

**BY-LAWS**  
(as of July 10, 2019)

**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 1<sup>st</sup>, 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**

<b><u>Channel Type</u></b>	<b><u>Owner/Responsibility</u></b>	<b><u>Purpose of the Channel</u></b>	<b><u>Users</u></b>	<b><u>Examples of content</u></b>
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"><li>•Details around important dates</li><li>•Details around programs</li><li>•Notifications of meetings</li></ul>
Web Site	Vice-President	A central hub where members can access club documentation,	All members of the Executive can have access to this	<ul style="list-style-type: none"><li>•Club constitutions and governance documents</li><li>•Calendar of activities</li></ul>

		rules, calendar of events, archives of past events and photos, celebration of tennis achievements, registration and e-commerce	Channel to post elements relevant to their portfolios. The members and the public can access this information freely.	<ul style="list-style-type: none"> <li>•Information relating to address and contact information</li> <li>•Photos of club events</li> <li>•Celebration of members</li> <li>•Registration forms and program information</li> <li>•Links to tennis sites/sponsors</li> </ul>
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 <b>comment</b> on the page, however the page is moderated by the convenor and can edit the page to ensure that <b>comments</b> are in accordance to the guidelines and principles of SBTC communication	<ul style="list-style-type: none"> <li>•Pictures, videos, links</li> <li>•Posts on events, upcoming and past</li> <li>•Celebrations</li> <li>•Real time conversations</li> </ul>
Postings in the Clubhouse	President	Static information relating to tennis, tennis events, rules, notifications, members outreach	Members	<ul style="list-style-type: none"> <li>• Posters of OTA, STF, Tennis Canada</li> <li>• Meeting notifications</li> <li>• Rules and codes of conduct</li> </ul>
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"> <li>•Details around important dates</li> <li>•Details around program</li> <li>•Notifications of meetings</li> </ul>
Executive Distribution List	President	This channel is only open to Executive members of SBTC and is used to coordinate communication between Executive Members	Executive members only	<ul style="list-style-type: none"> <li>•Meeting follow-ups, meeting dates and meeting locations</li> <li>•Voting on items outside of executive meetings</li> <li>•General discussion of executive nature</li> </ul>

### 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 PASSES (new by-law to start in 2020)**

Each adult member will receive 1 guest pass upon their annual registration. Guest passes can be utilized to cover the guest fee when a guest plays at the club. Guest will be allowed to receive guest privileges for a maximum of 4 times. Upon the 5<sup>th</sup> time, guests will be asked to purchase a membership and the guest fees paid will be credited towards the purchase fee of the membership. Guest will only be able to receive 1 guest pass per season. Any subsequent visit will carry a fee of \$5. The following information is required on the guest pass:

Guest Name

Member Name

Membership #

Date of pass use:

Members and guests found to abuse Guest Passes and Guest privileges will be subject to club discipline.