

USTA NorCal Board of Directors Meeting Minutes
January 21, 2009
Four Points Sheraton, Pleasanton, California
6:30 p.m. Dessert
7:00 p.m. Meeting

Call to order at 7:03 p.m. by President Peterman

USTA NorCal Board of Directors Present: Margie Peterman, Karla Barnette, Suzy Cossette, Terry Cossette, Mike Dickey, Hunter Gallaway, Bill Hansen, Jean Hassoun, Rick Kepler, Pam Sloan, Erika Smith, Ron Ward

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

USTA NorCal Board of Directors Absent: Brian Berry, Michael Cooke, Mark Mosley, Deline Davis, Jack Drimmer, Bill Schoen, Madhu Kohli

Staff Present: Steve Leube, Kate Walker, Lita Anderson, Alissa Cohan

Legal Council: Michael Harrison

Parliamentarian: Rosie Bareis

Guests Present: Bill Simons

Public Comments: Bill Simons talked about Inside Tennis and, in particular, the 2009 Yearbook issue.

Reading of USTA NorCal Mission Statement: The mission statement was not read.

Approval of Minutes: A motion was made and seconded to approve the December Minutes, as corrected. Motion passed 11-0.

Corrections are: Bob Cooksen was changed to Bob Cookson; Karla Barnett was changed to Karla Barnette; Maddu Kohli was added to the section titled "USTA NorCal Board of Directors Absent".

Marketing Presentation: A marketing plan was presented by Lita Anderson and Alissa Cohan. Discussion ensued.

A motion was made and seconded that the marketing plan is tabled until the staff presents an implementation plan. Motion was defeated 7-5.

A motion was made and seconded that \$18,000 of the Marketing Budget can be utilized to determine whether the marketing plan will produce results towards participation and

membership. Staff will present an implementation plan and identify results factors at the February Board Meeting. Motion passed 14-1.

Bonus Plan: Steve Leube, on behalf of the Employee Relations Committee (“ERC”), presented the USTA NorCal Employee Bonus Plan. Discussion ensued.

A motion was made and seconded that part one of the bonus plan should be approved as follows: Part One of the bonus pool can be awarded by accomplishing the following goal:

1. NorCal is ranked in the top 5 Sections measured by:
 - a. Membership growth percentage
 - i. “Bonus Pool 1a”
 - ii. May be paid if threshold is met or exceeded
 - b. Adult and Junior participant growth percentage (combined)
 - i. “Bonus Pool 1b”
 - ii. May be paid if threshold is met or exceeded

Note: If not in the top 5 of membership growth, the growth of the 5th ranked section will be the measure of success.

Motion passed 14-0.

A motion was made and seconded that part 2 of the bonus plan will be referred back to the ERC with the condition that “membership growth” ranking will be in the Top 2 and the remainder of part 2 of the bonus plan will be discussed by ERC and presented at the next board meeting.

Motion passed 15-0.

Meeting adjourned at 9:30 p.m.

The next board meeting will be on February 18, 2009 at 6:30 p.m. at Four Points Sheraton, Pleasanton, California.

Respectfully submitted,

Erika B. Smith
Secretary
USTA NorCal Board of Directors

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