

USTA NorCal Board of Directors Meeting Minutes
January 16, 2008
Four Points Sheraton Pleasanton, Ca
6:30 Food and Beverage
6:45 Board Pictures for Yearbook
7:00 Meeting

Call to order at 7:20PM by President Margie Peterman

USTA NorCal Board of Directors Present: Margie Peterman, Rosie Bareis, Karla Barnette, Brian Berry, Suzy Cossette, Mike Dickey, Hunter Gallaway, Bill Hansen, Rick Kepler, Madhu Kohli Mark Mosley, Bill Schoen, Pam Sloan, Erika Smith

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

USTA NorCal Board of Directors Absent: Patrick King, Michael Cooke, John Dicconson

Staff Present: Karen Hirtzel, Jim Coyne, Anna Elefant, Steve Leube ED

Legal Counsel Present: Michael Harrison

Guests Present: Terry Cossette

Public Comments: None

Approval of Minutes: The December Minutes were approved as written. 19 – 0

Board Vacancy: It was necessary to elect an additional board member to fill out the last year of Liz Blum's term. Mark Manning nominated John Dale Evans and Gary Lee nominated Terry Cossette. Nominations were closed by a vote of 14 – 0. Mark spoke on behalf of John Dale Evans and Terry Cossette spoke on behalf of himself. Terry Cossette was elected by a vote of 17 – 2.

Up and Out Rule: Erika Smith informed the board that National will require USTA NorCal to choose one of the 3 options available and discussed each briefly. The ALC will analyze the options at their next meeting and will then present their recommendation at the April Board of Directors meeting.

Informational materials: Steve Leube discussed briefly the materials at each director's seat. They included a laminated copy of Board Responsibilities and a Ready Future brochure, which is the USTA strategic national plan.

\$200,000 2008 Budget expenditure: A lengthy discussion ensued in which staff recommendations were presented and discussed, and many ideas were presented as to how we could best spend this money to bring in new members, retain them, and grow the game for all participants. Staff is currently establishing goals that are related to membership growth. Jim Coyne explained the 6-Tennis program, which is a successful format that is already in place with proven results. The board gave their endorsement to this program as well as league programs to cover both juniors and adults and asked that detailed plans be presented at the next board meeting as to exactly how the \$200,000 could be spent and phased in over the year.

Committee Decisions: There was no discussion. Steve reminded all that directors have seven days from the board meeting to issue a challenge.

Adjournment of Meeting: The meeting was adjourned at 9:05

Respectively Submitted,
Suzy Cossette