



Minutes of the USTA NorCal Board of Directors
USTA NorCal Office - Alameda, CA
Wednesday, October 15, 2014

Directors Present: Chris Caputo, Michael Cooke (President), Suzy Cossette, Terry Cossette, Mike Dickey, Mark Fairchilds, Frank Haswell, Paul Kepler, Sarah Robinson, Jason Scalse, Tony Silveria (Delegate), Jack Walker (Treasurer)

Directors Absent: Margie Campbell (Vice President/President elect), Jack Drimmer, Alvin Hom, Andrea Norman (Secretary), Linda Peltz

Advisory Directors Present: Chrissie Costamagna

USTA NorCal Staff Present: Steve Leube (Executive Director)

Staff: Summer Verhoeven, Tamara Ramos, Richard Rogers

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. Mr. Cooke introduced the staff in attendance and no persons made public comments. Mr. Cooke asked Mr. Fairchilds to read the NorCal Mission Statement.

Mr. Cooke noted that it was his final meeting as President. The Board and Mr. Leube commended him on his service. Mr. Cooke then recognized Mr. Caputo, Ms. Cossette, Mr. Dickey, Mr. Fairchilds, Ms. Norman, Ms. Robinson and Ms. Scalse for their term of service as Board members. He then provided a handout to the Board concerning current membership numbers.

2. Approval of Minutes

The Board considered approval of the minutes of the Board meeting held August 20, 2014. 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 August 20, 2014 be approved.

3. Introduction of Lauren Barnikow

Mr. Cooke introduced Lauren Barnikow, a NorCal player who has been named to an elite athlete position on the USTA Board of Directors as well as member of the USTA NorCal Foundation. She commented on her tennis and professional background and noted that she is particularly interested in USTA's digital marketing efforts.

4. Executive Director's Report - Steve Leube

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

- In the absence of Ms. Campbell and Mr. Hom, he provided a status update on the Strategic Planning Committee. He commented on the progress of meetings with Lending Resources, Inc. as well as next steps which includes meetings set for November 19 and December 1 as well as the plan being presented to the Board in January or February.
- The successful Challengers held at Seascape, Natomas and Tiburon.
- The success of the mixed league seasons (40+ and 18 and over) and the commencement of the combo season which has a record number of teams participating.
- Leagues starting play in January.
- NorCal Social Nets.
- Beyond the Baselines event which will take place in 2015.
- The upcoming Board of Director's election.

5. President's Report - Michael Cooke

Mr. Cooke commented on the NorCal committee activity, including the budgeting processing, strategic planning and sanctioning of tournaments. From a national perspective, he noted that there is an upcoming USTA budget committee meeting. He then discussed the proposed call item related to junior competition to increase draw sizes to 192 players. He commended Ms. Norman for her work on the call item. He commented on the recent player development meeting that was held in Orlando.

Mr. Cooke then asked the Board to approve excused absences for Ms. Norman and Ms. Sloan (who is attending USTA National Parks meeting) which was unanimous.

6. Delegate's Report - Tony Silveria

Mr. Silveria provided a brief recap of the semi-annual meeting in New York. Mr. Cooke commented on the re-formation of the USTA NorCal Foundation. He commented on the recruitment efforts noting that Laurie Hernandez, Kelly Trefethen, Ms. Barnikow and Bill Schoen have committed, just to name a few. He noted that the Foundation goal is to match NorCal dollars. He concluded by thanking Mr. Silveria for his efforts on the Foundation.

7. 2015 Budget – Mike Dickey/Richard Rogers

Mr. Dickey and Mr. Rogers led a discussion surrounding the draft 2015 NorCal budget. Mr. Dickey began by reviewing the budget process, including goal setting and meetings with departments and committees, which resulted in a balanced budget. He reviewed the budget considerations, including investments (Junior Team Tennis, leagues and diversity events). He explained the different reserve positions allocated in the budget. The Board discussed the utilization of an investment committee.

Mr. Dickey then provided a more detailed overview of the 2015 NorCal and committee goals. He noted that the Budget Committee discussed ways to self fund events and it was suggested they could be underwritten by either participants paying, participants securing a grant, or participants contributing for others. Mr. Kepler suggested that staff could analyze season ending events (except leagues) to determine costs and suggested per players fees which could be incorporated into the budget. Board members discussed the financial impact of the underwriting approach and the use of the USTA NorCal Foundation for grants. The Board approved, via a straw vote, to have staff look at ways to self fund events.

Mr. Dickey then shared the Budget Committee's idea of increasing league fees in an effort to keep the budget neutral. It was noted that a \$1 increase would add \$63,000 which could be used for a number of improvements, including funding courts improvements. A lengthy discussion ensued concerning the pros and cons of an increase. It was agreed that marketing efforts were needed if an increase was approved.

After discussion, the following motion was duly made by Mr. Haswell and seconded by Mr. Cossette, and **approved** with 7 in favor, 2 opposed, and 2 abstentions:

RESOLVED: The Board of Directors approves a \$1 increase in the current league fee.

After the vote, several Board members asked for clarity around what the increase would be spent on, who would decide how to spend the increase and whether the increase would only be in effect for the 2015 budget year.

After further discussion, the following amended motion was duly made by Mr. Haswell and seconded by Mr. Cossette, and **approved** with 10 in favor, 1 opposed, and 0 abstentions:

RESOLVED: The Board of Directors approves a \$1 increase in the current league fee for 2015 and that the Leagues Committee would recommend how to spend the increase.

Mr. Dickey completed his review of the budget and asked for any additional questions or comments. The following motion was duly made by Mr. Haswell and seconded by Mr. Cossette, and **approved** with 11 in favor, 0 opposed, and 0 abstentions:

RESOLVED: The Board of Directors approves the 2015 Budget as amended (to include the \$1 league fee increase).

Mr. Cooke thanked Mr. Dickey, Mr. Rogers and the Budget Committee for their efforts.

8. Junior Team Tennis – Mark Fairchilds

Referring to a report distributed at the meeting, Mr. Fairchilds led a discussion on the current status of Junior Team Tennis ("JTT"). He provided statistical information concerning tournament and high school participation noting that there are over 41,000 high school players in California and only 8 out of 100 are playing JTT. He talked about the successes at his club/area and suggested that coaches and pros become "organizers". Mr. Leube suggested getting high schoolers who do not make their high schools teams involved in the H.I.T.S. program. The Board discussed TSR and growth opportunities and the need to educate regarding JTT. They also briefly reviewed the court renovation guidelines.

9. Treasurer's Report - Jack Walker

Mr. Walker directed the Board'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. He noted that there is currently a deficit of \$162,069.

10. Committee Decisions

Mr. Cooke directed the Board's attention to the Committee Decisions document distributed with the meeting packet. There were no questions raised by any of the directors.

11. Unfinished and New Business

Mr. Cooke noted that there was no unfinished business nor new business to be brought to the attention of the Board.

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

Respectfully submitted,
Christine Costamagna
Acting Secretary