

**USTA NorCal Board of Directors Meeting Minutes**  
**December 17, 2008**  
**Four Points Sheraton, Pleasanton, California**  
**6:00 p.m. Dinner**  
**6:30 p.m. Meeting**

Call to order at 6:35 p.m. by President Peterman

**USTA NorCal Board of Directors Present:** Margie Peterman, Karla Barnette, Brian Berry, Michael Cooke, Suzy Cossette, Terry Cossette, Deline Davis, Mike Dickey, Jack Drimmer, Hunter Gallaway, Bill Hansen, Jean Hassoun, Rick Kepler, Bill Schoen, Pam Sloan, Erika Smith, Ron Ward

**USTA NorCal Past Presidents Present:** John Frank, Paul Kepler, Gary Lee, Don Jacobus, Mark Manning

**USTA Norcal Board of Directors Absent:** Madhu Kohli, Mark Mosley

**Staff Present:** Steve Leube

**Legal Council:** Michael Harrison

**Guests Present:** Rosie Bareis, Dale Russell, Bill Simons

*A moment of silence was held in honor of Bob Cookson who passed away December 16.*

**Public Comments:** None

**Reading of USTA NorCal Mission Statement:** Suzy Cossette read the mission statement.

**Approval of Minutes:** The October Minutes were approved as corrected. NorCal Mission Statement should read “The mission statement was read.” Under 2009 budget, #1 should read “paying participation trends.” Add the following to the 2009 NorCal budget motion – “Once these line items are resolved, any remaining monies will be put into the fund for growth.” Passed 14 - 0

**Election of Officers:**

Bill Schoen was nominated as Vice President. No other candidate was nominated. Bill Schoen was elected Vice President by a unanimous vote.

Erika Smith was nominated as Secretary. No other candidate was nominated. Erika Smith was elected Secretary by a unanimous vote.

Mike Dickey was nominated as Treasurer. No other candidate was nominated. Mike Dickey was elected Treasurer by a unanimous vote.

Terry Cossette was nominated as Delegate. No other candidate was nominated. Terry Cossette was elected Delegate by a unanimous vote.

Rosie Bareis was nominated as Parliamentarian. No other candidate was nominated. Rosie Bareis was elected Parliamentarian by a unanimous vote.

**Presentation of Possible Sites for new NorCal Office:** Steve Leube provided update of search for new office.

**Proposed Bylaw Amendment:** Margie Peterman made a presentation regarding proposed bylaw amendments. Discussion ensued. A motion was made and seconded to table the issue until January's board meeting. Motion passed 21-0.

**Inside Tennis:** Bill Simons made a presentation regarding Inside Tennis. Discussion ensued. A Motion was made and seconded that:

1. Due to the lateness of this agreement, we authorize Inside Tennis to print our 2009 Yearbook and mail it out to our membership in January 2009 for no more than \$18,000.

2. During 2009, USTA NorCal will continue to have four pages in each of nine monthly issues, plus Inside Tennis will give USTA NorCal an additional four pages during the year to be used at USTA NorCal's discretion (these 4 pages may contain anything NorCal wants to feature including ads).

3. Inside Tennis will write a monthly column in each of the nine issues during the 2009 year that will highlight a topic of USTA NorCal's choosing.

4. USTA NorCal will pay Inside Tennis the sum of \$65,000 for these nine issues including the four extra pages plus the monthly column.

5. The sum total of all payments made to Inside Tennis from USTA NorCal for 2009 will not exceed \$83,000.

6. Inside Tennis will partner with USTA NorCal to improve the quality and creativity of the USTA NorCal pages in each issue.

Motion passed 17-0.

**Update on Foundation:** Margie Peterman made a presentation regarding the status of the creation of the Foundation. The committee is working on proposed bylaws.

**2009 Marketing/Advertising Plan Action Item:** A presentation was made regarding this action item. Discussion ensued. A motion was made and seconded that the board would fully discuss our Marketing/Advertising Plan for 2009 at our January "special topic" Board Meeting. The discussion should include tactics already identified, contracts signed, marketing/advertising dollar amounts currently in the 2009 Budget (from all departments), role of Inside Tennis, anticipated results, and, specifically, how these results will be measured (bifurcated). The motion passed 17-0.

**2009 Bonus Plan Action Item:** A presentation was made regarding this action item. Discussion ensued. A motion was made and seconded that USTA NorCal will enact a bonus plan for 2009 with these particulars:

1. Bonus Pool – the amount of the basic bonus pool will be equal to the total amount of employee raises currently embedded in the 2009 budget (in other words the basic bonus pool will be in lieu of raises) plus an additional bonus pool equal to the additional revenue generated by the Section based on exceptional (>5% ) performance.

2. Bonus Targets – Increase in Memberships and Unique Member Participants from December 31, 2008 to December 31, 2009. For example, a five percent increase will result in a 100% payout of the basic bonus pool; a ten percent increase will result in a 100% payout of the additional bonus pool.

3. Participants – All Staff (Adult League is measured on growth in adult memberships/participants; Junior Department is measured on growth in junior memberships/participants; remaining staff is measured on growth in all memberships/participants). Each participant's share will be pro-rated based on base salary received in 2009.

4. Eligibility – All employees in 2009 who are employed on February 15, 2010 (payout date).

5. The mathematical details of the bonus plan will be determined by the Employee Relations Committee and approved by the Budget Committee.

The Motion passed 19-1.

**Proxy Quorum Count Action Item:** Michael Cooke withdrew this action item.

**New Business:**

Mark Manning raised an issue regarding the appropriate procedure to be followed regarding sportsmanship suspensions and appeals.

**Meeting adjourned at 10:09 p.m.**

The next board meeting will be on January 21, 2009 at 6:30 p.m. at Four Points Sheraton, Pleasanton, California.

Respectfully submitted,

Erika B. Smith  
Secretary  
USTA NorCal Board of Directors