

## ATTACHMENT TO BOARD MINUTES OF 8/19/09

The following are reports (condensed) e-mailed to the LMTC Board members prior to 8/19/09 meeting:

### LMTC REPORTS AUGUST 2009

#### TREASURER:

Viki emailed the P&L and Balance Sheet, Marty's Register Report are attached.

Proposal(s):

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#### REPORTS

##### HEAD PRO

Tournament went well.

Junior meeting scheduled for Sunday.

Proposal(s):

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#### MEMBERSHIP

Total Annual Memberships

12/31/2008      499

7/31/2009      454      91%      Achieved

-45      # below 2008 memberships

Members	Single	Couple	Family	Junior
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2009 YTD Total	291	146	100	67
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2008 YR Total	308	168	107	78
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net change	-17	-22	-7	-11
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Memberships	Single	Couple	Family	Junior
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2009 YTD Total	291	73	23	67
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2008 YR Total	308	85	28	78
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net change	-17	-12	-5	-11
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Memberships	N	R	Total	renewal rate
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2009 YTD Total	55	399	454	80%
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2008 YR Total	87	412	499
net change	-32	-13	-45

Total Memberships 454  
Total Members 604

Proposal(s):

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## **LEAGUES AND TOURNAMENTS**

I e-mailed all the current WTT captains requesting they get their sign-ups on the board last week. Currently two teams are not returning in the WTT 3.5 and WTT 4.0 slot. (Lake Murray Too 4.0) and (Coyotes 3.5).

Court Requisition Forms have been received for SCTA Men's 4.0 Doug Goodall captain; WTT 4.5 Sean Slaughter; WTT 4.0 Janet Steinberg captain; WTT 4.0-Jim Perez captain; WTT 3.5- Dave Klich captain; USTA 3.5 Dave Klich-captain  
WTT information on the members will be coming from Janet Steinberg when deadline expires.  
Ladies league--A(Christine Bagley)BB(Debi Adcock)B-1(Carol Klich) B-2(Pat Curtis)

Pat is the only new captain her contact information is as follows:  
(619) 265-7391 e-mail: [patanncurtis@aol.com](mailto:patanncurtis@aol.com)

On the B team I do not show memberships for Pam Hoy or Sandy Lyons or subs Phyllis Ancira or Barbara Romey. Do we have one time memberships for any of them, or perhaps they just haven't made it to the computer yet?  
I will check on this morning at the club.

Proposal(s):

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## **SOCIAL**

Nothing to report

Proposal(s):

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## **PREMISES**

No report received

Proposal(s):

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## **MANAGEMENT**

Courts- Spoke to the new parks manager, Deborah Jones regarding court washing. She presented us with a written memo from the City of San Diego stating the new laws on water usage put in to effect as of June 1st, 2009.

Doug will contact Mike Bresnahan, Deputy Director of the Water Dept. to see if we can set up washing courts with a commercial water broom.

\*The bench stolen from court 7 was retrieved.

Grounds- The trees and shrubs by courts 1 and 2 need pruning asap before the fall. Also, the palms on the east side of court 2 and 4 need pruning. Members are complaining about the sprinklers going on at 8:00 am on Mon, Wed, and Fri. (They are getting wet !) We need to replace and adjust time and spray locations. We still need to get ok'd by the city and get the key for the water shed.

Clubhouse- Aleta Whitaker mentioned that she would like progress on the railing up to the clubhouse. She says we painted the entire clubhouse and the railing brings the curb appeal down. She suggested metal railings or cement. She is looking in to the cost.

Activities- Girls Tennis is beginning in the Fall. We will be getting a letter from Karen Ronney at Patrick Henry shortly. We will bill them for (1) new net as payment for rental on courts.

Misc.- We have a new employee! Please come in and introduce yourself to Erin Slaughter. Erin is Sean's sister. She plays tennis and soccer and is a junior at West Hills High School.

Ball Machine is broken down again! We are in the process of trying to find someone locally that can work on it.

Proposal(s):

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## **WEBSITE**

Nothing to report

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## **PRESIDENT**

The City has not renewed our lease as of yet, nor have they renewed other facilities. A rumor is in circulation that renewals will be in September. We are also \$30k short of fully funding the project of two new courts. Further, we would deplete our funds, including operating capital if we were to begin construction. Sadly, I feel it would not be in our best interest to move at this time. Fundraising efforts should be considered, with a \$50k goal to ensure \$20k operating capital as well as a full funding of the project.

## EMAIL UPDATES

### My decision

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To comply with the CAN-SPAM law (FCC).

1. Ensure the inclusion of an Opt-in check box to receive email updates on the membership application.
2. Use a [LakeMurrayTennisClub.com](http://LakeMurrayTennisClub.com) email account: [update@lakemurraytennisclub.com](mailto:update@lakemurraytennisclub.com)
3. Include the physical address of the club in each mailing.
4. Never include any personal information about a member i.e. phone number, email address, etc... (unless we have received written permission and retain it).
5. Add an opt-out clause to each mailing; " We hope you enjoy receiving e-mail notices and updates from our club. If you do not wish to receive these e-mail messages, please [reply to this e-mail and change the subject line to "Unsubscribe."]

Maintaining across the board accountability and complete club representation, the producer will, contact via email all board members, pros, and management allowing them an opportunity to include content before the mailing of any mass mailer/updates (as we do for all publications to the membership). Those individuals will have five days to respond. If they fail to meet this deadline their information may be left out (at the discretion of the producer). Prior to mailing the update it will be presented to the board for approval, allowing 72 hours for response. If at the end of 72 hours no objections have been raised a final approval will be given via Management and the President. In the event of critical updates i.e. warnings of court maintenance or danger, a mass email may be distributed to the entire membership with the approval of management and the president only.

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### Lisa's Response

*I have been sending LMTC update emails for about 2 years now. My purpose was to communicate in summary of tennis updates in the community and at the club so that I could improve the "club" feel for our members under the umbrella of tennis.*

- *Most importantly, I do not publish NEW information but simply summarize and highlight LM events/activities as well as community and major USTA events that are local for those interested in tennis at home and nearby. I find this information on USTA and LMTC websites only. Our club is a member of USTA.*
- *LM applications request email addresses for LM and Matchfinder publications only so every member chooses to receive this update.*
- *Only two members in two years have requested to stop receiving the emails and have been deleted immediately. These were members that had discontinued their memberships.*
- *I have received countless praise for these monthly emails and only one concern. I feel it is obvious to those receiving an email from me with the same subject line with my direct contact info by email and phone included that members understand how to unsubscribe since they subscribed in the first place.*

· In regards to CAN-SPAM: Per the FCC website: “Many consumers find unsolicited e-mail – also known as spam – annoying and time-consuming. In addition, unwanted messages sent to wireless phones and other wireless devices can be intrusive and costly. In 2003, Congress enacted the Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act to curb spam. As required by the Act, the Federal Communications Commission (FCC) adopted rules that prohibit sending unwanted commercial e-mail messages to wireless devices without prior permission.”

· <http://www.fcc.gov/cgb/consumerfacts/canspam.html>

o I am not sending unwanted commercial emails to wireless devices, therefore the checklist below is unnecessary.

· At anytime, I accept input from other Board/Management members that feel the need to highlight information if it can also be published on our LMTC website. For example, junior highlights and junior camps or Sean’s charity tournament, etc. I don’t feel a deadline is necessary because it will just be published in the next email. I don’t feel Board approval is necessary because its already been published on the LM website or USTA website which our club is a member as well.

· I don’t find any value-add in changing my email address to Update@LakeMurray because it’s still just me summarizing the information, signing the email at the bottom with my title representing the Board, so it’s not a secret or more professional just because the semantics have changed. Commercial emails use generic email addresses often to solicit sales and you cannot reply back because the address is not managed. I think this change could actually impersonalize my email and therefore defeat the purpose of the “club” feel. I often receive calls and emails from members with questions or comments after I send a members’ update email and I do not wish to impede this reaction in the future.

· LM update emails are just meant to be a simple way to communicate information proactively to our members. We have a great website but people have no reason to look at it regularly so I feel by summarizing and sending an email once a month to our members is just a nice way of reminding them about of what’s going on. Let’s just keep it that simple without all the time consuming protocol.

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After speaking with several members of the board, management, and members of our club I am certain my original decision is sound and will be implemented. The following are my final thoughts on this matter and adjustments making the process of club email updates easier for the producer.

I would like to begin by thanking Lisa for sending the club updates over the last several months. Members have come to look forward to receiving information about our club.

Former boards have not taken into consideration the growing concern if privacy and new rules for such electronic media. This board will adopt such changes with those concerns and rules in mind.

The changes to be implemented will allow all board members to participate, and not one person selecting and summarizing the information to be sent. It will be treated as a mini-newsletter from here

on. Therefore, the protocol will be applied to ensure all members of the board are represented and material approved as with all mass communications of other media distributed by our club.

The [update@lakemurraytennisclub.com](mailto:update@lakemurraytennisclub.com) email address will be used to ensure continuity in future updates as new people take control of its content and publication. No mass communication to the membership should be without board approval and never from a private account when other more professional means are available.

As recommended by the FCC (after speaking personally with a representative), we SHOULD include an opt-out clause to our mailers and I feel it would be prudent to follow that advice, regardless of the definition of our content – better safe than sorry.

Whoever wishes to take control of update production, will following the procedure outlined above, with the inclusion of the following change: the final draft will be sent to management for mailing to the club's membership. Management will forward responses to the appropriate director best suited to that inquiry.

As new members join our club and sign up to receive information via email, the Membership Chair adds them to a distribution list. This list will, as it is updated, will be forwarded to management in preparation for any emergency notifications and upcoming publication of update.

#### COURT MAINTENANCE

The city has notified the club that will not wash any paved surface with water, due to mandatory rationing. Alternatives are being sought and we hope to have a solution within the next week. Our courts "require" washing every two weeks to ensure longevity and safety. Blowing and sweeping are not sufficient.