



NORTH SHORE WINTER CLUB

Club President's Message

April 23, 2021

Dear Members,

Just a few quick messages to share with you before the weekend.

First, thank you to everyone that has been extra cautious while at the Club. Your efforts and support are greatly appreciated. That said, we still have numerous instances where families have seemingly expanded their bubbles to an inappropriate size. (ie. a hockey team is not a family cohort). Please remember to follow all the restrictions put in place by the health authorities and the Club. I don't want to list them all here again, please refer to the many previous messages from the Club, but a few important ones are highlighted below:

Masks

- Masks are mandatory in all areas of the Club except:
 - At a table on the Tiki Deck
 - On a piece of outside cardio equipment
 - Playing tennis or pickleball
 - In the swimming pool
 - Seated on a lawn chair in the pool area
- Please make sure you wear your mask at all other times including walking to and from all above activities as well as in the courtyard areas walking to and from your table or to and from the pool. Masks must be worn at all times in the fitness centre as well.

Bookings

- All users must be signed up for the pool, not just the family name. It is imperative that we have tracking of everyone in the facility for contact tracing.
- Pool bookings are same household only.
- Tennis and pickleball is singles only except if you are same household.
- Open hockey bookings are same household only.

Supervision

- Children under the age of 16 **must be supervised** by an adult at all times. This includes in the courtyard area inside the Club.
- Unfortunately, right now, children cannot use the grass area for any type of play.

It is imperative that we follow the rules set out to members and staff to keep us all safe and our club open.

Second, I wanted to share with you an update on our possible relocation. As you may recall, we have an on-going partnership agreement with Darwin Properties to explore possible sites that would be suitable for a new North Shore Winter Club. The original site, located off Dollarton Highway, did not receive support from the District of North Vancouver. Since then, Darwin has located a second potential relocation site located in the City of North Vancouver. This location is the Keith Business Centre, which is literally across the street from the Club. In the coming weeks Darwin will be approaching city staff to see what level of support there might be for proceeding to Council. If, and I must add it's a BIG if, numerous puzzle pieces fall into place, and relocation to this new site becomes a possibility, then we will most certainly re-engage our various committees, our consultants, and most importantly, our members. At this time however, I wanted to ensure that you were aware that although nothing significant is imminent, our relocation efforts are not dormant.

Finally, I'd like to provide some clarity around Board governance and the decision-making process here at the Club. In particular, how the Board makes decisions that impacts the enjoyment, value and satisfaction of all our members. Let's use the allocation of pickle ball courts as an example. At our next meeting, the Board will consider if any of the outdoor tennis courts, which are in the process of being resurfaced, should be allocated to pickleball (either entirely or shared).

So, here is a very brief overview of the 'how', 'why', 'when' and 'who' is involved with this type of decision.

As background, over a year ago the Board approved bringing pickleball to the Club. With one of the fastest rising participation rates in North America, this sport seemed like a great addition to our amenities, with the hopes that it will attract new racquet players as well as possibly cause some members to stay members at the Club longer.

Factor number one in the decision-making process is gathering member feedback. Sometimes this comes directly from members (via surveys, etc) and sometimes by consulting the sports committees and sometimes from both. In this instance, we established a pickleball sub-committee which reports to the tennis committee. The feedback from our members and our sports committees is an extremely important part of the process.

Factor number two is that we look at member engagement by analyzing things such as court usage (unique users, number of visits, family bookings, utilization,

etc). Due to Covid, only pickle ball singles can be played at this time so we know that that this will impact the results (just like it impacts tennis court usage).

Factor three is to receive input from the facilities and the finance committees. For example, in some cases we might 'want' something, but we can't 'afford' something, or we might have other capital projects that are deemed more urgent or necessary.

Factor four is to seek recommendations from our staff, who are paid to deliver the best possible results. This includes member satisfaction, member value, transparency, fiscal prudence and many other factors.

As a best practice, we strive at all times to find alignment with these four equally important factors: the wishes of the membership, the recommendations of our committees, the guidance from our staff, and finally, the ability to pay for it.

Sometimes all of these factors are aligned and sometimes they are not, but at all times, the Directors will use all the information they have to make what they feel is the best decision possible for the members and the Club.

Thank you, and stay healthy!

James Cronk | Board President

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