

**USTA NorCal Board of Directors Meeting Minutes**  
**Wednesday, December 12, 2018**  
**USTA NorCal Office, Alameda, California**

**USTA NorCal Board of Directors Present:** Josh Conlin, Steve Cornell, Suzy Cossette, Christine Costamagna, Kevin Craig, Nancy Deschane, Dale Evans, Mark Fairchilds, Alvin Hom (Delegate), Larry Olmstead, Kevin Pope (President), Jason Scalese, Jim Swansinger, Mark Tappan, Sandy Tompkins, Ross Wisser

**USTA NorCal Advisory Directors:** Rosie Bareis, Jon Toney

**NorCal Staff Present:** Steve Leube, Executive Director

**Legal Counsel:** Les Hausrath

**Guests:** John Franco, Marketing Manager; Erika Smith

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**Call to Order:** Noting the presence of a quorum, Kevin Pope, President, called the meeting to order at 6:30pm. Mr. Cornell read the NorCal mission statement. Each Board member was asked to provide a brief introduction.

**Approval of Minutes:** The minutes of the October 17, 2018 Board meeting were presented for approval. On motion duly made, seconded, and carried, the minutes of the October 17, 2018 meeting were unanimously approved.

**Election of the USTA NorCal Officers:** Mr. Pope noted that it was in order to hold officer elections. He began with the Parliamentarian position with Mr. Hausrath being nominated by Mr. Hom which was seconded by Ms. Costamagna. Running unopposed, Mr. Hausrath was unanimously appointed as Parliamentarian. Mr. Pope then called for nominations for Vice President. Mr. Scalese was nominated by Mr. Cornell which was seconded by Ms. Deschane. Running unopposed, Mr. Scalese was appointed as Vice President – 14 in favor and 1 abstention. Mr. Pope then called for nominations for Secretary. Ms. Costamagna was nominated by Mr. Cornell which was seconded by Ms. Deschane. Running unopposed, Ms. Costamagna was unanimously appointed as Secretary. Mr. Pope then called for nominations for Treasurer. Mr. Craig was nominated by Mr. Pope which was seconded by Mr. Scalese. Ms. Deschane was nominated by Mr. Olmstead which was seconded by Mr. Cornell. Mr. Craig withdrew his nomination. Running unopposed, Ms. DeSchane was appointed as Treasurer – 14 in favor and 1 abstention.

There was a brief break to take Board and officer photographs.

Once the meeting was reconvened, Ms. Smith was introduced. She was the co-captain of the 55s team and she provided a recap of the Women's Intersectionals event that was played in November in Phoenix. She reported that USTA NorCal sent 5 teams with the 55s placing first. She also noted that the event will take place in Florida in 2019.

**Digital Presentation:** Mr. Franco provided a digital plan for USTA NorCal. Referring to the first presentation (Community Tennis Blueprint) distributed at the meeting, Mr. Franco began by reviewing by reviewing the marketing objectives, including strategic direction, evolution and membership, through brand awareness campaigns. A discussion arose concerning net generation numbers and requirements as well as leveraging the system to promote play and increase registrations. Mr. Franco noted the TSRs are

actively promoting net generation registrations. Mr. Leube reported at the Executive Director meetings, there were concerns that if programs did not get into the net generation system, it would fail. A further discussion ensued around the linkage between net generation and national funding.

Mr. Franco then provided a detailed review around key pillars and focus areas as well as enablers to success. He concluded by providing a detailed overview of the digital opportunities outlined in the presentation.

Mr. Leube then referred the Board to the USTA 2019 Marketing Plan provided at the meeting. Mr. Leube and Mr. Franco reviewed the deck with the Board noting, among other things, partner opportunities. Mr. Franco touched upon the different marketing avenues, including commercials. Mr. Leube commented on the negotiations with UTR and the software replacement for Tennislink. A discussion ensued concerning the technology changes. Mr. Leube also explained who the Tennis Troops are which achieve more brand awareness.

**Executive Director Report:** Mr. Leube provided an overview of his report, a copy of which was provided in the meeting material. He then commented on the following items:

- 1) New Board member orientation on January 16
- 2) USPTA Conference
- 3) Building loan paid off
- 4) Inside Tennis contract signed
- 5) National Diversity Initiative
- 6) Sales training with national trainer

Mr. Leube then noted that there would be a significant surplus in the events category in the budget. He commented on the drivers of the surplus. He noted that the NorCal cargo van used for events has become unsafe and he made a request of \$45,000 to purchase a replacement cargo van. After discussion, on motion made by Ms. Deschane and seconded by Mr. Olmstead, the Board unanimously approved the expenditure of \$45,000 for the purchase of a cargo van.

**President's Report:** Mr. Pope noted that he had nothing additional to report.

**Delegate's Report:** Mr. Hom noted that all items were passed at the Semi Annual meeting.

**Treasurer Report:** It was noted that there was nothing additional to report.

**Monthly Financials:** Mr. Pope noted that the monthly financials were included in the meeting material.

**Committee Decisions:** Mr. Pope noted that the Committee decisions were provided in the meeting material and reconfirmed how decisions can be challenged.

**Tournament Sanctions:** It was noted that since the Sanction and Scheduling Committee were exempt from the decisioning process, the Board would need to approve the junior and adult tournaments the Sanction and Schedule Committee approved at its November 20, 2018 meeting. Ms. Hausrath explained the sanction process and a discussion ensued regarding the information provided to the Board. Thereafter, on motion made by Mr. Evans and seconded by Mr. Wisser, the Board unanimously approved the tournament schedule.

**Unfinished Business:** It was noted that there was no unfinished business.

**New Business:** A sanction question was raised regarding the process when a tournament is cancelled due to inclement weather.

**Adjournment:** The meeting was adjourned at approximately 9:30 pm.

Respectfully submitted,

Christine Costamagna  
Secretary