Minutes of the USTA NorCal Board of Directors
USTA NorCal Office - Alameda, CA
Wednesday, April 16, 2014

Directors Present: Margie Campbell (Vice President/President elect), Chris Caputo, Michael Cooke (President), Suzy Cossette, Terry Cossette, Mike Dickey, Jack Drimmer, Mark Fairchilds, Frank Haswell, Alvin Hom, Paul Kepler, Andrea Norman (Secretary), Linda Peltz, Tony Silveria (Delegate), Jack Walker (Treasurer)

Directors Absent: Sarah Robinson and Jason Scalese

Advisory Directors Present: Chrissy Costamagna and Pam Sloan

Parliamentarian and Legal Counsel Present: Michael Harrison

USTA NorCal Staff Present: Steve Leube (Executive Director), Anna Elefant (Manager of Adult Leagues), and Tamara Ramos (current Web Content Specialist and incoming Manager of Adult Leagues)

Guests Present: Dale Russell (Chair of Adult Leagues Committee)

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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, 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. No persons made public comments. Following the introductions, Mr. Cooke asked Mr. Dickey to read the NorCal Mission Statement.

2. Approval of Minutes

The Board considered approval of the minutes of the Board meeting held February 19, 2014. Following the announcement of corrections, the following motion was duly made by Mr. Silveria, seconded by Mr. Haswell, and unanimously **approved** by a vote of 14 in favor, none opposed, and no abstentions:

> **RESOLVED:** That the minutes of the meeting of the USTA NorCal Board of Directors held February 19, 2014 be approved as corrected.

Later in the meeting, in closed session, the Board also considered approval of the confidential portion of the minutes of the February 19, 2014 Board meeting that was held in closed session. 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, following discussion, was duly made by Ms. Norman, seconded by Mr. Haswell, and unanimously **approved** by a vote of 14 in favor, none opposed, and no abstentions:

> **RESOLVED:** That the minutes of the closed session of the meeting of the USTA NorCal Board of Directors held February 19, 2014 be approved as presented.

3. 2015 Adult League Calendar

Dale Russell, chair of the Adult Leagues Committee, presented the proposed 2015 Adult Leagues Calendar that was previously approved by his committee by a unanimous vote of 10-0. Dale explained the changes to the calendar, that switch the timing of the Mixed 40 & Over from the 3rd to the 1st quarter of the year and the Adult 55 & Over from the 1st to the 3rd quarter of the year, were based on research by the Committee and feedback received from coaches, players and Organization Members. Two board members, Mr. Haswell and Ms. Robinson, also participated on the subcommittee that proposed the calendar to the Adult Leagues Committee. The primary purpose of switching the timing of these two leagues is to better equalize the demand for court usage during these periods. Pushing the larger Adult 55 & Over league to summer also lessens the potential the rainy season will have on play.

Mr. Russell fielded questions from the Board that included an inquiry about having the Adult 40 & Over and Mixed 40 & Over scheduled during the same quarter. Mr. Russell noted that researched showed participants would play in the two leagues, just as they currently do in the 2014 schedule that has the Adult 40 & Over and the Adult 55 & Over playing concurrent league seasons. In response to questions, he also explained that the Adult 18 & Over League was not selected to be moved to the 1st quarter as the Committee believes the 2nd quarter placement best enables college players home for the summer to participate.

There was also a brief discussion on the feasibility of permitting a league's teams to vote to extend play beyond the 12-week season to give leagues with 7-8 teams the ability to play each other twice and get more play. This is not permitted by the national USTA league policy; however a new national rule permits an

unbalanced schedule so that if there are too many teams in a league to play twice, a Section may schedule some teams, but not all, to play twice, giving the opportunity for a full 12-match season.

Following discussion, the following motion was duly made by Mr. Haswell, seconded by Ms. Peltz, and **approved** by a vote of 13 in favor, none opposed, and 1 abstention:

> **RESOLVED:** That the 2015 Adult Leagues Calendar is hereby approved as set forth below, which calendar represents a change from 2014 as follows:
> • switches the timing of the Mixed 40 & Over from the 3rd to the 1st quarter of the year; and
> • switches the timing of the Adult 55 & Over from the 1st to the 3rd quarter of the year.

League	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Adult 40 & Over	Adult 40 & Over			P P	D S					N N N		
Adult 18 & Over				Adult 18 & Over		P	P	D S		N N N		
Mixed 40 & Over	Mixed 40 & Over			P P	S						N N	
NorCal Adult 18 & Over Combo		P P	D S						NorCal Adult 18 & Over Combo			
NorCal Adult 65+			NorCal Adult 65+			P P	S					
NorCal Adult 70+									NorCal Adult 70+			
Adult 55 & Over							Adult 55 & Over		P S	N N		
Mixed 18 & Over							Mixed 18 & ver		P P S		N N	
NorCal Mixed 55 & Over		S							NorCal Mixed 55 & Over			P P

P denotes League Playoff dates; D denotes District Playoff dates; S denotes Sectional Playoff dates; and N denotes National Championship dates. The heavy outlined boxes denote the dates by which the Sectional league playoffs must be finished.

4. Executive Director's Report - Steve Leube

In addition to the written report included in the meeting packet, Mr. Leube announced the following personnel changes:

- Promotion of Summer Verhoeven to Manager of Junior Play
- Promotion of Tamara Ramos to Manager of Adult Leagues as of May 1
- Hiring of Terry DiChito as Manager of Marketing
- Brooke Fischel as Communications Specialist.

Mr. Leube also reported on:

- The launch of the H.I.T.S. program, which should result in larger participation numbers in April and May, but a possible reduction in the USTA Jr. Team Tennis (JTT) numbers as NorCal is finding many players that would have otherwise played JTT are participating in the H.I.T.S. program. Overall participation totals are predicted to grow by 50%.
- NorCal membership numbers are down, which is believed to be related to Adult league registration deadlines and a reduction in the membership-based Play Day events in favor of the H.I.T.S. programs. Notwithstanding the decline, the membership revenue is shown as up this month due to the dollars allocated as a result of the recent amendment to the USTA Bylaws that hard coded membership, and therefore revenue received as a result of the membership. When questioned, Mr. Leube reported that there is no known plans for the USTA to also hard code the network funding revenue received by the Sectional Associations that is related to membership.
- Staff and volunteers will be undergoing a Diversity training lead by the USTA's Bill Leong and Karen Pacent. The goal is to incorporate meaningful diversity goals company-wide.
- The 41st Annual Maze Cup, the competition between the top NorCal and SoCal juniors, will be held May 9-11 at the Berkeley Tennis Club and all are encouraged to attend.

5. Executive Session

Mr. Cooke announced that the Board would be going into Executive Session, thanked the guests for their attendance at the meeting, but asked that they now exit as the Board would be conducting a confidential discussion in closed session. The Executive Session began at 7:20 pm.

Following the conclusion of the closed session at 7:54 pm, Mr. Cooke announced in open session that the minutes of the Executive Session held February 19, 2014 were approved, as is set forth under #2 above, and that all other discussion held during the session was to remain confidential.

6. President's Report - Michael Cooke

- Executive Committee. Mr. Cooke reported that the Executive Committee met since the last Board meeting and a copy of the minutes are included in the Board packet, as is required by the Bylaws. The minutes include resolutions from Junior Council and the Sanction and Schedule Committee. He reminded the Board that the Executive Committee may act in the place of the Board only on matters of urgency where decisions are required before the next scheduled meeting of the Board and that all decisions made by the Executive Committee may be implemented as authorized in the minutes.

  An inquiry was made regarding a Junior Council proposal to change the ranking points awarded for non-main draw matches in Open and Challenger Level tournaments and it was clarified that although this is not the preference of Junior Council, the ranking program requires the 3rd/4th place playoff match winner receive the same number of points as a main draw win when the per round points table is used as it is for these tournament levels.

  An inquiry was also made regarding the sanctioning of the National Park & Recreation National Tennis tournament that overlaps with other previously-approved tournaments in NorCal. Mr. Leube explained that this is a special honor for NorCal to be considered to be the host section as it rotates from Section to Section each year, and it's likely that the tournament will not return to NorCal for many years.

- USTA Annual Meeting. NorCal was well represented at the March USTA Annual Meeting where President Elect/Vice President Margie Campbell participated in all of the meetings and activities to which the Section Presidents were invited. He, Ms. Campbell and Mr. Leube made a presentation to the USTA Board on the ongoing program and membership successes that are taking place in NorCal.

- League Move Up, Split Up Rule. The national USTA Adult Leagues Committee adopted a rule change that would prohibit a team that makes the National Championship from moving to a different league to play - for example a team that makes Adult 18 Nationals couldn't keep the same team and play Adult 40 League. Following significant objection from the Sectional Associations, particularly small Sections, the rule change is being examined and based on straw voting of the Sections, it appears the USTA will revert to the old move up split up rule that only applies by league, with some minor adjustments.

7. Delegate's Report - Tony Silveria

In addition to the written report included in the meeting packet, Mr. Silveria reported on USTA President Dave Haggerty's 2014 initiatives on membership innovation, adult product line, and the youth imperative to grow participation at the grass roots level. He noted that overall USTA membership is down, but participation in tennis is up, as is measured by racquet and ball sales, and public court usage.

8. May 17-18, 2014 Junior Super Series

Mr. Cooke announced that the Sanction and Schedule Committee has requested its Committee Decision related to the approval of the sanction for the May Junior Super Series be voted up on at the Board meeting. The event is to begin May 17th and it is urgent that the organizers open entries before the end of the 7-day Committee Decision challenge period and begin finalizing the details for the event. Andrea Norman reported that the junior staff had worked to find an applicant for this tournament, which had been available for bid since last June, but they had not had success. So that the event, a pilot of the new ratings system, would not be cancelled, Ms. Norman has offered to serve as Tournament Director if NorCal will act as the sanction holder. Discussion included concern that the entire group of Organization Members had not been solicited to apply for the sanction. Ms. Norman reminded the Board that all Organization Members had been solicited as part of last summer's bid process, but the recent efforts by staff to find an applicant had been primarily focused at Organizations that have a history of been willing to pick up events at the last minute, that had experienced administrations, and that had sufficient courts. Mr. Leube agreed that in the future a clearer policy will be put in place to solicit bids for open spots.

Following discussion, the following motions was duly made by Ms. Cossette, seconded by Mr. Fairchilds, and **approved** by a vote of 13 in favor, none opposed, and 1 abstention:

RESOLVED: That the following junior tournament be approved as follows:

Date Block	Applicant/Tournament ID#	Divisions
May 17-18, 2014	USTA NorCal/500054714 (Andrea Norman TD)	Boys' and Girls' 18 & 14 Singles

9. Northern California Tennis Foundation Ad Hoc Committee

Mr. Cooke reminded the Board that at the last meeting a request was made to form a task force to review the status of the Northern California Tennis Foundation (NCTF). Following that meeting he formed the NCTF Ad Hoc Committee comprised of Linda Peltz, Tony Silveria, and Jason Scalese. NCTF President Bill Schoen did not participate in the Ad Hoc Committee, and may not be aware of its formation. Linda reported on behalf of the

Ad Hoc Committee that it had met to discuss the NCTF, had formed recommendations, and had previously reported its recommendations with Mr. Leube and Mr. Cooke. The goal of the recommendations are to permit a full review of the structure and processes of the NCTF while at the same time enabling it to re-start the important task of awarding grants. Those recommendations are:

Recommendations of NCTF Ad Hoc Committee

1. Hire a consultant to conduct a full review of the Foundation and put in place policies and procedures necessary to fulfill the administrative and public benefit goals of the Foundation.
2. Restructure Foundation as needed, including changes to the Mission Statement and NCTF Bylaws as deemed necessary.
3. Change name of the NCTF Board of Directors to NCTF Board of Trustees to distinguish the members of that governing body as trustees, as compared to the Board members of USTA NorCal, and have a member of the USTA NorCal Board become a member of the NCTF Board of Trustees.
4. USTA NorCal to provide accounting and accountability oversight, and other administrative services necessary to insure the success of the Foundation.
5. Establishment of a Foundation Grant Committee of the NCTF Board, as is authorized to be appointed by the USTA NorCal President, for the purpose of continuing the necessary grant work of the Foundation.

Following a discussion, the following motion was duly made by Ms. Campbell and seconded by Ms. Peltz:

RESOLVED: That USTA NorCal moves forward with a review of the Northern California Tennis Foundation as set forth in the recommendations presented by the NCTF Ad Hoc Committee at this Board meeting (and incorporated herein); and

RESOLVED FURTHER: That the Board hereby authorizes the hiring of a consultant to assist in such review, using some of the $300,000 to $350,000 set aside for the hiring of employees for the Foundation that was approved by the Board on February 19, 2014.

The Board went into Executive Session at 8:46 pm to continue the discussion. When the Board came out of closed session at 9:17 pm, the vote on the resolution made in open session was authorized to be included as part of the minutes of the meeting. This resolution was **approved** by a vote of 14 in favor, none opposed, and no abstentions.

10. Action Item: Late Application for 2014 $15,000 Macy's Open

Ms. Norman explained that the Action Item, although submitted by a vote of the Executive Committee, was not an endorsement of the proposal by the Executive Committee, but to enable a final decision to be made with respect to the sanction at this meeting.

Ms. Cossette, also the Chair of the Sanction and Schedule Committee, described the Macy's Open sanction, which was concurrent with the previously-approved Modesto Open, two tournaments that have been sanctioned by the Committee and the Board in 2012 and 2013 with overlapping dates as an exception to the 150-mile rule that prohibits the existence of two tournaments within this mile range. This year's Macy's Open sanction adds Men's Open and Open Mixed events; previously the two tournaments only had Women's Singles in common. She also explained the sanctioning process that has the Committee make a majority of the sanction decisions in the fall after the June sanction application period, but that permits late applications that come in after the deadline to be considered without penalty, and which are routinely approved provided the date block is not saturated.

The following motion was duly made by Ms. Norman and seconded by Mr. Haswell.

WHEREAS:

- Both the $2000 52nd Annual Modesto Open and the $15,000 Macy's Open have applied to hold men's and women's singles and mixed doubles events with overlapping dates; and
- The entrants in these 2013 tournaments, which were sanctioned with overlapping dates last year, indicate a different level of player entering each tournament and that the tournaments draw entries from the immediate regions; and
- Approval of these tournaments with overlapping dates is an exception to the 150-mile rule as set forth in USTA NorCal Sanction Rule 23.A.iii.; and

WHEREAS: The Sanction & Schedule Committee has concluded it is in the best interest for NorCal players to be given a choice between these two tournaments than to have only one of these tournaments on the NorCal schedule.

NOW, THEREFORE BE IT RESOLVED: That the following concurrent Adult Open tournament is hereby approved.

Date Block	Applicant	ID#	Level/Divisions
Aug 12-16	Marin Tennis Club - $15,000 Macy's Open	500042714	MW(Op)s,SE; X(Op)d,SE

Ms. Cossette and Ms. Norman went on to enumerate the rationale for the Committee requesting the Board to once again approve this sanction, despite the 150-mile rule, which included:

- The 2013 Macy's Open was recognized by USTA NorCal as with the award for the most outstanding Open Tournament of the Year and the Committee wanted the best tournament to return to the 2014 schedule.
- Research indicated that the existence of the Macy's Open had insignificant impact on the Modesto Open - Ms. Norman presented spreadsheets showing the impact that only had 3 players that previously played the Modesto Open opting for the Macy's Open, as well as the small retention the Modesto Open has had from year to year in its Women's Open Singles entry base.
- The Committee believed the Macy's Open tournament would continue to exist with or without the sanction and would prefer the matches to count toward NorCal ranking and the USTA's Top 500 list that is used by the ITF for selection into professional tournaments when the list of players with ATP rankings has been exhausted, most typically at qualifying for ITF circuit events.
- The $15,000 in prize money represents the highest amount offered any any of our Open tournaments, an value the Committee does not want to lose from the Adult Open schedule.
- While the impact on Modesto of adding the Men's Open Singles and Open Mixed Doubles events is unknown, based on the historical entry information, the Committee believes it will only serve to put more players on the court during the date block in a NorCal sanctioned touranment.

Upon inquiries, Ms. Cossette reported that both the Modesto Open and the Macy's Open were asked about the feasibility of moving date blocks, but neither was able to move due to the facility's schedule.

Mr. Kepler, the beneficiary of several years of Committee and Board decisions to permit concurrent Open tournaments in violation of the 150-mile rule, announced the dropping of the sponsorship dollars for the CoAmerica Open, as well as the affect the 2015 ATP calendar will have on Seascape's Challenger tournament. As a result, Seascape Sports Club will no longer be hosting the 2014 CoAmerica Open and will not be re-applying in 2015. This will result in no concurrent tournament opposite the long-standing Moraga Open.

Mark Fairchilds, Tournament Director of the Modesto Open and an interested Board Member who will not be participating in the vote on this sanction, reported on his stance on this issue, which included the following:

- As an active volunteer and player as it relates to Open tournaments in NorCal for many years, he is disappointed in the decision that does not protect long-standing Open tournaments on the NorCal calendar, especially when concurrent sanctions are in violation of the 150-mile restriction.
- Regardless of the 150-mile rule, he does not support the concurrent sanction of prize money tournaments as they have an impact on the success of each other.
- The decisions of the Sanction and Schedule Committee have created an atmosphere of mistrust among the Open tournament directors. There are several prize money tournaments on the calendar, some of which have been sanctioned in violation of the 150-mile rule, and the these Tournament Directors are very upset with NorCal's policy, so much so that if the Board approves the Macy's Open sanction, Mr. Fairchilds reported that a significant number of them are prepared to decline their sanctions and create a circuit outside of the USTA NorCal Adult Open tournament calendar.
- The addition of the Men's Open Singles and Mixed Doubles events to the Macy's Open tournament will have a greater impact on the Modesto Open entries and harm the tournament.

Mr. Drimmer asked that in the future NorCal consider applying the 150-mile rule differently as it impacts outlying areas differently. For example, a tournament in a central NorCal location can draw from a 150-mile radius all around it, but a tournament in an outlying location may only be able to draw from one direction. He also noted on the significant impact the loss of tournaments, or large entries in tournaments, has on tennis overall in the community, something he's witnessed in his area of Auburn. Finally he suggested that because the impact of the new Men's Open Singles and Open Mixed Doubles is unknown at this time, consideration be given to only re-sanctioning the Macy's Open Women's Singles events.

Mr. Fairchilds left the Boardroom and a secret ballot vote was taken following the re-reading of the motion. The secret ballot dictated that the President also vote so as not to reveal his vote in the event of the need to break a tie, or his vote to create a tie. The resolutions were **defeated** by a vote of 2 in favor, 12 opposed, and no abstentions.

11. Treasurer's Report - Jack Walker

Mr. Walker directed the Director's attention to the report distributed with the Board packet and the variance report at the end of the statements. He highlighted the following with respect to the report:

- NorCal has a budgeted deficit of $13,500, but the forecast indicates a $13,712 surplus at year end;
- Membership revenue was behind, but is projected to come in ahead - the variance has to do with the timing of membership renewals as they relate to Adult league registrations;

- Advertising and sponsorship revenue is declining as a result of less revenue for the Tennis Warehouse partnership;
- Salaries are currently under budget due to the personnel changes, and this is also reflected in the department budgets affected by these personnel changes;
- Outside expenses are over budget as a result of pending litigation.

11. 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.

1. Coaches Commission Committee Decision of April 9, 2014. Mr. Dickey asked that the Board review the decision from the Coaching Commission that relates to a budget request for $18,000 and announced this was not presented, as required, to the Budget Committee prior to the Board meeting. He asked Mr. Leube to remind the staff liaisons that resolutions that affect the budget must be submitted to the Budget Committee. Further the resolution provides no context for the program The following motion was duly made by Ms. Norman, seconded by Mr. Dickey, and **approved** by a vote of 13 in favor, none opposed, and 1 abstention:

   RESOLVED: That the Coaches Commission Decision approved April 9, 2014 to require request $18,000 in funds be referred back to the Sportsmanship Committee so that it may be submitted to the Budget Committee with the proposal it supports, before it is resubmitted to the Board, and that upon submission to the Board it also include the proposal or a rationale.

2. Committee Decision Rationale. Ms. Norman inquired as to why the Committee Decisions are not always accompanied by a rationale for the decision as the resolutions have no context and therefore the Board does not always have the necessary information to conduct the due process it is charged with as part of the Committee Decision process. Mr. Leube said that a past Board requested that no rationale be a provided with the Committee Decisions. Following a brief discussion, the consensus of the members was that a rationale should be included with all resolutions.

3. Executive Committee Decisions of March 7, 2014. Ms. Norman questioned why the Executive Committee decisions were included in the Committee Decisions document as these not treated in the same manner as other committee resolutions. The Bylaws state that the Executive Committee acts in place of the Board on matters of urgency, thereby making these decisions exempt from he Committee Decision process, but subject to review at the next meeting of the Board. Mr. Leube acknowledged they did not belong and will not be included in the future.

11. Unfinished Business

Michael Cooke noted that there was no unfinished business.

12. New Business

Mr. Leube distributed a copy of the Travel Reimbursement Policy and asked that Board members who will be attending the 2014 USTA Semiannual Meeting use the current form.

There being no further business to come before the Board, the meeting adjourned at approximately 10:20 pm.

Respectfully submitted,
Andrea Norman
Secretary