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

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| Jeff Mahar (P/Treas) | V | Mark Ludwig | V | Linda Mahar | V | Tobias Wasser | V |
| Deb Carson (Sec) | V | Rick Roberts | V | Steve Schneider | V | Michelle Anastasio | V |
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Guests: Melissa Dorish

1. Meeting Start: 5:35 PM
   1. Attendance
      1. Quorum established (Jeff, Linda, Deb, Mark, Steve, Tobias)
   2. Vote to approve minutes from 11/28/22 - Steve motioned, Linda seconded, and the minutes were approved unanimously with the below correction.
      1. Discussion on minutes: Mark noted that the minutes should be updated to state that he will reach out to Chris but ultimately Steve and Linda will work with Chris to finalize his contract.
2. **Administration/Club Committee**
   1. Financial Update and Pre-Season Member Update
      1. Jeff shared the current amount of pre-season memberships paid (56 so far, 4 of those are new) as well as the bank and transfer balances. Court materials have been ordered and paid for, upcoming bills are dues and property taxes, and Quickbooks renewal.
   2. Buy a Brick Program
      1. To be discussed as part of social media session.
3. **Social Media Brainstorm Session**
   1. CVC is currently on Instagram, Facebook, Twitter and maybe Snapchat. Also on local town community committee postings. The CVC website is done with Wordpress. Blog posts on the website are automatically posted to social media and emailed to members.
      1. How to increase social media visibility?
         1. Need to include tags on posts, such as #CTtennis. What are other good ones?
         2. Encourage members to like posts on Facebook
         3. Take more pictures and quick videos to create more frequent posts. Do this at clinics, ladies nights, comedy night, etc. and a regular “tip of the week.” We can email members to allow them to opt-out if they do not want to be in pictures. We should also include this permission/opt-out in the registration for kids’ lessons.
      2. Other ways to promote the club
         1. Can we promote CVC at Cheshire Park? Post flyers with a QR code?
         2. What differentiates CVC from Cheshire Park – can we establish a pickle ball program and/or tournament?
            1. Mark mentioned that Margot is willing to oversee a Spring Tournament
            2. Perhaps CT Foodshare could get involved like the Governors Open
            3. Currently the town offers pickle ball lessons but only during the work day. Can we offer lessons outside of work hours? Parallel with Tennis 123?
         3. Chris has suggested using down time in the afternoons to host corporate programs
            1. Pickle ball outings/team building events
            2. Include use of pavilion and grill
            3. Perhaps contact Holiday Hill to collaborate
            4. Deb to contact Ed Banach at Cheshire Academy. Could also be a new activity/sport for the students
         4. Mark asked if we should allow Chris to give private lessons to non-members during slower hours. This may bring new members and gives him more opportunities. Linda suggested we discuss this further at another meeting. Jeff felt that we need to increase the kids’ clinics. Melissa added that we can offer discounted memberships to those in clinics if they register by a certain date.
         5. Market to members of other local tennis clubs – offer a special discount
         6. Parents pickle ball clinic during their kids lessons
4. **Summary and Next Steps**
   1. Summarize our plan and questions to present to Jackson Ajello for him to review and make recommendations. (He is a social media expert for ESPN and offered to consult)
   2. Melissa to contact local colleges for a social media intern; Michelle to inquire at CHS
   3. ~6:35 pm adjourned

Respectfully,

Deborah Carson, Secretary