

**USTA NorCal Board of Directors Meeting Minutes**  
**February 18, 2009**  
**Four Points Sheraton, Pleasanton, California**  
**6:00pm Dinner**  
**6:30pm Meeting**

Call to order at 6:30pm by President Peterman

**USTA NorCal Board of Directors Present:** Margie Peterman, Karla Bernette, Mike Dickey, Hunter Gallaway, Bill Hansen, Jean Hassoun, Rick Kepler, Ron Ward, Brian Berry, Michael Cook, Mark Mosley, Deline Davis, Jack Drimmer, Bill Schoen, Madhu Kohli

**USTA NorCal Past Presidents Present:** John Frank, Paul Kepler, Don Jacobas, Mark Manning

**USTA NorCal Board of Directors Absent:** Suzy Cossette, Terry Cossette, Pam Sloan, Erika Smith,

**Staff Present:** Steve Leube, Lita Anderson, Alissa Cohen

**Legal Counsel:** Absent

**Guests Present:** Steve Cornell, Sanction and Schedule Chair; Joelle Miller, USTA member

**Public Comment:** Joelle Miller provided Board members a summary of events regarding his suspension and appealed to the Board that his current suspension be overturned. It was moved that discussion of this topic be delayed until the Board went into Executive Session.

**Approval of Minutes:** A motion was made and seconded to approve the January Minutes as written.

Deline Davis was asked to record the minutes as Erika Smith (Secretary) was absent.

**Proposed Bylaw Amendment:** There was discussion regarding some Board Members needing additional time to review the proposed Bylaws. A motion was made and seconded to table the vote for 60 days. Motion passed 8-4.

**2009 Marketing/Ad Campaign 2009:** Them Ad Campaign 2009 and Implementation Plan was presented Alissa Cohen, Lita Anderson and Steve Leube. Presentation included selected stations and target audiences, "New to NorCal Tennis website tabs, Email Communications, Telephone Communication Stages, Message Controls and Accountability. The staff is confident that this plan will produce positive results in regards to participation and membership.

**Counter-Proposal to buy 1920 North Loop Road, Alameda CA:** Steve Leube provided a thorough update on the proposal to submit a bid to purchase the Alameda property for \$1.2 million. The building is basically a shell and it is estimated that approximately \$450,000 (\$50-60 per sq. ft.) will be needed to build out the property so that it meets the need of USTA NorCal. An additional \$300,000 is estimated for necessary furniture. After extensive discussion, a motion was made and second to authorize Steve Leube to submit the proposed offer. Motion passed.

**Action Item A:** A presentation was made by Mark Mosley regarding this action item. Discussion ensued. A motion was made and seconded that the USTA NorCal Board of Directors will (1) authorize the formation of the Northern California Tennis Foundation, (2) transfer the grant making function from the Board's Grant Committee to the new Foundation, effective immediately, (3) appoint one member of the Board to serve on the Foundation's Board of Directors, with service commencing immediately, (4) fund the new Foundation at \$25,000 this quarter, effective immediately for 2009 and reviewable quarterly thereafter, and (5) dedicate the Junior Council restricted account to the endowment of the new Foundation. Motion passed.

**Action Item B:** Rick Kepler withdrew Action Item B. Following his withdrawal he proceeded to appeal to the Board to consider a compromise as a way to resolve this issue. Sanction and Schedule Chair Steve Cornell spoke to the board regarding his committee's position on this topic. Discussion ensued. A motion was made and seconded to modify the existing sanctioned tournament by having the 12's – 18's Open Level of the event run on the first weekend only. Motion passed 8 – 4 with 5 Abstaining. Members who abstained were Paul Kepler, Rick Kepler, Jean Hassoun, Ron Ward, Brian Berry and Don Jacobus. President Margie Peterman asked to go on record as considering this a conflict of interest and that Rick Kepler, Ron Ward and Paul Kepler should not have been in the discussion.

**Action Item C:** Jack Drimmer presented Action Item C – Extend Regular Board Meeting to 11pm. Discussion Ensued. Motion was made and seconded that meeting be adjourn at 11pm. Motion passed.

**Treasurer's Report:** Mike Dickey presented statements of our financial position. Questions were asked. Discussion included Steve Leube being asked to speak with staff about the importance of using accurate accounting codes on their reimbursement and requisition forms.

**President's Report:** Margie Peterman informed the Board that most Committee Chairs are in place for up-coming year. She is waiting for a couple of Committee Chairs to

present to her who will be sitting on their committee. Questions were asked and discussion ensued.

**Delegate's Report:** Written report included in Board packet

**Executive Directors Report:** Steve Leube presented his reported and emphasized that the USTA NorCal staff is working diligently on meeting it's 2009 Overarching Section Goal to grow participation and membership in 2009 by 4%.

**Committee Reports:** The "Committee Decisions" document was provided to Board Members for review.

**Old Business:** None

**New Business:** (1) Michael Cooke presented an idea that encourages camaraderie and mutual support by Board members. The plan would be that each month one Board member would come prepared to present a project that all Board members could support as a group. Motion was made and seconded. Motion passed.

For this month, Michael suggested and encouraged each Board member to seek and assist at least one player new to our game to join USTA NorCal.

(2) A motion was made and seconded that Mike Dickey be reinstated as the Chairperson of the Budget Committee. Discussion ensued. Motion failed.

(3) A motion was made and seconded that the Board's March meeting be changed to Wednesday, March 25, 2009, at 7:00pm and moved to Alameda so the Board has an opportunity to explore the property that may be purchased if the offer is accepted and meets USTA NorCal's Due Diligence review.

**Executive Session:** Guests were dismissed and the Board went into executive session.

**Adjournment of meeting:** The meeting was adjourned at 10:55pm

The next board meeting will be on March 25, 2009 at 7:00pm at USTA NorCal office or place to be determined in Alameda., California.

Respectfully submitted,

Deline Davis  
USTA NorCal Board of Director