



IOTC Board Meeting — March 5, 2024
12 p.m. — Oakwood Clubhouse Library

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), Rick Kenny (Vice President), D.D. Kullman (Secretary), Sandy Traylor (Treasurer), Kristina Traylor (Tennis Play Director)

Also in attendance: Carole Rockland (Communications), Edith Tanniru (Membership), Dick Harrold (IT Support), Michele Renahan (IronOaks Director of Marketing & Communications)

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

Old Business:

- February board minutes were approved as written.
- Election Committee reported letter was posted requesting candidates for Secretary and President board positions per IOTC bylaws. No candidates came forward. The Board made a resolution to reinstate CJ Berry as President and D.D. Kullman as Secretary for a second 2-year term.
- **Rick to have Dick send out an eblast and put something on the website about the reinstatement.**

New Business:

- Michele Renahan was invited to discuss cost effective ways to advertise tennis memberships available to non-residents.
- Michele stated that Facebook and Instagram posts would be a cost-effective way and recommended creating a test campaign to run for a 2-week period that she can help geotarget to 6,500 people in the Chandler area.
- Michele estimated cost would be \$30
- Michele advised the Board to create a landing page that the posts would point to.
- **DD Kullman to provide a wireframe of a proposed landing page.**
- Dick Harrold requested the landing page be coded in HTML and then he can provide other coding to make it a "live" page.
- Michele said she can optimize Club Essentials, the club's homepage
- Board discussed creating a realtor flyer with details about IOTC tennis memberships
- CJ recommended we put out a call to members to see if anyone would like to help us with coding.
- **CJ to ask Jeff what their 2024 membership growth goal is.**
- CJ attended the Pickleball Focus Group. Two HOA board members are planning to speak to John Reyhons at BlueStar to discuss modifying the two "practice" Pickleball courts (9/10) to "play" courts.

- The Board did not approve a request to donate to the Play It Forward event. Board was asked to think about it individually, and then **CJ will circulate an email to tally a vote.**
- Board discussed displaying tennis plaques in fitness center. BlueStar asked that we not put anything on the walls. **CJ to approach John Reyhons with Randy Rex, plus Board Members to ask permission to display them.**

Committee Reports

Treasurer

- Sandy reported finances are up to date; everything is balanced and in good order.
- Sandy shared that the Jason Morton Tournament was profitable.

Communications

- Carole reported she had one article in the Splash recapping the Gender Doubles tournament.
- **Carole to place two new articles recapping the Mixed Doubles Tournament and the Valentine's Day social.**
- **Carole to put photos in for the Jason Morton Tournament.**
- **Carole to identify people who can assist with next year's events and include on a poster for signups at the upcoming End of Season Potluck.**

Membership

- Edith reported there are 310 paid members, as of the end of February.

Events:

- *Jason Morton Tournament Recap*: February 29 – March 3.
 - CJ advised we should order a new club banner and a Jason Morton banner in late summer for next year's tournament.
 - CJ advised we should have a dedicated membership table at the next tournament.
 - Discussed providing golf cart shuttle service to Ironwood Courts. Need to check insurance costs, and have an understanding of what the driver and club liability exposure is.
 - Kristina suggested having Food Trucks and/or a Beverage Cart present during the tournament next year.
 - Board discussed buying a case of balls for Cottonwood thanking them for their court use during the tournament. **Kristina to deliver the case of balls on 3/23 during the social with Trilogy.**
- *Year-End Potluck*: March 24 at 4 p.m.
- *Play It Forward*: April 6 at 8 a.m.
- Board reviewed 2024/2025 social play calendar in preparation for planning meeting with all clubs.

Next Regularly Scheduled Meeting: Tuesday, April 2, 2024, at noon in the Oakwood Library.

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