

Capital Region Tennis Association

Conference Call with Tennis Canada, December 12th, 5:30 P. M.

Barker House, Fredericton

Attendees: Debbie Keeler, David Clark, Rose Arsenault, Reg Gallant, Ruth Mullin, John Jarrett; Victor Paul-Elias; Mark Thibault, Jeff Lenehan

Regrets: Jim Gallagher

Agenda: Conference Call with Tennis Canada

Dave: CRTA – Our original mandate was to partner with Mark to grow tennis in this region. We have always been interested in the creation of an indoor facility and we have been approached by the village of New Maryland as they have identified tennis as being a sport they think is a good fit for their community. We will be doing a presentation to them, as the mayor would like approval by the council (5 members) – end of January.

TC: What are the details of the structure proposed?

Dave: First class 4-court indoor/4-court outdoor facility with washroom/change facility that could accommodate outdoor sports. They would also like a mezzanine area. Estimated total cost is \$1.3-1.5million.

TC: To note: will moving forward with this structure effectively advance the community concerns/election concerns? Position yourself to show how this will this benefit the needs of the community.

Dave: Our current Premier's mandate is "Wellness" so our opportunity to get grant money is ideal right now. Also, the political climate is such that, with the problem with user fees for hockey, the village is very keen on showing how to have a first-class facility for sport shared with all of the local service districts, without the user fees.

TC: Will send Debbie some documentation from their "Tennis Matters" campaign that we could use in our presentation – includes health and social benefits. Advocate tennis being a major health benefit to the community.

Dave: What are the areas that you support in Atlantic Canada?

TC: There are 4 high-performance regional development centres – PEI, Halifax and Nfld – all are "basic" – competitive high-performance for juniors.

TC: Opportunities: Senior events, wheelchair events, Out-of-circuit events, rookie tours, University partnering, schools partnering. You could take over the programming for the universities – or an opportunity to rebuilding this relationship.

TC: Hire a director to lead these initiatives – programming. Also need a person to run day-to-day operations. Officiating and coaching clinics / Template of how to run a facility – TC is willing to share a business model for this.

TC: You should have 400 members – 100/court (300-350 very active members). You need programming for your members – your main source of revenue and sustainability. (Includes seniors and juniors too.) The potential charge could be \$20-25 per hour for hourly court fees plus a yearly membership fee.

TC: Suggest that you include some clay courts as part of our outdoor courts. Harry Pelletier would be willing to visit and give recommendations as to the type of surface, lighting, layout. (His contact info will be sent to Dave.)

Dave: What sort of experience do you have in giving expertise to groups in Engineering?

TC: We could give some guidance with this. The USTA has a manual that details all sorts of specifications – they will send us a copy of this.

Victor: Do you have any advice on funding?

TC: We got infrastructure funding – some from province and some from feds. You should be able to get help from the champions in the community – like the mayor of New Maryland – ask them for direction as well.

Victor: Lessons learned – should we have a single PM driving the whole project?

TC: It's most important to get the right fit on the project team. They hired an external PM team – they were critical to the success of their project.

TC: Line up your partners, to help build your case as to how this structure will benefit all of these groups – Push wellness in the community. Also, show how this will benefit the goals of the council.

TC: we are willing to help provide any expertise that we can.

Dave: What is the ATA?

TC: The Atlantic Tennis Alliance serves all 4 Atlantic Provinces. They work with Tennis Canada to organize competitions, provide human resources.

Dave: Next steps? It would be nice for TC reps to meet the mayor, councillors and the proposed site.

TC: We need to find the right date and will be prepared to visit after Feb 9th.