

**Minutes of the USTA NorCal Board of Directors Meeting
Wednesday, January 21, 2015
USTA NorCal Office - Alameda, California**

Directors Present: Rosie Bareis, Margie Campbell, Gordon Collins, Suzy Cossette, Terry Cossette, Mike Dickey, Jack Drimmer, Mark Fairchilds, Frank Haswell, Alvin Hom, Paul Kepler, Andrea Norman, Linda Peltz, Sarah Robinson, and Jack Walker

Directors Absent: Jason Scalese

Delegate Absent: Michael Cooke

Advisory Directors Present: Christine Costamanga, Pam Sloan

Legal Counsel Present: Les Hausrath

NorCal Staff Present: Steve Leube

Call to Order: President Margie Campbell called the regular meeting of the USTA Northern California Board of Directors meeting to order at 6:30 PM.

Introduction of Guests: No guests were present, therefore no public comments were entertained.

Reading of the USTA NorCal Mission Statement: Terry Cossette ably read the mission statement.

Approval of Minutes: Gordon Collins name was inadvertently missing from those present at the December 21, 2014, meeting. It was suggested that personal phone numbers should not be included in public minutes. It was also suggested that instead of using specific proper names in reference to specific situations that the name of the club be mentioned, i.e. Seascape and Lafayette Tennis Club. The projected deficit should have been reported as

\$183,000.00. The minutes were then approved unanimously as suggested and corrected.

Strategic Plan Update and Discussion: Alvin Hom, Chair of the Strategic Planning Committee indicated that all information from the previous Board meeting concerning the Strategic Plan is incorporated in a separate document as well as in the Plan itself. The Plan as distributed is almost in its final form. Mr. Hom explained that version 6 of the Vision Statement evolved from versions 1,2, and 3 as well as 4 and 5 which were drafted at the Strategic Planning Committee meeting. The Board will be voting to accept the Strategic Plan at the February 18, 2015, meeting.

Executive Director's Report: In addition to the written report which was included in the meeting packet, Steve Leube again noted that Northern California was the number one Section in the country in membership growth for the second consecutive year (a previously unheard of feat). He thanked the Board, his staff and the committees for their team effort in achieving this goal. There was a 9% growth in diversity in membership/participation. The Red Ball program for JTT will hopefully roll out in March. The next challenge for JTT is the 11 to 15 year olds. Mr. Leube brought our attention to the banner in the back of the room advertising the SocialNets program for the 18 to 35 year olds. It is a co-ed entry level program. There will be four kickoff events this weekend (Saturday, January 24, 2015) at Golden Gate Park, Davis, Harbor Bay Club, and Mountain View. The SocialNets program has been a great effort by the Leagues Department along with the TSRs. Facebook has received many hits and comments regarding the program. Mr. Leube indicated that not one piece of paper was involved in organizing this program. Mr. Leube indicated that the NorCal, Texas, Southern California, and Intermountain Sections are more aggressive than the East Coast Sections and that other sections are focusing more on participation rather than membership. 10 and Under tennis membership is free and could be perceived as a barrier for getting into tennis. NorCal has done a good job with the 10 and Under program, although retention is the issue.

With better retention and with the players progressing to Green and Orange programs, Mr. Leube feels that we will get the membership. He also believes that the HITS program and Play Days should be at no cost to the participants. The "First Touch" (HITS, Play Days, etc.) should be free and then the transition to membership will follow. Rosie Bareis asked excellent questions to which Mr. Leube replied. The Green Ball program across the nation is for both 10 year olds and 12 year olds. NorCal is doing the Green Ball program for 12 year olds. National is contemplating doing a tournament for 11 year olds. Regarding the Tennis on Campus program, the numbers have not changed, and if we charged for the program we would most likely lose half the participants. If we did charge, we would need to enhance the program. Mr. Leube believes that the SocialNets Program will fill the need of this age group. Mark Fairchilds indicated that membership for JTT is free although there are league fees and possibly facility fees to be paid.

President's Report: Margie Campbell congratulated Mr. Leube and his staff for again being number one in the country for membership. She asked if he will be going for a three-peat. Mrs. Campbell, Mr. Leube, Mr. Cooke, and Mrs. Norman will be attending the USTA Leadership meeting in Newport Beach, California, this weekend. The Senior Awards luncheon will be held at the El Rancho Hotel in Millbrae on Sunday, February 8, 2015, and all are welcome and encouraged to attend. RSVPs are due by January 30, 2015. The USTA Annual Meeting will be held in Boca Raton, Florida from April 10 to April 13, 2015. NorCal will host a Section dinner on Friday, April 10, 2015. Committee appointments are 95% complete. Mrs. Campbell reminded everyone to return the Conflict of Interest statement no later than January 30, 2015. All Committee Chairs will receive copies of the conflict of interest statement for each member of their committee. The NorCal website will be updated as we progress. There were some concerns voiced by some members of the Board of Directors regarding the fact that both Margie Campbell and Jack Walker serve on the Executive Committee and the ERC

Committee since they both are from the same Club. Mrs. Campbell assured the Board that there will not be a problem as each of them is an individual with their own thoughts.

Executive Session: Mrs. Campbell requested that the Advisory Directors, Christine Costamanga and Pam Sloan, leave the room during an Executive Session. The regular session of the NorCal Board of Directors meeting was temporarily suspended at 7:20 PM in order to have an executive session. The Executive Session concluded at 8:00 PM, and the regular session of the meeting of the Board of Directors reconvened at 8:00 PM.

Treasurer's Report: Treasurer Jack Walker indicated that with the exception of a few invoices still to be received, the December Financial Report is complete. For the year 2014, there was a deficit of \$84,000.00. This was better than anticipated (to the amount of approximately \$100,000.00) due to raised league fees and the team sign ups were greater than expected. Membership revenue is on target; The Tournament Department and Advertising and Sponsorship Departments are below the budgeted amount. We are \$280,000.00 over the budgeted amount for outside services. There is an excess of \$63,000.00 which is earmarked to be spent in the area of Leagues. All in all, Mr. Walker reported that we are in good financial shape.

Committee Decisions: The only committee meeting held was the Diversity Committee, and they had two action items. If there is any concern or objections to these items, three members of the Board of Directors must present an Action Item within seven days of this meeting.

Unfinished Business: The staff liaison takes minutes of committee meetings unless someone has been appointed to do so by the committee chair. The National ROG regulations are being pulled from Friend of Court. The Rules and Regulations were decided by the JTT Committee. The Leagues Committee functions in the same manner, although the Move Up/Split Up rule saw some tremendous pushback. The debate is whether a

Committee holds the power of decision or must the decision go through the National Board, the Section Presidents, the Section Delegates, and/or the Section Executive Directors. This has never been an issue for JTT, but is it the correct process for ROG. Andrea Norman indicated that conceptually it is a good idea. She stated that JTT, Adult Leagues, and Junior Competition are Nationally Branded programs and that the 10 and Under program is not Nationally branded. It appears that this is a National Staff driven issue. If we buy into this process, we should demand to see the process in writing. Rosie Bareis brought to our attention the passing of Whitney Reed.

Old Business: None

There being no further business, the regular meeting of the USTA NorCal Board of Directors adjourned at 8:30 PM.

Respectfully submitted,
Linda Peltz
Secretary