



BOARD OF DIRECTORS Meeting Minutes

Wednesday, February 19, 2020

6:00 PM, USTA NorCal Office, Alameda, California

USTA NorCal Board of Directors Present

Kevin Pope (President), Alvin Hom (Delegate) Joshua Conlin, Steve Cornell, Kevin Craig, Lynne Rolley, Suzy Cossette, Pam Sloan, Jack Walker, Jim Swansiger, Anoosh Davoudzadeh, Spencer Travalino, Mark Fairchilds, Larry Olmstead, Keith Wheeler, Jason Scalese, Sandy Tompkins, Bryn Powell

USTA NorCal Advisory Directors: Rosie Bareis, Jon Toney

NorCal Staff Present: Tammy Peterson, Member Services and Project Manager

Legal Counsel: Les Hausrath

Guests: None

Call to Order

Mr. Pope called to meeting to order at 6:01 pm asked that we start with Public Comments.

Public Comments

Larry Gilzean, President and CEO of Spare Time Clubs asked for time to comment on the new Adult League Fee. In particular, the process in which the board approved and put this new fee into effect, suggesting the board did not consider information presented in previous meetings or the impact this fee increase could have. He added this fee increase was not referred to the appropriate committees for approval as it has been done in the past and that this could cause a significant financial impact and will create a reduction in membership. Larry stated that if this was referred to the committee(s) with the proper feedback, the board may have reached a different decision. Larry respectfully requested the board to rescind this fee increase. He closed his comments by saying Spare Time makes up 325 Adult League teams.

Gordon Collins, Tennis Director, Head Pro at Bay Club Courtside, thanked the board for their time and allowing him to provide input in regards to this league fee increase. This fee increase, has created a 10-20% hit for Bay Club with their add-on fee's, between \$25-\$44 dollars. He went on to mention that with Lifetime Tennis Inc., they make up 385 Adult League teams or up 30% of Adult League tennis. He closed by saying this decision is bad for business, players, as well as getting new players into the game.

Approval of Minutes

Mr. Weber read the USTA NorCal Board of Directors (BOD) mission statement. Mr. Pope presented the minutes of from the December 11, 2019 BOD for approval. On motion duly made, seconded and carried, the minutes were unanimously approved.

Executive Director Report

Mr. Craig presented PowerPoint slides for his Executive Director's report which included updates from the National ED committee.

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President's Report

Mr. Pope reported that the National Presidential Task Force has will decide how to handle the way membership data his handled going forward. If approved, it will decentralize this data from National, and give the sections more decision power. In regards to Adult Leagues, Mr. Pope reported that USTA National is considering centralizing adult league grievances and appeals to the national office. In addition, he added that national is working on adult league products to streamline national wide as they have for junior tennis.

Delegates Repot

Mr. Hom reported the receipt of the new Adult League Bylaws and will forward the document to the board for review in lieu of the March BOD meeting.

Treasury Report

Mr. Conlin suggested taking more conservative approach with investments. Rather than our current funding strategy, switch to short-term investments and bonds and switch back after the election. It was suggested that this proposal be taken to the budget and finance committee and return to the BOD's meeting with recommendations.

Per Mr. Conlin's request, Mr. Craig briefly reported on the 2021 Inside Tennis contract, noting after a rocky start with owner and writer, Bill Simons, they were able to begin negotiations on a new contract to include full editorial control of eight pages, in up to nine issues of NorCal exclusive content. Mr. Craig announced plans to include this in the April marketing presentation to the BOD for consideration and approval.

Mr. Walker questioned the status on the Marketing Committee and requested a marketing forecast for the year with full tracking and/or projections, on either a monthly or quarterly basis, in order to determine if we're to hitting our budget. Mr. Craig reminded the BOD of the recent staffing changes within the Marketing team and reassured the BOD of his plans to present this information, and introduce the new marketing manager at the BOD in the April meeting.

Committee Decisions

Mr. Pope presented the Sanction and Schedule Committee's schedule of tournaments for approval. On motion duly made, seconded and carried, the schedule was unanimously approved.

Unfinished Business

Mr. Pope reported about being approached by a marketing agency firm and was given a bid (attached) to identify and secure new sponsorship, naming rights and other marketing opportunities. Mr. Olmstead asked if there's a committee, below the board, to oversee a contract of this nature. He expressed two concerns; the BOD reporting structure if there is no Marketing Committee currently in place, and to ensure any campaign considered will capture the many demographic audiences that represent our Northern California members. Various members suggested seeking bids from their competitors.

Mr. Craig announced his plans for a full presentation of this bid at the April BOD meeting.

Executive Session

The board convened a brief Executive Session.

Adjournment

Following Executive session, the meeting was adjourned at approximately 9:30 pm.