



Minutes of the USTA NorCal Board of Directors
USTA NorCal Office - Alameda, CA
Wednesday, December 11, 2013

Directors Present: Margie Campbell (elected Vice President at meeting), Chris Caputo, Michael Cooke (President), Suzy Cossette, Terry Cossette, Mike Dickey, Jack Drimmer, Mark Fairchilds, Frank Haswell, Alvin Hom, Paul Kepler, Andrea Norman (elected Secretary at meeting), Linda Peltz, Sarah Robinson, Jason Scalese, Tony Silveria (Delegate), Jack Walker (elected Treasurer at meeting).

Advisory Directors Present: Chrissy Costamagna, Pam Sloan

Directors/Advisory Directors Absent: None

Parliamentarian and Legal Counsel Present: Michael Harrison

USTA NorCal Staff Present: Steve Leube (Executive Director), Richard Rogers (Manager of Operations), Anna Elefant (Manager of Adult Leagues), Darren Wenger (Junior Team Tennis Coordinator)

Guests Present: Bill Schoen (President of USTA NorCal Tennis Foundation), Dennis Delee (member, USTA NorCal Tennis Foundation)

1. Call to Order

President Michael Cooke called the meeting to order at 6:32 pm and roll call was conducted. Following the introduction of guests and the Advisory Directors, Mr. Cooke set the standard of decorum by asking all present to stand when speaking, direct questions to the President, and to formally address all Directors and guests with Mr. or Ms. Michael then asked Ms. Sloan to read the NorCal Mission Statement

2. Approval of Minutes

The Board considered approval of the minutes of the meeting of the Committee held October 16, 2013. Following discussion, the following motion was duly made by Tony Silveria, seconded by Margie Campbell, and unanimously **approved** by a vote of 16 in favor, none opposed, and no abstentions:

RESOLVED: That the minutes of the meeting of the USTA NorCal Board of Directors held October 16, 2013 be approved as corrected.

3. Report of the Northern California Tennis Foundation - Bill Schoen

Without objection, the President altered the order of the agenda and asked Bill Schoen, president of the Northern California Tennis Foundation (NCTF) to make his report. Mr. Schoen directed the Board's attention to the written report distributed to the Directors and highlighted the following:

- NCTF meets approximately once per month and plans to meet at least quarterly in 2014;
- Approximately \$60,000 was awarded in grants, touching approximately 10,000;
- Most grants are programming grants and much work needs to be done in the coming year to identify players that are impacted by the grants and then continue with tennis;
- NCTF partnered with USTA Serves to secure a NorCal participant in the NYC Marathon, resulting in more than \$4,300 in donations to the Foundation;
- Improved efforts at attracting applicants for the four scholarships will be undertaken in 2014;
- Work needs to be done to ensure that grant applications need to be more "board ready" by the time they are considered by the NCTF.

Mr. Schoen emphasized that he believes NCTF is at a point in time where it would benefit greatly from the services of a full-time Executive Director and presented a written proposal for the Board to consider allocating funds to hire a person for this position, with the goal of NCTF becoming self sustaining after approximately three years. The proposal included the primary job responsibilities of managing the grant application process, re-constituting the Board with individuals who are leaders in the community and have the ability to building sponsorship relationships, and managing fundraising and advocacy.

Discussion followed that yielded the following additional information:

- NCTF is a separate entity from USTA NorCal with no person able to serve on both boards, but the NorCal Board exercises oversight in the form of required reporting, annual funding of \$100,000 in grant money, and in-kind donation of services of 40% of an employee to serve as Executive Director.
- NCTF does not currently have a long-term business plan, but Bill believes with so much positive to report in terms of grants and individuals affected, NCTF now has something to "sell" and is ready to launch a fundraising and advocacy campaign.

- Additional resources will be needed to manage the \$500,000 in high school and junior high school court upgrade grant requests.
- NCTF could likely benefit from the input of individuals with non-profit board experience to better structure the grant process as well as hone the qualifications needed for a full-time Executive Director.
- A better understanding of the impact this decision would have on NorCal was needed.

The following motion was then duly made by Paul Kepler and seconded by Jason Scalese:

RESOLVED: That the USTA NorCal Board hereby approves the expenditure of approximately \$300,000 to \$350,000 over a three-year period to fund the hiring of a full time Executive Director for the Northern California Tennis Foundation and to permit the President of the Foundation to determine what outside sources to use to solicit a person to fill the position.

Upon the recommendation of Steve Leube, the Board went into closed session to further discuss the proposal. When the Board came out of closed session, the following approved resolution was authorized to be included as part of the minutes of the meeting, which motion was amended by consent of the proposers, Paul Kepler and Jason Scalese, from the previous motion made. This resolution was **approved** by a vote of 16 in favor, none opposed, and no abstentions.

RESOLVED: That the USTA NorCal Board hereby approves the concept of the expenditure of approximately \$300,000 to \$350,000 over a three-year period to fund the hiring of a full time Executive Director for the Northern California Tennis Foundation and to permit the President of the Foundation to determine what outside sources to use to solicit a person to fill the position.

4. Election of Officers and Legal Counsel

The next order of business was the election of persons to fill the positions of Vice President/President Elect (the person who will assume the Presidency in December 2014), Treasurer, Secretary, and Parliamentarian, and the appointment of Legal Counsel. The President and Delegate are currently serving a 2-year term that will expire in December 2014.

- Election of Vice President/President Elect: Nominations were made for Mike Dickey and Margie Campbell, both of whom accepted their nominations. Following remarks, a vote by secret ballot was taken and Margie Campbell was elected. (Campbell: 9 votes; Dickey: 8 votes)
- Election of Treasurer: Nominations were made for Frank Haswell and Jack Walker, both of whom accepted their nominations. Following remarks, a vote by secret ballot was taken and Jack Walker was elected. (Walker: 9 votes; Haswell: 8 votes)
- Election of Secretary: A nomination was made for Andrea Norman, who accepted her nomination. There being no other candidates, Andrea Norman was elected by unanimous consent
- Election of Parliamentarian and Legal Counsel: Michael Cooke announced that Michael Harrison had agreed to continue as the Parliamentarian and Legal Counsel. There being no other candidates for Parliamentarian or individuals considered for Legal Counsel, Michael Harrison was elected as Parliamentarian and appointed as Legal Counsel by unanimous consent.

Following the election, a brief recess was taken to take photographs.

5. Executive Director's Report - Steve Leube

In addition to the written report included in the meeting packet, Mr. Leube noted the successful year NorCal has had across all departments including:

- NorCal as the Section with most 12-month membership growth as of November 2013, the first time the Section has achieved this status; and
- NorCal as the Section with the second highest participation in USTA Leagues, ahead of Midwest for the first time in history.

He noted the successful Beyond the Baseline in November that recognized individuals with service to underserved populations and sought to build relationships in the future sponsorship of the NorCal H.I.T.S program (Honor, Inspiration, Teamwork, Sportsmanship). H.I.T.S. is an introductory tennis program that will serve players transitioning from the schools program to Jr. Team Tennis. The next Beyond the Baseline event will be held in 2015. A request for information was made for information on the income and expenses of the event, and whether the event made or lost money. Mr. Leube said that the event was not profitable, but the exact numbers were not yet available, and that it will be presented to the Board at a later time.

Mr. Leube also reported on:

- The success of the recent Herb Cup, a non-sanctioned junior event to honor doubles excellence;

- The decision by the California Interscholastic Federation (CIF) to begin holding a state high school team tennis championship in two years time;
- NorCal's representation and recognition at the USTA's Tennis Development Workshop held in early November in Denver;
- The improved reputation of NorCal as a Sectional Association, as evidenced by the increasing presence of our members in positions of leadership and on various study groups and task forces;
- With the positive membership reports and NorCal among the top eight Sections in size, employees will be eligible for year-end bonuses, which will be based on a 360 bonus program.

6. President's Report - Michael Cooke

Mr. Cooke's report included the following:

- An update on the national junior alignment proposal, which is continuing to evolve, and which the Section Presidents have asked for more specifics on what will be asked of each of the Sections;
- The submission of the recommendations of the Membership Innovation Study Group as amendments to the USTA Regulations and Bylaws, which will hard code the membership numbers so that the USTA can undertake the testing of various membership models to best meet the needs of all tennis players;
- The beginning of construction at the National Tennis Center, which will include a roof on Arthur Ashe Stadium, new practice courts with viewing, and the replacement of the Armstrong and Grand Stand stadiums.
- Jeff Tarango will serve as MC of the ACEs Awards event on February 23, 2014.

Mr. Cooke's also announced the winners of several prominent awards:

David Ball - National Bill Talbert Sportsmanship Award

Betty Cookson - National Barbara Williams Leadership Award

Linda Peltz - USTA NorCal Betty Cookson Lifetime Achievement Award

7. Delegate's Report - Tony Silveria

Tony Silveria announced he would forward by email additional information to the Directors on the plan for paying for the construction at the National Tennis Center. He also announced that NorCal was well represented during the work done by the Membership Innovation Study Group, and the recommendations to hard code the membership numbers will not have a negative impact on NorCal. Finally, Mr. Silveria encouraged the Directors to attend the Junior Player Party on January 4, 2014, the invitation of which is being emailed.

8. Jr. Team Tennis Report - Mark Fairchilds and Darren Wenger

Mark Fairchilds began by summarizing the 2014 Jr. Team Tennis Proposal to build a local league system with paid organizers throughout the geographic areas of the Section, with the responsibility of recruiting parent coaches and bringing new players into the game. The program goals for 2014 are to identify between 16 and 32 organizers and 2,700 new players. A total of \$100,000 in annual funds for three years (up to a total of \$300,000) has been earmarked to pay the organizers, but the goal is for the program to be self-sufficient after three years, at which time funding will cease.

Darren Wenger added that NorCal has launched a new registration site that is more user-friendly than TennisLink. It currently facilitates the registration of both Play Days and players registering for Play Days, as opposed to TennisLink that only allow for the registration of the actual event. The site will be expanded to allow for registration of the new local Jr. Team Tennis leagues in 2014. He also noted the role staff will play in identifying organizers, assisting in identifying courts for league use, and league scheduling.

Mr. Wegner also spoke to the Safe Play background screening that is required of all organizers and coaches to ensure player safety. Mr. Leube added that the USOC is requiring all of the national governing bodies of sport to also have an educational component for the coaches. There are concerns over the length of the video course, the content of the course that focuses on high level coaching, and the testing that must be passed.

9. Treasurer's Report - Mike Dickey

Outgoing Treasurer and current chair of the Budget Committee Mike Dickey gave the Treasurer's report. He directed the Board's attention to the budget materials distributed with the meeting packet. Mr. Dickey highlighted the projected budget deficit of approximately \$92,000, slightly more than \$200,000 less in deficit that was budgeted for the year. He also explained that the increase in NorCal membership previously reported in the meeting has not translated into increase revenue because a significant number of membership renewals that have typically been for 3-5 years and yield greater revenue, have been made in 2013 as 1-year renewals. He also noted significant money was saved when NorCal re-negotiated its credit card charge fees.

10. Committee Decisions

Michael Cooke directed the Board's attention to the Committee Decisions document distributed with the meeting packet. Steve Leube reminded the Directors that the deadline for submitting a challenge to a Committee Decision is 5:00 pm, 7 days from the date of the Board Meeting, and that a challenge requires the support of three Directors.

Upon an inquiry as to the rationale for the Committee Decisions submitted by the Umpire and Referee Committee to require two-year's work and attendance at a Referee Workshop prior to attending a Referee Certification Class, Mr. Leube explained that the Committee was mindful of the demand for Referees but felt the new policies were needed to improve the quality of Referees.

11. Unfinished Business

Michael Cooke noted that there was no unfinished business.

12. New Business

- College Tennis. Tony Silveria reported that there are too few US junior tennis players to fill the available college scholarship spots each year and that he believes better efforts must be taken to educate NorCal players on the college recruitment process and the opportunities available for scholarships. Andrea Norman reported on the feedback she's received from college coaches that all things being equal, coaches would prefer to recruit US players, but that they need to be better players, with a more diligent work ethic and with parents that are willing to step back once their children are in college. She also noted the efforts NorCal staff have made to hold college workshops and the work being done by the national Collegiate Varsity Committee to create templates for educational workshops for use by the Sections.
- Next Board Meeting. Michael Cooke announced the next board meeting will be at the NorCal offices on Wednesday, February 19, 2014.

There being no further business to come before the Board, the meeting adjourned at 9:29 pm.

Respectfully submitted,
Andrea Norman
Secretary