

MAPLEWOOD LITTLE CLUB



ANNUAL REPORT

2022-23

TABLE OF CONTENTS

TRUSTEE REPORTS

BOARD OF TRUSTEES	3
PRESIDENT	4
DIRECTOR OF TENNIS	6
TREASURER	8
FINANCIAL TRUSTEE	9
GROUNDS TRUSTEE	10
MEMBERSHIP TRUSTEE	12
NEW MEMBERS 2022	13
TENNIS TRUSTEE	14
COURT TRUSTEE	15
RENTAL AGENT	16
HOUSE TRUSTEE	18
SOCIAL TRUSTEES	20
BAR TRUSTEE	21
DIGITAL COMMUNICATIONS TRUSTEE	22

cover photo: Jeremy Weiss



BOARD OF TRUSTEES

2023

OFFICERS

President - Bob Ehinger
Vice President - Robyn Friedman
Secretary - Katie Wissel
Treasurer - Chris Chappellear

TRUSTEES

Bar - Chris Gibbons
Communications - Nancy Maloney
Courts - Peter Van de North
Financial - Melanie Kleinman
House - Nancy Caravetta
Grounds - Kevin Photiades
Membership - Deborah Schoenblum
Rentals - John Knapp
Social - Bianca Froelich & Arden Canecchia
Tennis - Mary Francoeur
Technology & Digital - Andrew Haines

NON-TRUSTEE ROLES

Tennis Director - Thomas Battaglia
Rental Agent - Sheri McKinstrie
General Manager - Sheri McKinstrie
Website Designer - Linda Thibodeau
Insurance - Mark Haase
Caretaker - Gerald Jackson

PRESIDENT

Robyn Friedman

Bob Ehinger (Incoming)

Despite COVID continuing to loom, 2022 saw a return to normal at MLC. The courts were full, our events were well attended and camp was sold out, as usual.

Some highlights of 2022 include:

MLC added 15 new families to our membership.

The Learning Center courts were completely renovated. Moving lessons, clinics and cardio tennis there freed up the MLC courts for members.

We hired an architect, Carolyn Young, to design the new Learning Center clubhouse. We hope to break ground there in October 2023. People were ready to party after years of pandemic! We had an amazing 67 Club rentals this year, up from 35 in 2021, thanks to the hard work of our fantastic Rental Agent Sheri Mckinstrie and Gerald Jackson.

The MLC Volunteer Initiative was a great success with all but 25 families participating. The initiative will continue in 2023, and we will continue to ask for a minimum of two hours/tasks of volunteer time per family over the season. Thank you to everyone who volunteered in 2022 and a big thank you to Dawn Yoselowitz for being the Volunteer Coordinator this year.

Thank you to our fantastic and hardworking Board of Trustees and to all the volunteers who make MLC such a wonderful and welcoming place. My two year term as President has come to an end but I will remain on the Board as Vice President. I look forward to a successful 2023 season under the leadership of our new President, Bob Ehinger.



DIRECTOR OF TENNIS

Tom Battaglia

Hey everyone. Another great year in 2022. We were BEYOND thrilled to add 2 more courts this season. It was nice having our own little home away from home. It also made the summer camp experience that much better for our kids at 489 Ridgewood. Having you all head over to the new "little club" during camp hours was appreciated! Well, what can I say? Our club just rocks year after year.

Here are the NJWTL and NJTL highlights from this past season:



Series 4- 15-21 overall (7th place)
Series 7- 14-22 overall (8th place)
Series 11- 19-17 overall (4th place)
Series 13- 4-32 overall (10th place)

We are making some changes to the way teams are formed this year. It will capitalize our best players and make practice that much more enjoyable. Stay tuned for details!

Our men and women competed in the NJTL (Saturday League) and our top team finished in 3rd place! One spot from moving up to the B division. A recap from this past season:



Series C-18-16 overall (3rd place)
Series E-11-23 overall (8th place)
Series G- 15-20 overall (7th place)



World Team Tennis was the BEST event (in my opinion) and was SOLD OUT all 3 times we ran it. In 2022, we added another weekend to the event, and it truly captures what this club is all about, friendly and enjoyable competition. Although we didn't see a mixed tiebreaker this year, we are hoping 2023 brings some 10 point drama at the end!

Summer Camp? It was sold out by the end of January. JANUARY! Another great summer with a lot of memories and the most important part of all, injury free!

Looking forward to another amazing year with you all. See you on the courts!

photo: Jeremy Weiss

TREASURER

Amy Donohue
Chris Chappelle(Incoming)

FINANCIAL TRUSTEE

Maura Bigelow
Melanie Kleinman (Incoming)

Gross Profit; \$507,212.57

Total Expenditures: \$424,583.64

Net Revenue: \$82,628.93

2022 was a good year financially for The Maplewood Club. Both tennis revenue and rental revenue were up significantly. The fears of Covid waned throughout the year and people were willing to gather to celebrate and play tennis. Our bottom line remained healthy at the end of the year with over \$120,000 in reserve.

Some of the bigger expenses in 2022 were house, grounds and tennis court items. At the main clubhouse there were some maintenance costs including waterproofing the basement and replacing windows. For grounds, there was significant tree work done around the property. Finally, the courts at MLC and The Learning Center both had much needed upkeep and improvements.

Membership Type	#
Family	112
Individual	10
Individual - 25 yr	4
Individual w/ child	7
Junior member	12
2 adult members	30
2 adult members - 25 yrs	9

Membership dues:

Family: \$1,700
Individual: \$1,210
Individual with children: \$1,270
Two adults: \$1,575
Individual - 25 yr: \$850
Two adults-25 yr:\$1,090
Junior: \$350



GROUND S TRUSTEE

Bob Ehinger

Kevin Photiades (Incoming)

Kevin Photiades has graciously agreed to serve as the 2023-24 grounds trustee. Welcome Kevin.

Main campus

The grounds at the main campus got a big boost thanks to you members who came out to help get the club ready for the spring opening as well as those who helped maintain the garden beds, flowerpots, weeding where needed and generally lifting a hand where needed with larger projects. We are all thankful for your efforts.

The beer garden got a significant capital infusion this year with new picnic tables and Adirondack chairs. We also installed a new gas line and grill that will serve us for years. Now that the pandemic has eased somewhat, we want to make better use of the area, with ideas running from open keg Fridays to food trucks and more.

We purchased new navy blue umbrellas for the upper patio overlooking court Nancy Caravetta generously donated a matching cantilevered umbrella that we'll use to help improve another member gathering area above court 3, where more seating, shade and perhaps an active firepit could extend tennis social evenings.

We cut back the bamboo behind courts 3 and 4 to keep it out of play. Trees were also trimmed to remove their obstruction and the black walnut in the back corner of court 4 was greatly reduced. Other improvements were a major cleanup behind the tennis shed and parking lot paving repairs. A future improvement proposed for 2023: underground sprinkler system as there were many sections of the grounds that suffered in 2022 due to inconsistent watering / rain combined with multiple heat waves. Two proposals were obtained, one from Quench and one from Emerald. The expected expense for this in 2023 is between \$8,000-10,000.

Wyoming Learning Center

2022 saw a big upgrade of the playing surfaces and adjacent areas. A new high-capacity sprinkler system will help keep the courts properly hydrated. Volunteers added fencing and turf to help keep balls in play. A committee of board members and expert volunteers is working with an architect to develop a new structure for the Wyoming building. While the main campus will remain the primary social space of the club, Wyoming will offer an attractive site for instruction, play and socialization, much in the spirit of what has been there since 1899. More information will be shared as the plans develop this spring and Summer.



MEMBERSHIP TRUSTEE

Deborah Schoenblum

Between the months of February and July 2022, MLC invited 20 new families into the club. We continued our commitment to the MLC diversity initiative and welcomed families that represent our vibrant SOMA community. We had a total of 171 memberships in 2022 plus 9 junior memberships. At the end of 2022 (post season) we welcomed 5 additional families to join. They were invited to the holiday party and will begin using the club in Spring 2023. We continue to have a lengthy waitlist, of 30-45 families at any given time.



NEW MEMBERS 2022

Allan and Robin Chernoff

Ann and Michael Henry

Keren Sachs and Landis Kauffman

Margaret Mills and Ken Andruk

Pamela and Silas Lum

Stacey Chiavetta and Russ Buettner

Gayla and Lincoln Germain

Carlin and Magnus Wilson- Webb

Jillian Frechette and Reid Henry

Deborah McBride and Brendan Hermes

Laura Booker and S.J. Dobb

Margaret and Norman Pickeron

Raj Yersai

Rodney and Carol Sunada-Wong

Danielle St. Laurent and Paul Dinello

Kara and Josh Ponsner

Nilaya Bahashwar

Eileen Start

Lucy and Greg Seligson

Elizabeth Sarkisian and Dan Cohen

TENNIS TRUSTEE

Mary Francoeur



We had another great season of tennis for our members. As Tom noted, our interclub league teams had solid performances. Remember that these are open to all members who are interested in participating, just let Tom know and he will find the right team for you. We conducted 11 championship events which as always produced plenty of terrific competition and a very enjoyable championship weekend. Many thanks to the Tennis Committee for ensuring that matches got played on schedule. We conducted at least 20 separate tennis-oriented events: holiday round robins, open tennis, twilight tennis, world team tennis and more. We reintroduced the competitive mixed-level men's and women's one day events. We encourage everyone to participate in these since they are a great way to get to know more members and have a lot of fun. They also provide a chance to participate in planning (and get in your volunteer hours - hint, hint). A VERY BIG thanks to the many volunteers who shopped, cooked, arranged, displayed, mixed, poured, served and cleaned up!

The Learning Center's two courts have been a great addition, providing a place to focus on clinics and instruction and offer more court time flexibility. The 90 minutes doubles booking was well received.

The reservation system continued to work well - we will be introducing a new system for 2023 (the old one is no longer available). We had many events to encourage new members, including reserving a weekly Open Tennis (I know, a bit of an oxymoron) for beginner to intermediate players.

COURT TRUSTEE

Peter Van de North

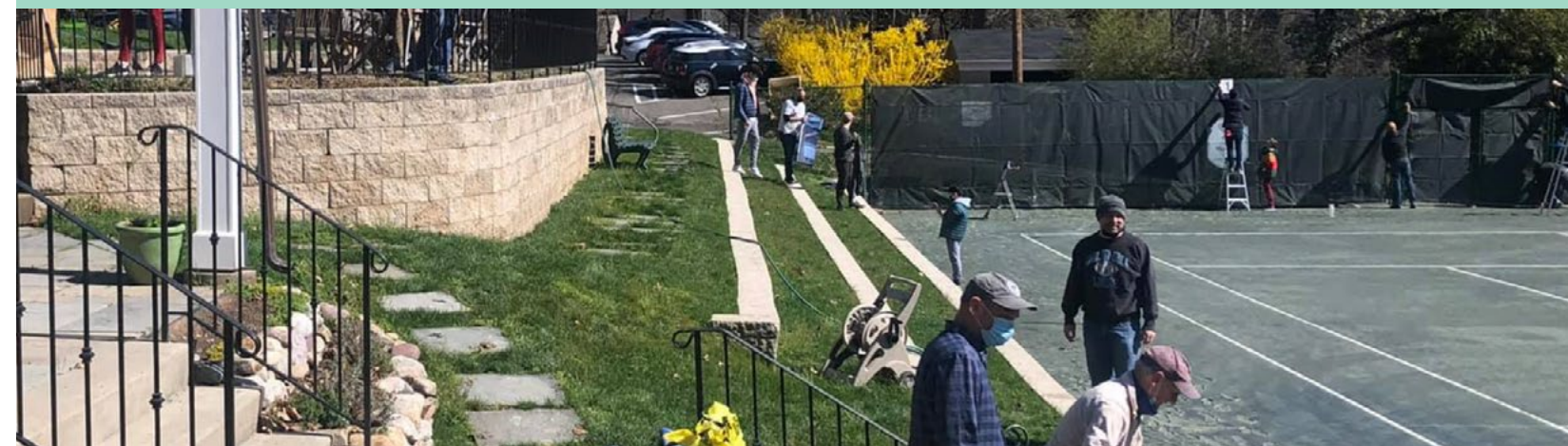
Building off a solid foundation set by outgoing Trustee Tim Roebuck, the courts are in good shape, and played great from April into November.

The biggest improvement of 2022 came from the upgrade to the sprinkler system at the Learning Center. When it came online, the new system really transformed the playability of the Learning Center courts. New divider / end netting and some wind screens were also welcome additions.

At the MLC courts, some adjustments to the sprinklers by Tom and Bruce Rafel helped keep the courts playable through all kinds of weather. We also brought in our courts contractor for a "mid-year refresh."

In 2023, the courts should continue to benefit from additional Har-Tru that has been added over the past few seasons. We'll address some minor fence issues, get some new tapes down, and look forward to getting back out on the courts this spring.

Thanks to the many helpers who did remarkable work at MLC and the Learning Center to clean up around the counts and fences to get them looking better than ever. Special thanks, too, to Bruce Rafel for his work with Tom on the sprinklers at MLC and the Learning Center. Getting the right amount of water on the courts might have been the most important thing we did in 2022.



RENTAL TRUSTEE John Knapp

RENTAL AGENT Sheri McKinstrie

Rentals are BACK! We finished 2021 with 35 rentals with a revenue of \$51,693.80. 2022 we ended with 67 rentals with a revenue of \$103,568!! We did have a small price increase to cover our overhead increase:

Non-Member Price

Weekday Monday-Thursday - \$1750

Fridays/Sundays - \$1950

Saturday Afternoon 11:00 am - 4:00 pm - \$2150

Saturday Evenings 6:00 pm -11:00 pm \$2350

+ NJ taxes,+ \$300 refundable damage/security deposit mop

Member Pricing

Weekday Monday-Thursday - \$1225

Fridays/Sundays - \$1350

Saturday Afternoon 11:00 am - 4:00 pm - \$1500

Saturday Evenings 6:00 pm -11:00 pm - \$1650

+ not required: NJ taxes, damage/security deposit

The amount of tours and quotes are really picking up and people are booking! We are hopeful for another great rental season. A special thanks to Gerald for all his time and patience with these renters! Just remember every time you see a “do not park” email that is more money coming into MLC!!! Don’t forget to take advantage of the member rate and book your events!



HOUSE TRUSTEE

Nancy Caravetta

In 2022, we took on several projects to renovate and update the MLC Club house, including:

Outside

- Worked with plumber to install gas line for outside grill

Downstairs

- Finished repair and renovation of downstairs storage areas
- Following water remediation installed sheet rock, repaired ceiling in all 4 closets and in main large storage area
- Built wall to construct separate closets in big back room; installed proper lighting in all closets
- Painted closets and ceiling in back room
- Installed louver doors on two new closets in large back storage room
- Installed new door on closet in back hallway and removed curtain and installed new doors on opening to the back hall and storage area
- Painted inside the closet near the back door
- Installed new doors where drink refrigerators are
- Downstairs; painted all new doors

As always, we encourage all Trustees and Members to continue to be great stewards of our space. If you see something that requires maintenance or repair, or if you have a suggestion for an improvement, please don't hesitate to contact me, or anyone on the Board.



SOCIAL TRUSTEES

Bianca Froelich & Arden Canecchia

2022 was a great year for social activities at the club, as folks started to get more excited and more comfortable with in person events.

We kicked off the season with our new member Brunch is Served brunch and round robin, that targeted the 10 new families who joined the club.

Then we rolled into our Serving up Summer Memorial Day party, and our Fourth of July Family County Fair themed event where we had a petting zoo, a pie eating contest, a pie baking contest, a dunk tank, and a very good turnout.

We held the annual adult summer party in early August which had a 1920's theme, a live band and a performance by the Bathtub Ginns. It also featured some very well dressed members and lots of bubbly. Then we held our Disappearing Summer Labor Day party with a magician that all the kids loved.

We ended the year with our Ski Lodge Holiday Bash, where we tried out a new caterer, to mixed reviews.

In total we had approximately 400 members at our events in 2022.

We are looking forward to a fun landscape of member events for 2023.



BAR TRUSTEE

Chris Gibbons

The (very thirsty) MLC membership consumed approximately \$13K worth of beer, wine and soft drinks during the 2022 season. While this is a slight decline from the 2021 season, it is well ahead of pre-pandemic consumption levels. Several new beverages were added to the MLC bar menu, including delicious SOMA IPA's along with a variety of cocktails in a can and flavored seltzers.

A big thank you to the volunteers who helped during the 2022 season including: Bob Cohen, Sandy French, Dan Friedman, Paul & Megan Hartley, and many others. Accepting deliveries, restocking the fridge, keeping the inventory organized (and locked up) requires a lot of help.

Several fun facts worth mentioning about the 2022 "bar" season:

- On average, MLC families spent \$72 on beverages
- Beer sales generated 54% of the revenue followed by wine (26%) and soft drinks (20%)
- The MLC membership consumed 130+ cases of beer, wine, and soft drinks
- Despite rising beverage costs along with providing more costly beverage choices, there hasn't been a price increase in the past 3 seasons.

Looking ahead.... In 2023 we will be investing in a new (larger) tablet allowing for a better "sign-out" experience. As always, please keep up the good work with using the tablet to sign out all drinks. Every dollar we earn is reinvested back into our club. Member help with re-stocking, ordering, accepting deliveries, locking up, etc., is always welcomed. Lastly, until a better security system is developed, the fridge will remain locked during the "off hours".

Stay thirsty MLC members!

DIGITAL COMMUNICATIONS TRUSTEE

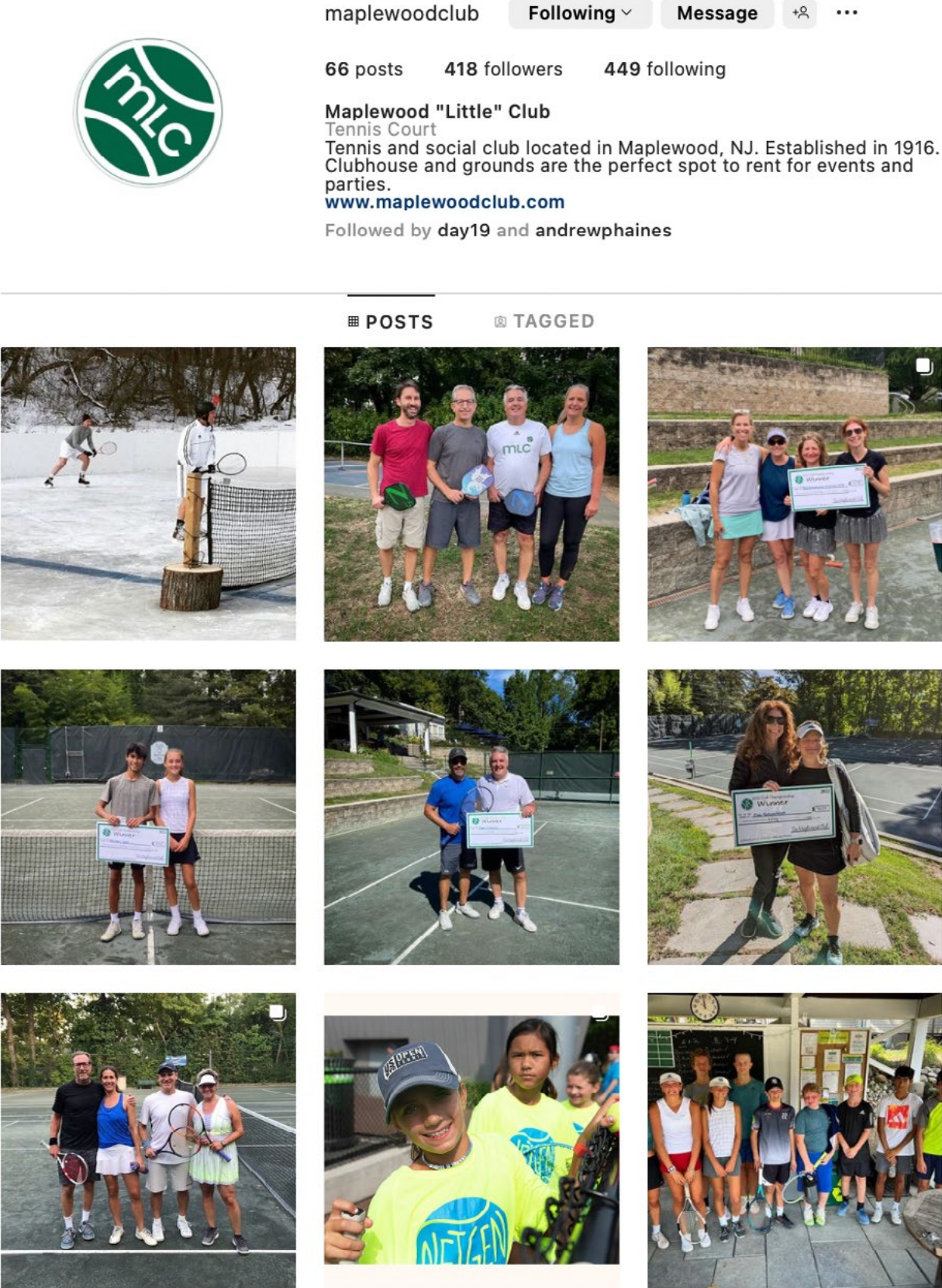
Andrew Haines

During the 2022 season, we extended the digital foundation built over prior years:

- In 2022 we benefited from all of the hard work from the prior year with the new website, mesh wifi, email systems and more.
- The most notable change in 2023 will be a new court reservation system as the old tennisbooking.com system has shut down. We are setting up a new site with CourtReserve.com
- Signup Genius payment provider was switched from WePay to LumaPay by Stripe
- Our MLC Instagram account increased followers from 296 to 413 last year. Jeremy Weiss helped curate the account, and together with the small Social team, greatly improved content and relevance featuring Club members, events, and more.
- We increased social engagement with 827 people following The Maplewood Club on Facebook.
- Website traffic in 2022 was inline with traffic in 2021. We saw over 10,000 unique users hitting our site in 2022 with over 40,000 page views.

In the 2023 season we hope to make multiple improvements, look for opportunities on the Maplewood Volunteers list!

- Add a Learning Center section to the club website
- Update the Club History section with Wyoming Club acquisition and more
- Create a promotional video for club rentals
- Digitize the past club presidents on a new MLC page
- Add a Pickle-cam and security cams



MAPLEWOOD LITTLE CLUB

Follow us on [Instagram](#) and [Facebook](#)!



Photo: Danielle St. Laurent

