

**Minutes of the USTA NorCal Board of Directors Meeting
Wednesday, May 20, 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 (excused absence granted on June 17, 2015)

Delegate Present: 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: Mark Fairchilds proficiently read the mission statement.

Approval of Minutes: It was moved and seconded to approve the minutes of March 18, 2015, as presented. The motion carried unanimously.

Strategic Plan: Alvin Hom, Chair of the Strategic Planning Committee, reported that the Action Plan was submitted to all Committee Chairs and that they indicated that the Action Plan was doable. The Committee Chairs will inform Alvin Hom of what resources they will require. Five of the action plans need to be completed by the end of the year. A conference call was held on May 7, 2015, to discuss the Action Plan, and June 1, 2015, is the deadline for all committee chairs to return the requested forms.

Executive Director's Report: Executive Director, Steve Leube, reported that USTA National is concerned that membership will fall below 700,000. USTA NorCal is still number one in membership growth. The new hires, Rob Swanson (TSR Sacramento) and Nick Walsh (TSR San Francisco) have assumed their responsibilities. Brooke Fishel accepted a position with another company. Hopefully, her replacement will begin on June 22, 2015. The Coaches Summit was held in April at the Claremont Hotel. Rosie Bareis was thanked for her part in organizing the Summit. There were 125 coaches who participated in meetings during the morning session and on court demonstrations for the afternoon session. The following day National, Sectional Staff, the Coaches Commission, and Sectional Leadership met to discuss how to work with National and Sectional leaders and staff. Among those present were Margie Campbell, Michael Cooke, Lauren Barnikow, Steve Leube, and twenty NorCal coaches. The match.com event held at the S.F. Bay Club was successful even though there were only twenty participants. match.com apologized for not giving appropriate directions to the Bay Club. Overall, NorCal received the highest rating. UC Berkeley won the Tennis on Campus event for the third time. Har Tru has developed a new clay court surface that is applied on top of an existing court and uses less water than a traditional clay court. Steve Leube reported that playing on this new surface was the best experience he has had playing on clay. The event was held at Brad Gilbert's house in San Rafael. "California Dream" is a new franchise of Team Tennis. NorCal will be partnering with them for events e.g. membership appreciation day and high school team recreation day. 40 and under districts were held May 15, 16, and 17, 2015. 144 teams with 1600 participants played at four Spare Time sites. Even though there was some rain, all events went well. On May 29 through May 31, a wheelchair tennis event will take place on Coast Guard Island. The U.S. Gay Olympics will be held at Stanford May 22 through May 25, 2015. Also at Stanford will be the Orange/Green Championships on May 30 and 31, 2015. Rosie Bareis indicated that Colin Altamirano won the NCAA Championships. Terry Cossette mentioned that U.C. Santa Cruz was eligible for the

Tennis on Campus event but could not get their paperwork in on time. The TSRs did work with them, but there was a great deal of red tape to go through. Suzy Cossette mentioned that a Women's Challenger event will be held at University of the Pacific in July. NorCal's Junior National and International Rankings were placed at each Director's seat.

President's Report: President Margie Campbell reported that NorCal's Ceci Bellis, Michaela Gordon, and Sam Riffice represented Team USA in Junior Fed Cup and Junior Davis Cup competition. They won the qualifying round earlier in May. The annual US Open poster will be soliciting pictures and stories to use in creating the poster. For information on uploading these pictures/stories, a link will be sent to everyone. Margie Campbell, Gordon Collins, Andrea Norman, and NorCal staff attended a Junior Competition Summit which addressed the state of junior tennis in the United States. Highlights included a) overall, youth participation in sports is declining world wide; b) tennis is a late specialization sport (later specialization leads to successful adult performance); c) specialization in tennis should occur at puberty or in the mid-teens; d) prior to puberty, the emphasis should be on developing athletes through sports sampling; e) early specialization leads to reduced enjoyment, increased injury and a high dropout rate; f) tennis needs to encompass child centered training, competition, making it fun, and transition models to successfully attract and retain young players.

At the Annual Meeting in Florida, the President's Committee primarily discussed the upcoming call item creating the Delegates as a Standing Committee. Also discussed was reducing network funding to 3% with the balance to be based on performance funding. Upcoming deadlines: May 26 to register players for Zonals and Intersectionals; June 16 for National 16's and 18's registration. Paul Kepler stated that he thinks that NorCal would do well with performance funding. Steve Leube indicated that there are more questions than there are answers. National is looking at different ways of funding in order to be in alignment with the youth imperative.

Delegate's Report: Delegate, Michael Cooke, reported that there was a positive response from the Section Delegates regarding making the Delegates a Standing Committee. This will be a Call item at the semi-annual meeting. Although the vote was positive among the delegates, Florida abstained, Hawaii did not respond, and New England supports the initiative but will not put their name on it. It was moved and seconded for USTA Northern California to present the Call Item for the Delegates to be a Standing Committee within USTA. The motion carried unanimously. It is up to the President's Committee to see this through.

Treasurer's Report: Treasurer Jack Walker indicated that the year to date, through March, 2015, net income was \$565,595.00 which is \$14,151 ahead of budget. The projected deficit is \$110,055.00. The Junior Department shows a positive \$26,591.00; Leagues is \$25,000.00 over budget due to having more teams and therefore higher costs; Outreach is \$22,000.00 under budget as a result of the Inside Tennis contract; the G & A Department is \$21,000.00 over budget due to ongoing litigation; other expenses are detailed on the variance analysis of March 15, 2015. Overall, NorCal is staying close to the budget. Mike Dickey, Chair of the Budget Committee, stated that there are adjustments being made to the budget based on higher costs. Paul Kepler stated that he does not want to modify the budget as "it is what it is." He asked that when it becomes clear what the overrides are, do we make changes to accommodate this increase? Steve Leube believes that overall, NorCal's budget looks good, but if in July there appears to be some indication of something different, adjustments will be made. Gordon Collins felt that since there is a \$68,000.00 surplus related to the League Department that that money should be spent on leagues in some way. Frank Haswell wondered if there had been any additional comments regarding the additional league fees.

Committee Decisions: Legal Counsel, Les Hausrath, commented on the videotaping policy (page 7, item #6) and indicated that from a legal standpoint he is okay with what is proposed in this item, and it is best to have an established policy. Andrea Norman, Chair of the Junior Council, stated that there have been questions, but no one had any answers, therefore there should be a policy. She feels that the proposed policy makes sense. She had investigated the policies of the Texas section and a district in the Arizona section, both of which were quite complicated. The proposed policy is based on common sense and is reasonable. Sportsmanship Initiatives (page 6, item #5) was submitted to Legal Counsel for review. Les Hausrath indicated that this was not really a legal question. It is a policy and is best for those who deal with it on a daily basis to suggest the policy. Rosie Bareis asked if any other Section was doing evaluation cards; are the cards seen by the Junior Council? Andrea Norman reported that sportsmanship was a big issue at the Coaches workshop and at Team USA. She will be asking the Junior Council to pursue a zero tolerance policy for parents and to empower spectators to code kids. The junior players are more aware of the evaluation cards as they realize that they are being looked at and that they should behave. There is nothing that precludes having court monitors. Mark Fairchilds stated that the "zero tolerance" on the web site has made a difference for the better. Margie Campbell indicated that this is a discussion that needs to be continued and thanked both Andrea Norman and Les Hausrath for their contributions.

The Board's attention is directed to Junior Team Tennis, (page 9, item #2, regarding incentives on "a", "b", "c", and "e" and that these changes will result in changes to the budget. Mark Fairchilds indicated that the committee wants an additional \$1000.00 per team for the players to travel to the East Coast for participation in the USTA Junior Team Tennis Championship. Doing this would not change the budget. Because this is a time sensitive issue, it was moved and seconded to approve the Incentive Program for Junior Team Tennis. The motioned carried with 14 in favor, 0 against, and 1 abstention. The Sportsmanship Committee has requested a change in the policy for written notice

regarding player suspension. Les Hausrath feels that the method of delivery should be consistent throughout. After a motion was made and seconded, it was then amended by the maker and the seconder to have the Sportsmanship Committee have further discussion on this item. The amended motion to send this back to the committee for further discussion was carried unanimously. Rosie Bareis asked why NorCal doesn't update our National Rankings list weekly, as National does. Andrea Norman answered that this is labor intensive and that our regulations state that we only have to publish this once a month. The Board was reminded that they have seven days to challenge any other committee decisions and that three members of the Board must sign on to that challenge.

Video Presentation: The Board was treated to watching the acceptance speech of Betty Cookson when she received the Barbara Williams Service Award at the Semi-annual meeting last year.

Unfinished Business: There was no unfinished business.

New Business: The Board was reminded that the Annual Hall of Fame Induction brunch will take place on Thursday, August 6, 2015, during the Bank of the West Tournament at Stanford. All will be receiving invitations by the middle of June. The 2015, Maze Cup was won by Southern California. Nationals Sectionals for 12 and 14 year olds will be held at Johnson Ranch; for 16 and 18 year old boys at Stanford; and for 16 year old girls at Round Hill. For those attending the semi-annual meeting in New York, an invitation is extended to attend the NorCal dinner on Friday, September 4, 2015, at a place to be determined.

Adjournment: There being no further business, the regular meeting of the USTA NorCal Board of Directors adjourned at 8:19 PM.

Respectfully submitted,

Linda Peltz
Secretary