



**Minutes of the USTA NorCal Board of Directors**  
**USTA NorCal Office - Alameda, CA**  
**Wednesday, August 20, 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, Linda Peltz, Sarah Robinson, Jason Scalse, Tony Silveria (Delegate), Jack Walker (Treasurer)

**Directors Absent:** Andrea Norman (Secretary)

**Advisory Directors Present:** Chrissie Costamagna and Pam Sloan

**USTA NorCal Staff Present:** Steve Leube (Executive Director)

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**1. Call to Order**

President Michael Cooke called the meeting to order at 6:30 pm and roll call was conducted. 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. There were no guests in attendance and no persons made public comments. Mr. Cooke asked Mr. Hom to read the NorCal Mission Statement.

**2. Approval of Minutes**

The Board considered approval of the minutes of the Board meeting held May 21, 2014. Following the announcement of corrections, the following motion was duly made and seconded, and unanimously **approved**:

**RESOLVED:** That the minutes of the meeting of the USTA NorCal Board of Directors held May 21, 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:

- The success of the recent league seasons (40+ and 18 and over) and the upcoming combo season which has seen a record number of teams participating.
- The success of the Kid's Day and Membership Appreciation Day at the Bank of the West tournament.
- The success of the Hall of Fame Luncheon which took place during the Bank of the West tournament. He noted it was the largest luncheon held. He thanked Linda Peltz, Betty Cookson, Tamara Ramos and Terri DiChito.
- The exceptional job done on the Junior Team Tennis Sectional Championships. He thanked Darren Wenger and Beth Workeneh for their efforts.
- The player development clinic held during the Comerica event.
- The success of the NJTL rally which saw over 390 kids participate and was likely the largest in the country. Chase made a \$5,000 donation and he commented on potential additional sponsors including Coca-Cola.
- He noted that the NorCal team won the Gar Glenny Cup by a landslide.
- He noted that there are over 500 entrants in the National Parks event.
- In response to questions, he commented on the status of court grants and noted that staff has reviewed the application process. He would get additional details on the sites for the Board.

**4. President's Report - Michael Cooke**

Mr. Cooke noted that the contract with Inside Tennis expires in March and that Ms. Campbell will be handling the negotiations. He commented on the upcoming Tournament sanctioning process and well as the Budgeting process. He noted that there was no September meeting due to the semi-annual meeting in New York. He noted that a Strategic Planning Committee had been formed and that Ms. Campbell would provide a presentation to the Board. He thanked everyone involved with this Committee.

From a national perspective, Mr. Cooke commented on some of the items coming out of the USTA Budget Committee, including US Open television rights granted exclusively to ESPN and the related revenue impact. He reported that overall membership is down and reviewed the declining revenue numbers since 2012 as a Result as well as near future projections. He also commented on the negative impact on monies provided to the sections. Mr. Leube briefly concluded by commenting on some of the efforts of the Adult Implementation Committee.

**5. Delegate's Report - Tony Silveria**

Mr. Silveria reviewed the following call items to be addressed at the USTA semi-annual meeting:

- Removal of regulations governing Red, Orange and Green ball tennis from the regulations which would go into effect January 1, 2015. If there is support, this would go before the USTA Board of Directors in October.
- R1 sponsored by the Junior Competition and Sportsmanship Committees – this item relates to the standardization of suspension points for consistency and tracking ease. Ms. Cossette reviewed the rationale with the Board.
- R2 sponsored by the Junior Competition and Sportsmanship Committees – this item brings the national team coaching regulation into conformity with the ITF Rules of Tennis. It was determined that on-court coaching permitted by the ITF was desired at the USTA Team National Championships.
- R3 sponsored by the Adult & Senior Competition Committee – this item relates to the creation of same sex couples doubles categories to increase play opportunities.
- R4 proposed by multiple committees – this item relates to American juniors being given the same financial advantages (junior prize money) as international players without jeopardizing their amateur. It was noted that a waiver is available for the period of time when the NCAA adopted the rule in 2012 to when the USTA policy becomes effective.
- R5 proposed by multiple committees – this item requests the removal of Regulation IX since the USTA does not need a regulation authorizing it to publish a list of American players.
- B1 is the proposed bylaw amendment change related to R1.
- B2 proposed by the Constitution and Rules Committee – this item relates to when regulation and bylaw amendments are intertwined that voting members vote on them at the same time.

## 6. Foundation Update – Tony Silveria

Mr. Silveria began by noting that since 2012, the Northern California Tennis Foundation (NCTF) granted \$235,000 under an unclear process. He commented on the new changes in the application process which is now transparent and has been moved in house. He noted that from January to July, \$40,000 was granted to H.I.T.S and \$70,000 granted in equipment. He discussed the scholarship process noting that recipients need to give back in some way to the Section. He commented on the creation of an intern program. He reported that Sloane Stephens has agreed to be part of the H.I.T.S program which also has Cliff Bar and Wilson as sponsors. He then discussed updates being made to the NCTF website, including the on-line donation process, success stories, and a community service menu. He also noted that the development of a marketing plan is in the works and that the improvement in protocols and partnerships are key priorities.

Ms. Peltz suggested the formation of a committee to screen and interview candidates for the Executive Director position for the NCTF.

Mr. Cooke thanked Mr. Silveria for all his work surrounding the NCTF.

## 7. Action Items – Margie Campbell

Ms. Campbell presented the action request from the Strategic Planning Committee to hire a Strategic Planning Facilitator to assist in developing a 3 to 5 year Strategic and Operating Plan. She further noted that ultimately the Facilitator would be 1) responsible for performing an assessment of the organization, 2) designing and leading a process that is representative of the organization, 3) assisting in defining key goals and objectives, 4) assisting in writing a draft strategic plan for comments, and 5) assisting in the preparation of the final Strategic Plan and Action Plan documents for Board approval.

Ms. Campbell provided background on the formation of the Committee which concluded an outside consultant was needed to accomplish the Committee goals. She commented on the selection process and the ultimate engagement of Eric Douglas from Leading Resources, Inc. She noted that the initial expenditure would be approximately \$40,000 for a December due date of the Strategic Plan. She noted that the Action Plan could cost more. The Board had a lengthy discussion about the amount of hours Mr. Douglas will spend, what the organization is planning for, additional costs that could be incurred, other options for a facilitator, and execution issues. Ms. Campbell noted that the Strategic Plan is to guide in decision making. It was noted that this approach can give the Board a fresh outlook as past Boards have tried to launch this internally without notable success.

After discussion, the following motion was duly made by Ms. Peltz and seconded by Mr. Haswell, and **approved** with 13 in favor, 0 opposed, and 1 abstention:

**RESOLVED:** The Board of Directors approves the hiring Erik Douglas of Leading Resources, Inc. as a Strategic Planning Facilitator to assist in developing a 3 to 5 year Strategic and Operating Plan at an initial cost of \$40,000.

## **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 reviewed specific line items and compared forecast, budget and variance figures for 2014.

## **9. Committee Decisions**

Mr. 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. Junior Council – Gen Gap Adult/NTRP Pilots.**

The directors raised questions of the implications of the resolution adopted by the Junior Council, particularly surrounding prize money. Ms. Costamagna noted that the Adult Tournament Committee did not adopt the same resolution and asked the Gen Gap subcommittee address the questions/issues that they had. She requested the directors work with the committees before lodging a challenge and noted that the resolution adopted by the Junior Council is only in effect for the remainder of 2014.

### **2. Junior Council Super Series Move Up/Move Down Policy.**

In response to questions from the directors, Ms. Cossette explained the rationale behind the deletion of the policy related to the Super Series tournaments. She noted that the goal is to have competitive matches based on UTR.

## **10. Unfinished and New Business**

Mr. Cooke noted that there was no unfinished business. A brief commented was made about the balance act when sanctioning tournaments. Mr. Peltz noted that the deadline for the submission of national awards is August 29.

There being no further business to come before the Board, the meeting adjourned at approximately 8:45 pm.

Respectfully submitted,  
Christine Costamagna  
Acting Secretary