

USTA NorCal Board of Directors Meeting Minutes

October 18, 2017

USTA NorCal Office, Alameda, California

USTA NorCal Board of Directors Present: Rosie Bareis, Gordon Collins, Steve Cornell, Terry Cossette, Christine Costamagna, Dale Evans, Alvin Hom, Sue Leo, Tyler Nii, Linda Peltz, Kevin Pope, Pam Sloan, Jim Swansiger, Brian Thomas & Jack Walker.

Advisory Directors Present: Michael Cooke & Larry Olmstead

Legal Counsel Present: Les Hausrath

USTA NorCal Staff Present: Steve Leube - Executive Director, Kornell Meyer & John Franco

Call to Order: Noting the presence of a quorum, Alvin Hom called the meeting to order at 6:30pm.

Introduction of Guests: Dick Gould, Bill Simons, Jon Toney, Marilyn Morrell-Kristal, & Frances Aubrey.

Public Comments: Jon Toney, Dick Gould & Bill Simons all spoke on behalf of the importance of Inside Tennis.

Reading of the USTA NorCal Mission Statement: Kevin Pope

Approval of Minutes: Moved and seconded to approve the minutes.

2018 Adult and Junior Schedules: Les Hausrath spoke on the process that was engaged to create the Adult & Junior Tournament schedules. Marilyn Morrell-Kristal also spoke about issues that they considered to create the schedules. After lengthy discussion, a motion was made to approve the Jr Schedule; with 14 in favor, and 1 abstaining. For the Adult Schedule, it also passed by a 14 in favor, and 1 abstention.

2018 Tournament Sanction Appeals:

- 1) Lafayette Tennis Club – Request to add Challenger & Open – Jan 13-15. The Challenger was approved, the Open was denied. (10 for, 3 against, 2 abstained)
- 2) Lafayette Tennis Club – request to add Challenger & Open – May 26-28. The appeal was denied. (12 against, 2 abstain)

- 3) Lafayette Tennis Club – request to add Challenger & Open – Sept 22,23,29 & 30. Appeal approved. (9 for, 3 against, 3 denied)
- 4) Lafayette Tennis Club – request to add Challenger – Nov 17 & 18. The appeal was approved. (12 for, 1 against, 1 abstain)
- 5) Lafayette Tennis Club – request to sanction a UTR tournament. The appeal was denied. (1 for, 13 against & 1 abstention)

Marketing Department Presentation: John Franco made a presentation on the digital media goals for the association. He spoke on the piloting of the Dragon Boat experience in Oakland, and the importance of communicating to the millennials.

Inside Tennis: The board went into Executive Session to discuss the Inside Tennis contract. A motion was made to approve a contract with them for 2018.

2018 USTA NorCal Budget: Steve discussed the process to reach the proposed budget, and the challenges that we experienced in 2017. After discussion, the 2018 budget was approved (12 for, 1 against, 1 abstention). The board also approved \$50,000 to be spent on Digital Media – by a 14 – 0 margin.

Executive Director’s report:

- Nor Cal won the USTA Ntl JTT 18’s & 14’s – Intermediate divisions, and placed 2nd in the 18’s advanced.
- Net Generation was the primary topic at the USTA Semi-Annual meeting
- Dale Evans was congratulated for receiving the USTA/USPTA National Service Award
- Nov 14th – Volunteer night at the USS Hornet in Alameda
- Tamara Ramos, Adult League Director, plans on retiring in 2018.
- Santa Rosa fires. The board authorized a donation of up to \$10,000 to support the victims of the Santa Rosa fires.
- The USTA NorCal Annual meeting will take place on Saturday, Nov 4th at 10:00am. Election of the Board of Directors will take place at this time.
- The December Board of Directors meeting will take place on the 2nd Wednesday of the month, December 13th.

President’s report: None

Delegates report: Margie Campbell spoke on issues and activities that occurred at the Semi-Annual meeting. Congratulations were sent to Andrea Norman, Austin Huang & Andrew ton for receiving their very prestigious awards.

Treasurer's Report: Mr. Walker reviewed the financial sheets, and stated the association was on solid footing. However, we are behind on YTD projections due to lower than anticipated revenues in Advertising & Sponsorship, and higher expenses due to Legal fees. Potentially coming in at a \$125,000 loss this year.

Committee Reports: None

Unfinished Business: None

New Business: None

Adjournment: The meeting was adjourned at 11:10pm.

Respectfully submitted,

Gordon Collins