

## Proposed Amendments to USTA Bylaws

Note: Words underlined are proposed to be added. ~~Deleted text is shown in strikethrough.~~  
References are to the *2020 Yearbook*, unless otherwise noted.

**B1. Proposed Jointly by**  
**USTA Southern - Bonnie Vandegrift, President**  
**and**  
**USTA Eastern – Amber Marino, President**

**PASSED**

Amend **Bylaw 8** (p. 97) as follows:

*Individual Members.* Any individual interested in the purposes of the Corporation is eligible for Individual Membership as follows:

*Junior*—Any individual under the age of 19 years.

*Adult*—Any individual 19 years or older and under the age of 70 years.

*Senior*—Any individual 70 years or older.

~~*Family*—Residents of the same household who consider themselves a family.~~

*Life*—Any individual of any age. As of August 5, 2020, this Membership is no longer available for purchase.

Life Members will have no additional Membership dues for their lifetime.

An individual may have only one membership.

**Effective Date:** Effective Immediately

**Rationale:** The Membership Transition Advisory Group (MTAG) was charged with designing strategies to transition the USTA’s traditional USTA Membership model into a more strategic model designed to build engaging customer relationships with tennis providers, players and fans. MTAG believes that eliminating or modifying some of the categories will streamline consumer engagement. This Call Item is offered to start the process of advocating a new membership model intended to start to build a more engaging customer relationship, by eliminating Family memberships and establishing that Life Memberships will no longer be available for purchase. It is not the intent of the Bylaw change to eliminate the Life Members the association currently has, as this group represents many of the most loyal members who should not be disenfranchised. The changes are not intended to make any negative impact to the current dues structure or voting structure of the Corporation. All existing Family Memberships shall be honored through the duration of their term.

## Proposed Amendments to USTA Bylaws

Note: Words underlined are proposed to be added. Deleted text is shown in strikethrough. References are to the 2020 Yearbook, unless otherwise noted.

### B2. Proposed by USTA Southern Bonnie Vandegrift, President

PASSED

Amend **Bylaw 11** (p. 98) as follows:

*Dues and Sectional Association Allocations.*

- a. *Dues.* [unchanged]
- b. *Sectional Association allocations:*
  - i. *Adult, Junior, ~~Family,~~ and Organizational Memberships.* The Corporation shall pay each Sectional Association a portion of the membership dues (excluding Life Memberships) collected by the Corporation within the geographic area assigned. The Corporation shall determine which twelve-month period each Sectional Association received the most membership dues (excluding Life Memberships) out of the following two periods:
    - Period 1: July 1, 2012 through June 30, 2013; or
    - Period 2: September 1, 2012 through August 31, 2013.The twelve-month period in which a Sectional Association receives the most dues is its “Highest Period.” Starting with the payments made to the Sectional Associations for the month of April 2014, each month thereafter the Corporation shall pay to each Sectional Association the same amount that it paid to that Sectional Association in the corresponding month of that Sectional Association’s Highest Period.
  - ii. *Life Memberships.* Annually, the Corporation shall pay to each ~~the~~ Sectional Association ~~in which the Life Member is domiciled on December 31 of each year, \$3 each year if the Life Member enrolled before January 1, 1994, or 2.5 percent each year of the amount of dues previously paid by the Life Member if the Life Member enrolled on or after January 1, 1994. the same total amount that it paid the Sectional Association for Life Memberships in the year 2019.~~
- c. *Temporary test marketing of Memberships.* [unchanged]

**Effective Date:** Effective Immediately

**Rationale:** The Membership Transition Advisory Group (MTAG) was charged with designing strategies to transition the USTA Membership into a more strategic model designed to build customer relationships with tennis providers, players, and fans. MTAG believes eliminating or modifying some of the Membership categories will streamline consumer engagement.

In reviewing MTAG’s proposal, USTA Southern believes that clarification is needed relating to the Sectional Association allocation of Life Membership dues. Based on the statement that the changes were not intended to negatively impact the current Sectional Association payments received or the voting structure of the Corporation, USTA Southern offers this version of **Bylaw 11**. This version ensures that the Sectional Associations will not lose funding over time, since Life Memberships will no longer be available for purchase per **Bylaw 8**. USTA Southern believes it is necessary to freeze the Life Memberships just as has been done for all other membership categories since 2014. The proposal, as originally presented by MTAG, would reduce Sectional Association funding each year and ultimately result in zero dollars for the Life Membership category. This proposal freezes the payment to the Sectional Associations for Lifetime Memberships at the actual amount calculated as of December 31, 2019.

**C&R Note:** This proposal would continue to pay the Sectional Association where the Life Member was domiciled as of December 31, 2019 regardless of death or relocation.