

MTC Board of Directors Executive Summary

MTC 2016 Member Survey

July 28, 2016

As a member-owned club, Marin Tennis Club's Board of Directors and its various committees appreciate the participation of MTC's members in the 2016 member survey. The expression of the members' likes, dislikes and preferences provides guidance to the Board and committees in their role of providing governance of the club. The overarching message of the survey is that the membership interest is TENNIS, TENNIS, TENNIS.

This summary is designed to be just that, a summary. You may view the entire results of the survey by logging in to the member access only section of our website where it is posted in full at www.marintennisclub.com.

Demographics

The total number of members who participated in the survey was 223 out of a possible 398, or 56%.

65% of the respondents are 60 years old or older.

35% of the respondents have been members for 5 years or less and, of those, the vast majority of new members are over 50.

85% of the respondents play tennis once a week or more, and 61% play 3 or more times per week.

12% of the respondents use the pool once a month or more during warm weather.

19% of the respondents use the fitness room.

Court Lighting

There is a large majority of members that would like to see lights on Courts 5, 6 and 7 and continued improvement of lights on all courts, be they metal halide, which are currently in use, or LED fixtures. These were the top two major capital improvement projects selected by the membership.

Court Surface Improvements

There is significant interest in replacing all of the existing non-Plexicushion courts (i.e., Courts 4, 5-7, and 10-12) with Plexicushion.

Court Surface Status

There is overwhelming positive sentiment (80+%) expressing great satisfaction with the condition of our courts, their appearance, benches, water services and maintenance. A number of members, however, suggested that we emphasize court maintenance issues such as painting court fences and addressing rust and repair issues, installing new benches and reinforcing sagging benches, better maintenance of court squeegees, shaded benches on all courts, paper rather than plastic water cups, replacing or refurbishing some of the shabby looking windscreens, and having better trash/recycling receptacles on all courts. Installing permanent Pickle Ball lines on any of the courts was not favored at this time.

Fitness Center

While only 19% of the respondents use the fitness -room, the preponderance of comments indicated that there would be far greater use if this facility were larger and had updated equipment.

Why Members Join and Love MTC

The most common responses noted the warmth and friendliness of staff and members, availability of games at all levels, the friendships made at MTC, the excellent maintenance and condition of the courts, social opportunities, abundance of competitive team play, lighted courts, adult club, tennis culture, and beautiful clubhouse.

Compared to other clubs, members felt that MTC has the best arrangement of tennis courts, including the most tennis courts, as well as the greatest number of lighted tennis courts; has an attractive and inviting clubhouse and grounds located in a convenient location with good weather; continuously has a number of fun events, programs and tournaments; enjoys the highest concentration of tennis devotees, fields an abundance of USTA teams, and places a greater focus on tennis than at other clubs.

Members' Non-Physical Feature Wish List

The most popular comment concerned a desire to improve the quality and variety of food and beverages served.

Other suggestions include more social leagues and less USTA, tennis clinics and drills for all levels in the evenings, the removal of the fence between the pool area and the Ping Pong table, poolside games for kids, more drop-in tennis for all levels and especially for 3.0 players.

Team Play

A large majority of members are satisfied with the number of teams they play on and the amount they get played when on those teams. But there did not seem to be a consensus as to what might satisfy those who expressed dissatisfaction. These comments seem to primarily relate to players being chosen, or not, to play in team matches which has caused some

members to join non-MTC USTA teams. A number of members expressed their dislike of the USTA and a longing for more social tennis by some.

Social Tennis and Entertainment Committee Events

These, too, are difficult areas to summarize as the comments are very personal. However there seems to be overall appreciation of the efforts of both of these committees in planning, organizing and running the events. There are a number of comments, both positive and negative, relating to the Holiday Party. While some members believe we have too many social tennis events, others want more that are geared to matching players of comparable levels of play.

Café and Bar

The members expressed their interest in having a greater variety of salads, dressings, and menu items, the establishment of a Happy Hour, weekend afternoon cocktails, more vegetarian offerings and snack foods, gluten free offerings, greater variety of swizzles, fresh nighttime bar foods vs Costco fare, breakfast daily, and a bartender during popular times at the club.

Website

A majority of the members favor adding two new features to the website: the ability to view the current court calendar in real-time and the ability to see fairly up-to-date member expenses and balances.

Final Suggestions or Comments

Many of the responses in this section of the survey are long and thoughtful and defy summarization. We would direct you to the MTC website where you may view them in their entirety.

We have tried to provide a concise summary of a rather lengthy and complex membership survey, and we invite all of you to view the full responses to the survey, including all of the comments. To do so, log onto to the MTC website at www.marintennisclub.com.