



Minutes of the USTA NorCal Board of Directors
USTA NorCal Office - Alameda, CA
Wednesday, May 21, 2014

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

Directors Absent: Jack Drimmer and Jason Scalese

Advisory Directors Present: Chrissy Costamagna and Pam Sloan

USTA NorCal Staff Present: Steve Leube (Executive Director)

1. Call to Order

President Michael Cooke called the meeting to order at 6:30 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 Ms. Sloan to read the NorCal Mission Statement.

2. Approval of Minutes

The Board considered approval of the minutes of the Board meeting held April 16, 2014. Following the announcement of corrections, the following motion was duly made by Mr. Haswell, seconded by Ms. Campbell, 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 April 16, 2014 be approved as corrected.

In closed session, the Board also considered approval of the confidential portion of the minutes of the April 16, 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 corrections to the minutes, was duly made by Mr. Fairchilds, seconded by Mr. Dickey, 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 April 16, 2014 be approved as corrected.

3. Executive Director's Report - Steve Leube

In addition to the written report included in the meeting packet, Mr. Leube publicly reported on:

- USTA NorCal won the Maze Cup, the 41st annual competition between the best 18 and 16 year olds from NorCal and SoCal held May 7-9 at the Berkeley Tennis Club. This is NorCal's 2nd consecutive win and 3rd win overall. The event was marked by outstanding sportsmanship and fierce competition, and an exceptional organizational effort on the part of the Berkeley Tennis Club, NorCal junior staff, and Junior Council.
- Mr. Leube attended a recent meeting of the National Alignment Task Force, the group charged with finding ways in which all of the Sections can align on policy that primarily affects junior tennis. USTA President Dave Haggerty expressed concerns over whether enough time is being spent by TSRs on the youth imperative, which is expected to be 70% focus on juniors/30% on adults. President Haggerty also challenged the Sections to commit a percentage of their budgets that reflects the imperative. NorCal is currently meeting both of these goals.
- Mr. Leube announced the passing of Hall of Fame inductee Don Johnson (class of 2004) and Cliff Mayne (class of 1999) and extended condolences to their respective families.
- The USTA has formally announced it's plans to build a "Home for American Tennis" at Lake Nona, FL. The USTA is partnering with the city, a community adjacent to Orlando, to build a 100-court facility with office and other space that will house USTA Community Tennis and USTA Player Development. In the short term, USTA Professional Tennis will remain in White Plains.
- USTA NorCal staff did an exceptional job hosting the 40-and-Over and 55-and-Over Adult League Districts. For the first time, teams were charged to attend. While NorCal received push back on this new policy, the teams remained willing to compete in the event, despite the new fee.
- The launch of the H.I.T.S. program continues and to date 40 programs are in the system. NorCal expects that number to grow. As a result of launch, fewer Play Days have been held in March and April, but staff is expecting an increase of the Play Day events in summer and fall. USTA Jr. Team Tennis (JTT) numbers have also been effected by H.I.T.S. as many JTT programs have opted to switch to H.I.T.S. this year. Combined JTT and H.I.T.S. numbers show an overall growth.

- Bank of the West Classic Events: NorCal will be hosting a Kids Day at the Bank of the West Classic at Stanford on July 28th, at which between 300 and 400 children are expected to participate. The Section will also host Member Appreciation Day from 11:00 am to 1:00 pm on July 29th. The Hall of Fame luncheon will be held on July 31 in the Bank of the West hospitality tent. The 2014 class is comprised of Rich Anderson, John Hubble, Bill Maze, Bob Walsh and Susan Mehmedbasich Wright.
- Mr. Leube announced that within two weeks approximately seven applications for court grants should be completed. Another eight are expected by July and an additional six by fall. These grant requests represent sites that are spread across the Section as no more than two are to be started in any given designated geographic area. Although these applications are being submitted in 2014, many won't begin construction until 2015 as additional grants and permits are needed before work starts.
- Nominations to serve on the USTA NorCal Board of Directors are now open. Nominations must be made by a USTA NorCal Organization Member and are due no later than July 15, 2014.
- Mr. Leube asked to be notified by any Director who will be attending the USTA Semiannual Meeting and invited all who will be coming to New York to the NorCal dinner to be held August 30.
- The JTT and Play Day registration system is up and running, although background enhancements are still being finished.
- National retention of players who received a free ten-and-under membership is 18%. NorCal's retention rate is 15-16%, slightly lower than the national average, but better than the Section was doing 3-4 years ago. He suggested the H.I.T.S. program and the non-advancing JTT local leagues will be key to improving retention.

4. President's Report - Michael Cooke

- JTT Committee Decisions. Mr. Cooke announced that because the Board will not be meeting in June or July, decisions that are anticipated to be made at an upcoming JTT Committee meeting will be considered for implementation by the Executive Committee. A report on any resolutions approved will be made at the next Board meeting.
- Northern California Tennis Foundation (NCTF). Mr. Cooke reported that work continues on implementing the recommendations made by the NCTF Ad Hoc Committee that were approved by the Board at its last meeting. Mr. Cooke asked Ms. Peltz to give an update that included:
 - The Ad Hoc Committee has reviewed the NCTF files and all information will be archived on NorCal's servers. It is anticipated old records will be destroyed in compliance with IRS guidelines.
 - Work continues on finalizing an application for court funding, updating the NCTF corporate documents, job description and website, and drafting a strategic plan.
 - Tracking of past grant recipients is beginning with the hope of success stories being used to promote fundraising efforts. Coordination in this area will be done with the Marketing Department.
 Mr. Cooke announced the formation of a Grants Committee to be chaired by Laxmi Poruri, a 4-time All American at Stanford, touring professional for four years, and MBA. Ms. Poruri is currently recruiting members for the Committee.
- Strategic Plan Committee. Mr. Cooke announced the formation of a Strategic Planning Committee to be chaired by President Elect Campbell. Ms. Campbell is currently recruiting members for the Committee.
- Other Announcements. Mr. Cooke congratulated Ms. Peltz on her recognition as an extraordinary volunteer in the most recent issue of Tennis Industry Magazine. He also announced his appointment to the national USTA Budget Committee.

5. Delegate's Report - Tony Silveria

Mr. Silveria announced that the Membership Innovation Study Group on which he sits will be meeting in June and included on the agenda is a proposal to consider hard coding the network funding revenue received by the Sectional Associations that is related to membership. This is a potential next step in the hard coding of policy that is tied to membership so that the USTA can test membership products and no Section will be adversely effected.

6. Sanction & Schedule Committee Proposals

Mr. Cooke directed the Board's attention to the set of resolutions approved by the Sanction & Schedule Committee, all of which are being requested to be voted upon at this meeting so that the Committee and staff can begin to prepare to receive applications for the 2015 tournament schedules. Each proposal also included a written rationale. Also included in the packet is the revised Sanctioning Guidelines that will be used by the Sanction and Schedule Committee during their selection of 2015 tournaments.

Concern was expressed by the small number of members that sit on the Sanction & Schedule Committee and chair Suzy Cossette was in support of increasing the number, pointed out that the chairs of both the Junior

Council and Adult Tournament Committee are members, and that to reduce conflicts of interest and promote transparency advised that members needed to not have a vested interest in the sanctioning of tournaments.

Specific questions regarding the proposal to have the decisions of the Sanction & Schedule Committee decisions be exempt from the Committee Decision process were addressed, as well as the process by which applications that are not approved are notified. Ms. Cossette reminded the Board that the Committee makes all attempts for each applicant to receive at least one tournament each year. Ms. Norman referred to the rationale that states the proposal gives all applicants equal due process by allowing all to appeal a decision to the Board; the current procedure only affords this benefit to applicants that are able to get the attention of three or more Board members and have them put a sanction decision in question through the Action Item process.

Questions were also address as they relate to multiple deadlines for submitting sanction applications. While one deadline is preferred, it is not advisable as flexibility better promotes growing tournament opportunities: clubs plans often change and this allows for them to apply after the first deadline; when fewer than the desired number of tournaments are received, applications received beyond the first deadline can be approved to fill openings.

Following additional discussion, the following motions were duly made by Mr. Haswell, seconded by Mr. Silveria, and **approved** by a vote of 14 in favor, none opposed, and no abstentions:

RESOLVED: That effective immediately USTA NorCal Sanction Rules be amended to change the initial sanction application period from June 1-30 to August 1-31 of each year and to change the names of the application deadlines to Primary Sanction Deadline, those received by August 31, and Quarterly Sanction Deadlines, applications received on an ongoing basis.

RESOLVED FURTHER: That effective immediately the USTA NorCal Sanction Rules shall be amended to include the following provision that makes the sanction decisions of the Sanction and Schedule Committee exempt from the Committee Decision process, but appealable to the Board.

Sanction decisions exempt from Committee Decision process; may be appealed to Board. Sanction decisions made by the Sanction and Schedule Committee in compliance with these USTA NorCal Sanction Rules, shall be exempt from the Committee Decision process of the USTA NorCal Board. Applicants that are denied a sanction or that object to a sanction approval may appeal the decision to the USTA NorCal Board within 21 days of the time the applicant is notified pursuant to Rule 4.C. below. The Board may revoke an approved sanction based upon an appeal.

RESOLVED FURTHER: That effective immediately, Rule 5 of the USTA NorCal Sanction Rules be amended to permit the Sanction and Schedule Committee to first review applications received in the past for a declined tournament before putting an Excellence or Sectionals Championship out to bid. Language proposed to be added is underscored; language proposed to be deleted in stricken through.

4. Junior Excellence Tournaments and Sectional Championships: Process for Sanctioning When No Application is Received or Bidder Declines Acceptance of Sanction. Each year the USTA gives USTA NorCal the opportunity to designate USTA NorCal junior tournaments that will count for national junior ranking. USTA NorCal has designated Excellence Tournaments and the Sectional Championships as these national ranking tournaments.

A. When no applications received. In the event that no bid is received for ~~one of these tournaments or a sanction holder declines acceptance of a sanction~~ an Excellence Tournament or Sectional Championship, a notice shall be sent out to all Organization Members inviting them to submit a sanction application pursuant to Rule 2 by a specified deadline. As soon as possible after the deadline, the Sanction and Schedule Committee will select from among the applicants.

B. When applicant declines acceptance of sanction. In the event that a sanction holder declines acceptance of an Excellence Tournament or Sectional Championship, the Sanction and Schedule Committee shall first review any other applications received to replace the declining applicant. In the event there is no viable application to host the tournament, a notice shall be sent out to all Organization Members inviting them to submit a sanction application pursuant to Rule 2 by a specified deadline, and as soon as possible after the deadline, the Sanction and Schedule Committee will select from among the applicants.

RESOLVED FURTHER: That effective immediately, the USTA NorCal Sanction Rules be amended to set the sanction fee for Adult One-Day Tournaments at \$10.00 and to set the per player fee at \$1.00 per player.

Following approval of the resolutions, the Sanctioning Guidelines that suggest a limit to the number of Open and Challenger tournaments held in a date block were questioned. Ms. Cossette noted that these are only guidelines and that the Committee may sanction more tournaments if it feels it is necessary, but the purpose

of the limits are to keep from diluting a date block with too many tournaments so as to promote larger draw sizes and better value for the entry fee.

7. H.I.T.S. Fundraiser: USTA Day at AT&T Park

Mr. Leube asked for the Board's input on a decision the Section is about to make on whether or not to host a USTA Day at AT&T Park to benefit the H.I.T.S. program. NorCal would need to commit to the purchase of 200 tickets at \$225 each, or \$45,000. Up to 400 tickets could be sold. Of the proceeds, \$25 per ticket, or \$5,000 if 200 tickets are sold, would benefit H.I.T.S. Following discussion a straw vote was taken: 5 were in support, 7 opposed, and 2 abstained.

8. 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 \$42,937 deficit at year end. This represents a significant change from the April Board report of \$13,712 surplus at year end and is due primarily to the change in the league calendar approved in April that will effect the amount of revenue expected to come in during December.
- Advertising and sponsorship revenue is slightly up due to a new partnership with Geico.
- Salaries remain under budget due to the personnel changes, and this is also reflected in the department budgets affected by these personnel changes;
- Outside expenses continue to be over budget as a result of pending litigation.

Upon a request by Mr. Kepler to have more recent financials available at each Board meeting, it was explained that the timing of the delivery of the Board packet does not facilitate up to date numbers and it was decided by the Budget Committee that it would be better to have quality data than rush to provide data that may not be complete.

9. 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 Request for Team USA Funding. Mr. Dickey announced that the Coaching Commission's budget request for \$18,000 that, by resolution of the Board at the last meeting was sent back to Committee, has been resolved. The funds already exist in the budget to start the program.
2. Junior Council Request for Clay Court Event Funding. Ms. Norman announced that Junior Council's budget request for up to \$5,000 for an upcoming Clay Court Event has been resolved. Sufficient funds already exist in the budget to hold the event.
3. Diversity Committee Decision to Approve D&I Strategic Plan. Ms. Peltz questioned the Diversity Committee's approval of a strategic plan that was not provided to the Board. Mr. Leube explained that the resolution was only to approve a working version of the document and authorize future work to finalize the plan. As such, the decision does not put in place any new policy.
4. Junior Council Approval of 2015 Tournament Dates. Upon a request for an explanation from Ms. Campbell on the placement of the Fall Sectionals, Ms. Norman, Chair of Junior Council, summarized criticism the Council has received about this tournament's placement in 2014 that resulted in NorCal juniors having fewer national point opportunities than 14 other Sections. She reported that Junior Council has reviewed the original decision, it's rationale, the player records of many of the juniors impacted, and concluded that while there was an unintended consequence in 2014, that no longer holds true in 2015 as all players in the US will have the same opportunity to play the same number of sectional tournaments that count for national ranking once a full year has passed.

11. Unfinished and New Business

Michael Cooke noted that there was no unfinished business and no Directors raised new business.

There being no further business to come before the Board, the meeting adjourned at approximately 7:57 pm.

Respectfully submitted,
Andrea Norman
Secretary