



IOTC Board Meeting — May 7, 2024
12 p.m. — Oakwood Clubhouse Bradford Room

Tennis members who want to receive IOTC information via email can contact secretary@IronOaksTennis.net or use the 'Contact Us' button on the club website. Please be sure to check your promotions and/or spam folders for email as it is sometimes routed there.

Officers Attending: Christopher Berry (President), Sandy Traylor (Treasurer), D.D. Kullman (Secretary), Kristina Traylor (Tennis Play Director)

Also in attendance: Carole Rockland (Communications), Judy Gahide (Play It Forward)

Call to Order at 12 p.m. — Quorum is present

Old Business:

- April board minutes were approved as written.

Committee Reports:

Treasurer (Sandy Traylor)

- Reported that financials are up-to-date, balanced and in good order.

Communications (Carole Rockland)

- Reported one article in the Splash last month about the Jason Morton Tournament.
- Proposed taking a new board photo at the June meeting.
- Discussed potential article about the Women's 65+ team going to sectionals.
- Discussed contacts for Masters Tennis. Board decided it would be DD and Kristina.

Membership (Edith Tanniru)

- Edith reported 306 current members.
- **CJ to check with Jeff Vance in July to run membership numbers again to determine how many drop-offs from part-time resident memberships.**

Facilities (CJ for Mike Davin)

- Oakwood stadium steps east and west need painting.
- Stadium wall dings need repair and painting.
- Several red ants sighted near drain on stadium court #2.
- Claw handles on pickup ball baskets are in bad shape and need to be repaired.
- Foam roller storage discussion — potential move to shed to prevent sun damage.
- Check to see if patio misters are on and working.
- **CJ to ask that the board be notified about major infrastructure project dates.**
- Masters Tennis equipment to be stored in outdoor shed

- CJ reported that he and Randy Rex are continuing to work on placing old tournament plaques in Fitness Center. Jeff Vance suggested using a mounting board backdrop like what is hanging in the billiards room, making it the same color as the front desk.
- Jeff shared that the Ironwood courts will be resurfaced this summer.
- Some windscreens and sunshades are scheduled for replacement this summer.

Events (Kristina Traylor)

- Presented 2024/2025 social play calendar. After discussion with board, will make a few minor adjustments and send to Dick Harrold for inclusion on the IOTC calendar.
- CJ reported that Jeff Vance couldn't find any precedent for the \$600 payment to the HOA for court usage during the Jason Morton Tournament.

Masters Tennis (DD Kullman)

- Board discussed viability of offering Masters Tennis on a regular basis.
- Tony Simonelli is willing to lead Masters Tennis play on Wednesday evenings at 6:30 pm and on Thursday mornings at 7:30 a.m.
- DD can take RSVPs, but Tony will need to reserve the court on Thursday mornings.

Web Landing Page for Non-Resident Memberships (DD Kullman)

- Reported results from social media test.
- Total cost was \$30 for one-week test, paid for by HOA.
- QR code will not work on Facebook but Michele Renahan said she added it to the TV screens in Golf, Fitness, and Arts & Crafts.
- Post received good engagement: 226 people clicked over to our landing page. Total impressions were 3,744. Total reach (unique views) was 1,820.
- Cost per lead: 13 cents
- DD to reach out to Michele to determine possible re-targeting campaign.
- Michele advised creating a more dynamic social post (vs. static) for next test, possibly using video of players.
- No new memberships have been added yet, but it's still too early to understand any impact from the social media push.

Marketing (DD Kullman)

- Board discussed marketing Sun Lakes as a tennis community.
- Rick Kenny previously suggested we get HOA support.
- Kristina proposed creating a flyer that could be given to area realtors.
- Board discussed need to find a new webmaster. CJ proposed eblasting a request to membership for possible volunteer(s).

Next Regularly Scheduled Meeting: TBD, at noon in the Oakwood Library.

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