

SCTA
Board Meeting Minutes
Bayside Room – Lakehouse
March 1, 2023

Board Attendees: Sheryl Tschetter, President
Tom Wright, Vice President
Martha Widgen, Treasurer
Gail Fitzmaurice, Secretary
Michael Sacks, Director, Membership
Diane Dowling, Director, Events

Cindy Good, Past President

Board Absences: Greg Pavan, Director, Bucket Brigade/Ombudsman
Deb Campbell, Director, Tennis Ambassadors

Call to Order: Sheryl Tschetter

Sheryl Tschetter called the meeting to order at 6:00PM and Gail Fitzmaurice determined that a quorum of the Board was present. Sheryl verified that the February Board Meeting minutes had been posted at the Logo bulletin board, the SCTA website, and emailed in an E-Blast to the members. The February Board Meeting minutes were then approved by the Board (one Board member abstained).

Treasurer's Report: Martha Widgen

Martha reviewed the February Treasurer's report. There was a motion to approve and the Board voted its approval. The February Treasurer's report is included with these minutes as a separate document. Martha also described two new forms for use by the SCTA going forward:

Check Request Form
New Vendor Form

These two forms are also included as separate documents with these Minutes.

DIRECTOR/LIAISON REPORTS

Membership: Michael Sacks

As of 2/28/23, there are 726 members. Last year on this date, there were 731 members. The 2023 budget calls for 750 members, a target which Michael thinks will be easily reached.

The auto-renew process billed seven 2022 members who had enrolled in auto-renewal but were surprised when they received the \$50 charge on their CAM statement. Apparently, they had forgotten that they chose the auto-renew feature. Their fees have been refunded in this month's billing. The auto-renew feature is quite popular: 526 members have signed up for it for 2024 compared with 420 last year. The dues collected year-to-date: \$34,750. The online membership directory is up-to-date.

Michael also presented the results of a survey he conducted on members who chose not to renew their SCTA membership. Michael's presentation is attached as page 5 of these minutes.

Bucket Brigade: Greg Pavan

Gail presented Greg's report as he was unable to attend the meeting. Greg was able to increase the drain-hole size on the waste baskets on courts 15 and 16, allowing for improved drainage. He also installed push/pull labels on the gates of all the south side courts.

WTO: Barb Fluharty

Barb reported that the Food For Love was a successful event, raising \$2,560 and a van loaded with donated groceries and other necessities, all of which were taken to Bluffton Self-Help.

As of 2/23, there were 66 people registered for the WTO Trivia Night. Advertisers have been obtained to cover the cost of running this event. Steve Sandike has agreed to help produce a program for this event.

Plans are under way for Match Point. Gavin has agreed to run Match Point at several WTO events, including the one to be held at the end of the Mix & Match Tournament.

The WTO Scholarship Committee has received seven applications. The deadline for receipt of applications was 3/1/23.

WTO is continuing to work with Tom Wright to update the WTO portion of the SCTA website.

Announcement of New Intraclub Liaison: Sheryl Tschetter

Sheryl announced that the new position of Intraclub Liaison has been filled by Rich White as enthusiastically endorsed by the Intraclub Coordinators.

EVENTS

Mix & Match Tournament (NOTE: TOURNAMENT RUNS 4/27-4/30) Update: Sheryl Tschetter

Sheryl reported that Dudley and his team are doing a fantastic job of organizing and funding this fun and extremely popular event. Thanks to Cindy Good, the SCHCA agreed that the Sponsor Banners may remain on display for a total 2 weeks (which encompasses the event. Sponsor donations now total \$15,300. The player fee has been lowered to \$20 and with 202 players already signed up, this represents a little over \$4,000. It is expected that grill and snack sales will yield \$800. Total working revenue is currently estimated to be \$20,100. Project

expenditures are estimated at \$17,500 for the tourney with \$1,800 to be allocated to the planned new printed Membership Directory. This yields a surplus of \$2,600 for additional player and tournament enhancements, such as: more tables and chairs, new shade canopies, and thank-you gifts for volunteers, nicer awards for the winning and runner-up teams, shirts and hats for volunteers, and possibly purchase storage bins which could be repurposed for SCTA use after the tournament.

NOTE: MORE SUBS ARE NEEDED! IF YOU CAN SUB ON 4/27, 4/28, 4/29 AND/OR 4/30, PLEASE CONTACT DUDLEY KAY (dudkay69@gmail.com) with the dates you can be available as a sub.

There will be a **Captains' Meeting on 3/8** and the **Meet Your Team Party** is at **5:30PM on Monday, 4/24.**

Dudley and his team will be encouraging all Mix & Match players to participate in Match Point. Dudley is recommending that part of the surplus from the tournament go toward Match Point awards/prizes so that the Match Point entry fees collected can all be donated to charities.

St. Patrick's Tennis Social on 3/11/23: Diane Dowling

Diane reported 144 players have registered.

OLD BUSINESS

Policies & Procedures Update: Sheryl Tschetter

Sheryl reported that the P&P is nearly complete but can't be finished until the Club Rating Policy is finalized. The current goal is to distribute the P&P in an E-Blast in mid-March for review with the membership at the 4/5/23 Board Meeting. This will be followed by a vote by membership.

NEW BUSINESS

SCTA Website: Tom Wright

Tom reported that he is working with Bud Brooks who has been a huge help to Tom. Some topics being considered are: how long to archive the board minutes, how many pictures do we want displayed on the site, including pictures of the Tennis Ambassadors, do we want the site to display as though on an iPad/similar tablet or as though on an iPhone/smart phone.

The Board's agenda concluded at 6:29PM

OPEN DISCUSSION/MEMBER SESSION

Susan Kreick spoke about the revised Club Rating policy and questioned why it was not presented to the membership for a vote. In an email to the President before the Board meeting, Susan had asked this same question. Checking both the January and February meeting minutes, no mention of a vote by membership for the club rating was found. At the November 2022 General Membership Meeting, Sheryl did mention that the Board had agreed to have the membership vote on the Policy and Procedures Manual when finished, which includes the Club Rating policy, but not on the Club Rating policy on its own. Tom Wright, Board Vice President,

agreed with Susan that the Board has mishandled the vote by membership on the Club Rating policy.

During the discussion, Susan asked if players with a USTA S (self) rating would be asked to get a club rating to play in Intraclub. Sheryl indicated that the new policy does not require a club rating for such players. Sheryl agreed with Susan to make sure this is clear in the Club Rating policy in the Policy and Procedures Manual. Susan also inquired about the term “grand-fathered” and was advised it has been removed from the club rating policy.

Karen Benedict gave Sheryl several documents she had researched and prepared concerning Intraclub, long-term planning for SCTA including the idea of setting up an escrow fund for SCTA capital improvements. Karen has provided her opinion and background for these issues. Because these three issues result in Karen requesting Board action, we are attaching them to this document but may not have space to post them at the bulletin board. Please review them on the SCTA website or via the Eblast.

Charlotte Cornell asked about Intraclub rules being different for the men (such as, the men allow a player to play up one level if recruited by the Intraclub Coordinator). The response was there is no rule preventing the women from doing that if they so choose. It should be up to the Intraclub Coordinator for each level of play. It was suggested that this opportunity be made clearer to the women’s coordinators.

Steve Sandike explained that court usage hasn’t increased because of men allowing players to play up one level (i.e., a 3.0 man plays on a 3.0 and a 3.5 IC team). This is because the Intraclub teams increased the size of the team but retained the same number of courts being used.

Open Discussion/Member session adjourned at 7:14PM.

**NEXT BOARD MEETING:
WEDNESDAY, APRIL 5, 2023
6:00PM BAYSIDE ROOM – LAKEHOUSE**

Referenced documents for these Minutes:

February Treasurer’s Report, Check Request Form and New Vendor Form (refer to the PDF documents)
Michael Sack’s presentation on membership non-renewals (refer to pages 5-6)
Karen Benedict’s documents (refer to pages 7-9)

Michael Sacks' Presentation

I want to present some data about the 2022 SCTA members who chose not to renew. Thanks in advance for hanging in there with me.

Back in October of last year I started sending out emails to remind people of their auto-renew status. Occasionally people asked not to be auto-renewed. When this happened I confirmed their request and asked them if they would share feedback on why they had not renewed; I explained it might help the SCTA Board to improve its performance.

On January 12 of this year, I sent an email to members who had not renewed and had not yet provided feedback. I'll share the email with you verbatim:

"Good morning,

My name is Michael Sacks and I'm Membership Director for SCTA. I'm emailing you because you decided not to renew your SCTA membership for 2023. This is **NOT** an attempt to get you to renew; I completely respect your decision.

This is a request for feedback: if you would be willing to share your reasons for not renewing your membership, I would appreciate it. The SCTA Board is always trying to improve its performance, and your feedback would be most helpful. Your feedback will be kept anonymous.

Category	Category Count	Category %
Moved	20	37.0%
Health	17	31.5%
Not Used Enough	12	22.2%
Other Sports	4	7.4%
Disapprove	1	1.9%
Total	54	100.0%

Thanks."

I gathered up the feedback, categorized it, and tabulated the results:

In total, 103 members have not renewed; of these 54 provided feedback and 49 did not. The percentages in the rightmost column are of the 54 not of the 103.

Moved is self-explanatory. **Health**, sadly, includes two members who have passed away. **Not Used Enough** encompasses feedback like I play at most once a week or I only play socially. **Other Sports** encompasses people who preferred golf, pickle ball or softball over tennis. There was one person who said they did not renew because they disapproved of the Board.

What about the 49 people who did not provide feedback? Let's assume the worst case scenario: let's say that all of them disapproved of the Board (although the feedback distribution makes that scenario highly unlikely). Adding the one response who disapproved, we have a total of 50 members who did not renew because they disapproved of the Board. There were 798 members in 2022. 50 divided by 798 is 6.3%.

I find 6.3% to be an interesting number; why? Back in October of last year, when membership voted on the 2023 Budget, 93% of the votes were FOR the budget and 7% were AGAINST. This gives us two independent data points suggesting that your Board enjoys the support of the **at least** 93% of membership. **At least** 93%.

My final remark is not data, it's an opinion. Speaking in my capacity as your Membership Director, I want to say this: the Board's job is to serve the interests of the vast majority of SCTA membership. That's what we do every day, and that is what we'll continue to do.

Karen Benedict's Documents

INTRACLUB

A review of the intraclub rosters shows several issues. First, there are 30-40 players on more than one roster. There are several individuals on three rosters. In addition, there are players listed that are no longer playing intraclub. There are also somewhere around 50+ players that are on rosters above their current rating.

Question: Does the SCTA Board condone players being on 2 and even three intraclub lists?

Question: Does the SCTA Board require intraclub coordinators to review the rosters to validate accuracy

Question: The new Policy on Club Ratings states that SCTA members can seek a level change by taking a rating clinic. Is the policy now that a player can only move up if they have a Club Rating at that level? What will the SCTA Board do about 2.5 players on the 3.0 roster, 3.0 players on the 3.5 roster, 3.5 players on the 4.0 roster? The new policy clearly says this is not allowed.

CAPITAL IMPROVEMENT

Background: The GM stated last week in the Finance Meeting that the Operating Budget for the Community is currently on trend to have a deficit of \$700,000. This is due to inflation, below average resales, below predictions of new home sales, 40% increase in insurance costs, salary increases, etc. Many things were discussed as ways to reduce this amount, including cutting services, not filling vacancies, etc. Reserve projects are being reduced to a minimum. When I asked if there will be any new amenities from the CA, or enhancements to current amenities the answer was simple - None. The CA is facing tough decisions on what services they can cut, not add, to defray the projected deficit. For 2024, the decisions will be more difficult as the CA will be required to look at ways to derive revenue and mitigate expenses without compromising customer service. I don't know about you, but this is disturbing news.

Bringing me to my point. Many other clubs are acknowledging that the Community Association is not going to provide any funds for Capital Improvement Projects. When I asked about this, the answer I got is anything other than maintenance will be the responsibility of the club. This means if we want anything other than the bare minimum, it will be up to us to pay.

For Example, reviewing the Budget for the Mix and Match tournament, the following is noted:

INCOME = \$19,000 divided by 200 = \$95 per player
EXPENSES (gifts, food, etc) = \$13,106 divided by 200 = \$65 player
AWARDS for winner/runner up = \$5 per player

This means that for Shirts, etc, Food, beverages, gifts and awards, we are spending approximately \$70 per person with a registration fee of only \$25.

Question: Instead of spending all of this sponsorship money on tee shirts and gifts, has the Board considered a plan to set up an escrow account funded by money from sponsors of mix/match and other revenue generating activities to be used exclusively for membership approved capital projects?

Question: When will the Board put together a comprehensive Capital Improvements plan, reviewed and approved by the membership, to insure sustainability and viability of our courts?

PRESENTATION TO SCTA MARCH 1, 2023 ON STRATEGIC PLANNING

Background. SCTA Membership is not growing. It has decreased significantly. If you increase membership dues next year then membership will decrease further. The 2020 projection in the 5-year plan was 1030 members. We are now over 350 members below that expectation. Pulte is expected to complete build-out of Northside towards the end of 2023 with approximately 150 homes to be closed. In addition, Pulte is currently building in the new Argent East. There are 15 homes sold with closing expected this June. By the end of 2023, Pulte homes to sell and close 50-100 homes in Argent East. Where will these residents play tennis??

Pulte has told the Community Association they have no timeline on amenities in Argent East. The General Manager has estimated based on discussion with Pulte that there is a 15-18 month delay in new amenities, and the nature of those amenities are undefined and constantly changing. I would be surprised if there are any tennis or pickleball courts in Argent East.

We have the bulk of our allotted court time filled with Intraclub, Lottery and USTA. Residents are already complaining about overflow.

Question: What plan does the tennis board have to accommodate the influx of residents looking to use our tennis courts in the next two years or beyond?

Question: When is the Board going to start thinking strategically on a plan that will carry the club through the next 5 years?