

Norwich Racquet Club

Board Minutes

November 16th, 2017

Norwich Historical Society office

Attendees: David Barlow, Scott Brohinsky, Bruce Genereaux, Sugar Genereaux, Dan Gottlieb, Anne Janeway, Andrew Pachner, Jim Petrillo, Ted Thompson

Approval of Minutes: Annual meeting Minutes - Motion passed

Financial Report Bruce presented written report and financial documents.

The Board reviewed all documents. There was discussion on various items related to recent trends in membership and dues collection options w. Recent trends have seen continued attrition of older membership which has not been offset with new members.

Marketing Committee Report:

Members: included Jeanne Flocker, Larry Draper Bruce Genereaux, Sugar Genereaux, Marilyn Glover, Anne Janeway Mark Perkins, Jim Petrillo, Doug Wise

The Committee was charged to identify areas the Norwich Racquet Club could pursue to attract members.

The Attrition/Marketing committee was formed based on a perceived need by the Board to address a declining membership base and potential long-term marketing needs of the club The Board reviewed the work of the marketing committee. There were many tremendous suggestions and thoughts that were developed by the group. Discussion focused on several areas which included club dues, member services, retention and club marketing activities, brochure, community awareness.

The Board also discussed some need for more clear objectives, and / or a better definition of the underlying Problem and needs of the club in relation to the marketing committee actions items “What is the actual problem “, “What is aim / focus of the committee”

Actions:

The Board Members of the Attrition/Marketing committee will look to reconnect with committee members, to better define areas of need. The focus to be on Financial Health, Member services, New Member /Community Awareness and Member Retention

This would include:

- Better definition of the perceived problem
- Clear objectives based on above headings and alignment of various goals with the objectives
- Recommendations for action plan for the Board to address. What can be achieved now, what are more long-term goals, how do we get there.

Paddle Courts:

Board discussed various items associated with the paddle courts. There is still an ongoing issue with the electrical outlet located by the court doors and tripping issues if more than one blower is used. Court lights and tripping issue was addressed by Defiant Electric, the breaker was replaced, and the issue is resolved. The gas stove is currently working in the hut and has been repaired. There was further discussed on membership awareness of light use, court cleaning procedures as we move into the winter months.

Action:

Dan: To check out the electrical plug/socket by paddle court

David, Dan, Jim: To write up light information, heater and court cleaning guidelines to be laminated and posted by paddle court doors.

Norwich /Quechee Paddle Events

The Board discussed two upcoming events including:

- 1) Women's Round Robin planned in December - will be organized By Sugar Genereaux
- 2) Norwich - Quechee challenge to be hosted by Norwich this year in March

Action Anne will check for any conflict with Smash Tennis event this year.

Open House: The Board reviewed the fall Open House. There was minimal attendance by new members or community. The Board discussed ongoing process and value of continued open house events. Consideration given to more complete marketing scheme may be needed i.e. List serve, Valley News etc. prior to event and focusing on inviting groups of individuals, company outings as an alternative. Discussion continued on the intent and general purpose of Open Houses in the future.

Actions: Further discussion expected in upcoming Board Meetings

Paddle Lessons:

Rob Parker is providing lessons to members. Currently he is only working with one group. He is expected to have more time in Jan/ Feb months when he is in the area more often.

Actions:

- Sugar to include in the memo "Did you Know" to the membership his availability

Green Mountain Open: The Board recognized Sugar's efforts in getting championship article and pictures posted in the Valleys News. David recognized for tournament organization. This year's tournament was significant for the level and quality of play along and the highest number of participants in recent years.

Local players included John Vogel, Todd Tyson, Scott Brohinsky, Steve Roiter, David Barlow, Julian Camacho, Rob Parker, Laurie Rosen

Director Elections

Scott Brohinsky was recognized as the newest addition to the Board. His term will be for the 2018 year. Mark Perkins will remain as our webmaster and acting membership chair for providing club joining letter and new member information.

Board Officers:

The Board started the process of looking at electing new officers.

There was some discussion of various on changes to Secretary role which would only include taking minutes, and separating out the communication aspect. David Barlow to continue with communications.

The Board did not elect officers at this meeting. Due to an inability to successful gain a full slate of candidates. The Board did identify the following:

President: Sugar Genereaux will be completing her term as President. There is currently no willing BOD member for this position

Vice President: Dan Gottlieb is the current Vice President. He will be responsible for creating an agenda and running the next meeting.

Jim Petrillo has indicated he would be willing to accept the Vice-President position for 2018-2019.

Treasurer: Bruce will remain as Treasurer

Secretary: Andrew Pachner has indicated that he would serve as Secretary for 2018-2019.

Actions:

The Board will prepare a slate of candidates for the next board meeting in January

President's Report: Final report given by Sugar Genereaux. She expressed several areas she hopes may be addressed by the Board as her tenure is completed

This included the following:

- Consideration of Nominating Committee consisting of non-board members.
- Completion of Officer Roles/ Descriptions
- Consideration of President Elect (vice-president?) position
- Consideration of BOD chairmen for paddle and tennis
- Consideration of individuals to organize various tournaments: Quechee challenge, Nina Webb championship, tennis events with Quechee.

New Business

Pickleball

The Board continued to discuss the potential of creating a pickleball court using the current paddle courts as an alternative to paddle and tennis.

Actions:

- Ted Thompson to consider costs and various needs with court set up options and bring back to the board. Consider further potential trial in spring/summer.

Respectfully submitted

David Barlow

NRC Secretary