

BY-LAWS

(as of October 24, 2021)

BUDGET

The Executive will adhere to the annual budget as approved by the membership. Major expenditures should be separately identified within the annual budget.

FEE REDUCTION

As of August 1st, all membership fees will be reduced by 50%.

MASS EMAIL COMMUNICATION

Any member who wishes to address the entire Club by a mass email communication must receive approval first from the Executive.

COMMUNICATION CONTENT AND CHANNEL GUIDELINES

Purpose: The purpose of this document is to provide guidelines and direction on how the Executive of the club should use the various communication channels and what the content should be.

Objectives of communications: Communications to members should be aligned to the purpose of the club as described in the constitution of the club, namely:

- Provide tennis facilities for the membership
- Promote and co-ordinate interest in the game of tennis and good sportsmanship
- Promote community (SBTC) spirit and participation in Club activities

The following guidelines are designed to aid the club Executive to develop and distribute communication materials to the members. The guidelines will also serve to ensure that members' privacy and interactions with the club are done so with respect and in accordance with Privacy Laws. The guidelines will ensure that the content of the communications is crafted to be aligned to the purpose of the club. In short, they should be tennis and club activity focused.

Communication Guidelines & Channels

| Channel Type | Owner/Responsibility | Purpose of Channel | Users | Examples of content |
|-------------------------------------|-----------------------------|---|--|---|
| Emails to members (Membership List) | Membership Convenor | To provide immediate updates of club activities or events | All members of the Executive can use this channel to communicate information relative to their portfolios with the membership | <ul style="list-style-type: none">• Details around important dates• Details around programs• Notifications of meetings |
| Web Site | Vice President | A central hub where members can access club documentation, rules, calendar of events, archives of past events and photos, celebration of tennis achievements, | All members of the Executive can have access to this channel to post elements of relevant to their portfolios. The members and the | <ul style="list-style-type: none">• Club constitution and governance documents• Calendar of activities• Information relating to address and contact information• Photos of club events |

| | | | | |
|-----------------------------------|---------------------|--|--|--|
| | | registration and e-commerce | public can access this information freely. | <ul style="list-style-type: none"> • Celebration of members • Registration forms and program information • Links to tennis sites/sponsors |
| Facebook page and/or social media | Newsletter Convenor | A dynamic hub where members can get information on club activities and celebration of events. | Newsletter convenor moderates the page and posts information from the Executives. Members can access and comment on the page, however the page is moderated by the convenor and can edit the page to ensure that comments are in accordance to the guidelines and principles of SBTC communication | <ul style="list-style-type: none"> • Pictures, videos, links • Posts on events, upcoming and past • Celebrations • Real time conversations |
| Postings in the Clubhouse | President | Static information relating to tennis, tennis events, rules, notifications, members outreach | Members | <ul style="list-style-type: none"> • Posters of OTA, STF, Tennis Canada • Meeting notifications • Rules and codes of conduct |
| Newsletter | Newsletter Convenor | A compilation of information that is time bound (meaning specific distribution dates or periods) between the previous newsletter and the subsequent newsletter relating to club activities and events. | The Executives can use this channel to communicate information relating to their portfolio. The Newsletter Convenor collates and creates the newsletter and distributes it to members via the membership list. | <ul style="list-style-type: none"> • Details around important dates • Details around programs • Notifications of meetings |
| Executive Distribution List | President | This channel is only open to the Executive Members of SBTC and is used to coordinate communication between Executive Members. | Executive Members only | <ul style="list-style-type: none"> • Meeting follow-ups, meeting dates and meeting locations • Voting on items outside of executive meetings • General discussion of executive nature |

Other considerations:

Should members wish to communicate broadly to the membership, they should first approach a member of the Executive expressing their wish to do so and provide the purpose and content of the communication. The Executive will then evaluate if the communication falls within the guidelines of this document. If so, then the communication can be sent out on the behalf of the member(s) by the Executive. Posting of photos and videos depicting club members and members of the public can only be done if waivers and permissions have been documented.

GUEST FEES

A Guest will be a friend or relative of a club member and will be expected to pay a \$5.00 guest fee when they use the facility. They can be a guest a total of 6 times, after which time they will be expected to join the club and their guest fees will be put towards the purchase of a membership. This guest fee system is not applicable during public hours.