

## 2008 CVTA Board of Directors Report to Membership

### Introduction:

The 2008 CVTA Board of Directors operated under some specific goals and suggestions from the 2007 Board. They were as follows: Promote a variety of tennis social events to benefit the CVTA membership; achieve gross annual revenue that exceeds total annual expenses by 10%; align publicity efforts to fit the needs of the CVTA, with an emphasis on increasing the membership; increase membership; sustain or improve upon the current number of CVTA league teams. To these ends, we hope you will find our report reflects efforts to accomplish these goals.

### Socials:

The CVTA Board offered several opportunities for our membership to participate in tennis-related social activities other than league play during 2008:

- Casino Night
- A 2.5 – 3.0 level indoor tennis social/clinic
- A CVTA tennis ladder
- March Drill Social
- Seniors tennis program
- July Doubles social
- Boulder County Cup Tournament

### Financial:

This Board continued to be fiscally conservative. The goal of having gross annual revenue exceed total annual expenses by 10% was achieved in 2008.

This Board continued the practice of offering discounted CVTA membership fees for early renewal members, for a limited time in the first quarter of 2008. Basic membership fees remained the same in comparison to 2007 fees. Court fees and conditions in the CVTA's agreement with the City of Louisville also remained the same in comparison to 2007.

### INCOME FOR 2008

Membership	\$5004.71
League Fees	\$3390.00
Other	<u>\$1876.11</u>
Total	\$10,270.82

### EXPENSES FOR 2008

CVTA Operation	
Expenses	\$5587.99
Socials	\$1015.12
Other	<u>\$1456.00</u>
Total	\$8051.11

**Publicity:** The CVTA board authorized distribution of brochures at various tennis events as needed and stocked local tennis courts with the same brochures in an effort to help make the community aware of the CVTA's availability to everyone interested in pursuing tennis "For the Fun of it." Additionally, the CVTA membership received via email regular reminders of events, newsletter availability, and impending deadlines for participation in the CVTA.

**Membership:**

The total CVTA membership for 2008 was 180, an 8.4 percent increase over the 2007 level and representing the CVTA's highest membership level ever.

**League:**

The Board greatly appreciates and recognizes the exceptional work Paige Hayes has done managing the leagues. The CVTA had 26 league teams in 2008, down from the 28 that the CVTA fielded in 2007 but well within the range most ideal as a match for facility capacity. We are pleased to announce Paige has agreed to continue her services as the CVTA's league coordinator for 2009.

**Suggested Goals for 2009 Board:**

**Social:** Promote a variety of tennis social events to benefit the CVTA membership.

**Financial:** Achieve gross annual revenue that exceeds total annual expenses by 10%.

**Publicity:** Align publicity efforts to fit the needs of the CVTA, with an emphasis on maintaining end-of-2008 membership levels.

**Membership:** Maintain end-of-2008 membership levels, while trying to increase the number of "family" memberships.

**League:** Sustain the current number of CVTA league teams.

**Community:** Work to build the relationship with the City of Louisville for the purposes of promoting tennis in the community and improving tennis court facilities in the community.

**Summary:**

The CVTA Board believes it took very positive steps in 2008 to accomplish the goals set forth by the prior Board. We succeeded in increasing total membership, increased the number of social events/activities and maintained what the board believes is a healthy number of league teams, considering capacity limitations. We also believe the CVTA's Newsletter (Baseline Banter), brochure distribution, tennis socials, and the Boulder County Cup provided a variety of means to advertise the high quality association this Board believes the 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 remains a financially stable association through continued efforts to have gross annual revenues that exceed total annual expenses by 10 percent.