

2006 CVTA Board Report to Membership

Introduction:

The 2006 CVTA Board of Directors operated under some specific goals and suggestions from the 2005 Board. First, continue to be fiscally conservative and attain gross annual revenues that exceed total annual expenses by 10%. Second, increase membership. Third, offer many opportunities for members to interact outside of league play. Fourth, continue to emphasize an open and inclusive membership with an invitation to participate on the Board and attend Board meetings. To these ends, we hope you will find our report reflects efforts to accomplish these goals.

Social:

The CVTA Board was able to offer many opportunities for our membership to participate.

- Tennis exhibition with the CU Men's and Women's Tennis Team
- Demo Night with the Ranch Country Club and Rocky Mountain Racket providing the demos
- 2.5 Orientation Night for new players
- Casino Night for all members with exceptional prizes provided by the Ranch Country Club
- Friday night drop in
- Drill Socials hosted by Sue Burke
- Boulder County Cup with Centennial Valley Tennis Association, Boulder Tennis Association and Longmont Tennis Association participating.

Financial:

Following the previous Board's decision to reduce league fees by 38% to \$15, this Board continued to be fiscally conservative. The goal of having gross annual revenue exceed total annual expenses by 10% was achieved in 2006.

This Board considered multiple fee structures and options for membership dues. It was agreed upon that the association will keep early renewal discounts, until the last day of February. It was agreed to increase all memberships by \$5.00 and add the \$2.00 paypal processing fee to individuals that choose to pay this way. It is the goal of this Board to keep this fee structure in place for 3 to 5 years.

INCOME FOR 2006

Membership	2792.19
League Fees	2979.00
Other	<u>2036.37</u>
Total	7807.56

EXPENSES FOR 2006

CVTA Operation Expenses	4824.65
Socials	872.24
Other	<u>1371.00</u>
Total	7067.89

There was discussion with the city of Louisville regarding court fees. The city requested fees be calculated based on 1.5 hours used per court per match, the previous calculation was 1.33 hours per hour per court. They also increased the court cost to \$3.50 per hour per court. CVTA was able to reach an agreement that these rates would not increase for two years.

Philanthropy:

The Board has committed to exploring philanthropic opportunities.

Publicity:

The Board approved a new logo for CVTA.

The Board approved a new tag line for CVTA.

A new CVTA banner was purchased.

Numerous press releases were written and distributed regarding CVTA activities.

New brochures were purchased for recruiting new members and distributed throughout the community.

Bylaws:

The Board chose to create two year staggered terms to provide continuity when new Board members are elected. The staggering of positions will avoid an entirely new board being elected and thus not being able to continue or transition projects and knowledge from the preceding Board. The staggering of terms will allow the newly elected Board to continue projects with minimal disruption due to new Board members needing education of historical events and processes.

The Board also chose to create a due date for the Annual Report of December 31 thereby placing the responsibility on the outgoing Board to report to members all significant events transpiring during the calendar year

The Board made significant changes in 2005 to create a more inclusive nominating and electing process. Further changes were needed to improve the nominating and electing process. Specifically, the Board needed to give the Nominating Committee more time to recruit members and create ballots for Board positions. Therefore, one additional month was added to the process and the deadline of September 30 has been set for all nominations to be made.

The Board recognizes that the Nominating Committee needs time to create a ballot. Therefore, the Nominating Committee, under the new By-laws, will be granted one month to identify who will be placed on the final ballot for election.

Membership:

The total CVTA membership for 2006 was 129 a decrease of 4%.

Facilities:

The Board made numerous inquiries and requests for facility repairs to courts to Keith Williams.

League:

The Board greatly appreciates and recognizes the exceptional work Paige Hayes has done managing the leagues. We are pleased to announce she has agreed to continue her services as league coordinator for 2007.

Suggested Goals for 2007 Board

Social: Increase attendance at the events offered.

Financial: Gross annual revenues that exceed total annual expenses by 10%.

Facilities: Strive to maintain positive relationships with the city of Louisville.

Publicity: Align publicity efforts to fit needs of association with an emphasis on increasing the membership.

Philanthropy: To explore establishing a philanthropic foundation.

Membership: Increase membership.

League: Add more teams.

Summary:

The CVTA Board feels it took very positive steps to accomplish the set forth goals of the 2005 Board. Although we fell short on increasing membership, we feel this year was very productive in achieving methods for more effective membership recruitment. We also believe CVTA Brochure creation/distribution, press releases, 2.5 Orientation Night and the Boulder County Cup provided means to advertise the high quality association this Board believes CVTA to be. We also believe we made exceptional efforts, and accomplishments, offering diverse opportunities for membership to interact beyond league play. Finally, the CVTA continues to be a financially stable association through efforts to have gross annual revenues that exceed total annual expenses by 10%.