



# THE TENNIS CLUB

Avon Lake, Ohio

February, 2019

## A Message from The Tennis Club Board of Directors

Each year The Tennis Club Board of Directors goes through the annual budget preparation process to prepare a budget for the upcoming year. While going through this process in the preparation of the 2019 budget using the 2018 dues structure, the projected 2019 budget showed a deficit of \$4,759. In further review, the Board looked at budget data from 2014 through 2018 and found that the Club has run deficits in 3 of the past 5 years and was potentially looking at another large deficit in 2019 if no action was taken.

While the Club is in no immediate financial danger, we cannot continue to spend more money than we take in and remain financially secure. In 2014 we had capital reserves of \$36,800. At the end of 2018 our capital reserves have dropped to \$31,471.

In light of all that, the Board has reluctantly agreed to raise dues \$20 in 2019 for both single and family memberships. Hopefully with this increase, careful management of our expenses and continued success in bringing in and retaining new members we can eliminate a deficit in 2019 and years ahead. Also, it has come to the Board's attention that Tennis Club memberships and annual dues are subject to Ohio sales tax. Beginning in 2019, you will see a line item on your annual invoice for Ohio sales tax.

On a more positive note, in 2018 the Club received \$1,475 in donations from 38 members. Those donations helped reduce the 2018 budget deficit and we are deeply grateful to those members who donated. There will again be a donation line on the 2019 dues invoice. For any of you that care to donate, your donation of any amount will be greatly appreciated and will add to the financial well being of The Tennis Club.

At the end of 2018 our membership total stood at 188 members. The 2012 New Member Trial Program has been

very successful in bringing new members into our Club over the past 7 years and the Board has recommended that the program be continued in 2019.

We encourage all members to reach out to any of your tennis playing friends or contacts who are not already members, make them aware of the Trial Membership Program and the advantages of being a Tennis Club member and encourage them to consider joining our Club. If you need further information on the New Trial Member Program or a new member application form, call our membership number (216) 282-4486 or send an email to:

[avonlaketennisclub@gmail.com](mailto:avonlaketennisclub@gmail.com)

In reviewing membership totals over the past several years, it became apparent that in the past 2-3 years we are gaining and losing members annually at an equal rate. In an effort to retain more members, the Board has formed a Club Ambassador group under the leadership of Board member John Keyse-Walker.

The main focus of the Ambassador program is to have a group of 4-5 members who can be called by any member, new or long standing, who is looking for information on playing groups, the level of play in each group and when each group normally plays.

While many members are in well-established playing groups, there are members, especially new members, that struggle to find their playing niche in the Club. We hope that the Ambassador program will address that issue and help retain more members.

In closing I hope that the New Year finds each of you and your families well. We are looking forward to another successful season and hope to see you on the courts at The Tennis Club in 2019.

Sincerely,  
Jim Cundey, President  
The Tennis Club Board of Directors

## 2019 Dues Structure

Single - \$300

Family - \$425

### New Member Program:

Single - \$175

Family - \$200

### Initiation Fees

Corporation: \$500 - Social: \$200

## Ask a Friend to Join

If you have a friend that is interested in membership, you can download the application form from our web site and give it to them. If they have questions, they can call (216) 282-4486 or send an email to: [avonlaketennisclub@gmail.com](mailto:avonlaketennisclub@gmail.com)

## 2019 Socials

**May 25** - Spring Open House

**July 20** - Steak Roast

Irene & John Keyse-Walker

**August** - Mixed Doubles Round Robin

Pete & Myra Mitchell

**September** - Clam Bake

Rhonda Mzik

If you would like to volunteer to host or help with a Social, please contact Rhonda Mesnick: [remesnick@yahoo.com](mailto:remesnick@yahoo.com) or call her at 440-454-2588.

## The Tennis Club

676 Avon Belden Rd.

Avon Lake, OH 44012

(216) 282-4486

### 2019 Trustees

Jim Cundey, President

John Keyse-Walker, 1st Vice President

Tom Gable, 2nd Vice President

Rhonda Mzik, 3rd Vice President

Gael Dunn, Secretary/Treasurer

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