical Therapy Orthopedics & Sports Medicine had a sponsorship with our club. This year we are working with them to renew this relationship along with more joint activities at the club, such as injury prevention clinics, and wellness options. Using this as a steppingstone, CVC may have the potential to add other wellness options such as yoga, healthy food/beverage offerings, Zumba and clinics. We need support and vision from our members to help set this direction. If you are interested, please email us back at thecoppervalleyclub@gmail.com.

Lastly, there are still a few open positions on the board and task groups. If anyone is interested, please email us at thecoppervalleyclub@gmail.com. The CVC website lists a large team of members working with social and beautification committees. We appreciate your dedication and contribution for the betterment of the club. Prospective board meetings will set the strategic direction for the season with all minutes are located on our website under the "Members Only" section (Password for access: TheCopperValleyClub2020!). The current 2020 fiscal plan is located also on the website for all members to review.

This national crisis will pass and soon you will be at CVC with all your friends and members. We are looking forward to seeing everyone back at the Club in a few short months!! Stay warm, stay safe, stay healthy.

The CVC 2020 Board