

**USTA NorCal Board of Directors Meeting Minutes
September 17th, 2008
Four Points Sheraton, Pleasanton, Ca
6:30 Dessert and Beverage**

Call to order at 7:05PM by Vice President Bill Schoen

USTA NorCal Board of Directors Present: Michael Cooke, Suzy Cossette, Terry Cossette, Mike Dickey, Bill Hansen, Patrick King, Madhu Kohli, Mark Mosley, Bill Schoen, Pam Sloan.

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

USTA NorCal Board of Directors Absent: Margie Peterman, Rosie Bareis, Brian Berry, Karla Barnette, Hunter Gallaway, Rick Kepler, Erika Smith.

Staff Present: Steve Leube ED, Anna Elefant, Richard Noordyk, Jim Coyne, Lita Anderson

Guests Present: Lonnie Dillard, Dale Evans

Approval of Minutes: The August Minutes were approved as corrected. Add Mark Manning to Past Presidents Present; Bottom of page 1 - Correct spelling of Bill Hansen; Page 2, beginning of first paragraph - Add "Margie reported" to beginning and "or a new property was found to lease" to the end of said paragraph. Page 3, Committee Decisions, - the second sentence should read "The ERC and Operations Committees DO record minutes as they deal with confidential matters and meeting agendas respectively. ERC minutes are not published to the web."

A discussion followed as to the accuracy of facts regarding what was said at the August 20 board meeting in reference to the real estate agreement that was signed between USTA NorCal and Scott Stone. Steve reported that it was in fact signed on August 27, 2008. However, it was decided not to correct the minutes to reflect this change as they state what was said at that time.

Budget Review: The main emphasis of this meeting was the presentation by three departments of their budget requests for 2009. Jim Coyne presented the Junior Department Goals and Planning, Lita Anderson presented the Outreach Goals and Action Plan, and Anna Elefant presented the Adult League and Campus Goals. Board members also received written reports of these requests. Questions and answers followed each staff member's presentation. Below is a brief summary of each of their presentations.

Jim Coyne – Jim echoed Gordon Smith’s charge at the semiannual USTA meeting to “get kids into the game.” He discussed and gave an overview of 6-Tennis. There are currently 8 leagues participating this fall. His goal is to get 24 new leagues by the end of 2009 and that they become self-sustaining. Although the league structure is in place, they do require a tremendous amount of volunteer help as well as staff time to get them operational. The “Plan for Growth” contains the plan and timeline.

Lita Anderson – Lita discussed and reviewed how to enhance the section’s visibility and image. She is pursuing corporate sponsorships in connection with health and wellness programs. Strategies need to be established so that the Outreach objectives will be accomplished. The primary 2009 focus will tap marketing, communications, diversity, sponsorships, and grants to accomplish the Outreach goals.

Anna Elefant – Anna reminded us that NorCal has the 3rd largest league program within the USTA. Strategies for 2009 include maintaining our current players, recruiting new players and targeting new populations. The flex program is an example of one of the new programs and is starting its 4th season with 2000 participants. However, it takes a great deal of staff time as it is managed in the office. Our Tennis on Campus (TOC) program, with the help of our specialist (Hilary Sommers), continues to grow. It culminates in the national year-end event that it is held in the spring.

IT Department: Gunther has resigned. For the short term, Mike Friedman is willing to try to temporarily maintain our system. Steve outlined some of our choices going forward. We could use Activedot.com (he is awaiting their proposal) use a local company, use tennis link, or hire full time software and full time hardware people. Mike is willing to work with whatever group we choose to keep our programs going. An IT committee needs to develop a long term planning process.

The following motion was made:
“Approve \$28,000 to hire Mike Friedman to work for NorCal for up to 20/hrs per week for the rest of 2008.” Motion passed 13 – 1.

The following resolution was made:
The board recommends that a IT committee be formed, and that Mike Friedman be hired as a paid consultant to the committee. Mike Dickey is appointed as the initial chairman.

Committee Decisions:

The Adult Committee has decided not to publish their annual handbook. Some questions followed as to “why.” The monies saved are being allotted to other events.

Steve explained the Nominating Committee’s decision concerning the procedure that will be followed if a quorum is not reached by Nov. 3 for the 2009 election.

New Business:

Bill and Mark met with an attorney concerning whether the Jr. Council 501C3 may be used for establishing a foundation. Further research is needed.

Tennis Magazine, which is owned by IMG, is interested in giving us a proposal to distribute their magazine in NorCal. Bill Simons has an annual contract with NorCal for our yearbook and 4-page insert in Inside Tennis. Discussion followed concerning Bill Simons contract. This will be further discussed at the October meeting.

Discussion ensued over the use of our box at the US Open.

The election packets will be mailed out on October 6 to the organizational members. November 3 is the deadline for the forms to be in the office. The list of member organizations will be posted on the web and organizational member's dues must be paid through the end of Sept.

Congratulations were extended to Pam Sloan for being nominated to the USTA Board of Directors.

Adjournment of Meeting: 10:05 PM

The next regular meeting will be October 15 at Four Points by Sheraton, Pleasanton, CA

Respectively Submitted,
Suzy Cossette
USTA NorCal Board of Directors Secretary