

## MINUTES

<b>IN ATTENDANCE</b>	Jason Scalese (President), Gordon Collins, Joshua Conlin (Treasurer), Anoosh Davoudzadeh, Suzy Cossette, Luis Reis, Martha Ehrenfeld (Secretary), Ray Hixson (Vice President), Cheri King, Bryn Powell, Pam Sloan, Jack Walker, Keith Wheeler (Delegate & Parliamentarian), and Scott Winn
<b>ABSENT</b>	Spencer Travelino
<b>ADVISORY DIRECTORS</b>	Christine Costamagna and Alvin Hom
<b>NORCAL STAFF</b>	Kevin Craig and Tammy Peterson
<b>LEGAL COUNSEL</b>	Jonathan Madison, Esq., The Madison Firm
<b>GUESTS</b>	Alison Vidal, Community Development, Partnerships, and Events Director
<b>CALL TO ORDER</b>	8:01 PM

### I. Public Comments

<b>DISCUSSION</b>	None.
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### II. Reading of USTA NorCal Mission Statement by Mr. Reis

<b>DISCUSSION</b>	<i>To promote and develop the growth of tennis as an inclusive and inviting lifetime activity in the Northern California section.</i>
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### III. Approval of Agenda (document included with meeting material)

MOTION	SECONDED	PASSED
Parliamentarian Wheeler made a motion to approve the agenda.	Ms. King	By a vote of 14 in favor, 0 opposed, and 0 abstentions.

### IV. A. DRAFT 2021 Marketing Budget Overview

<b>DISCUSSION</b>	Mr. Craig presented an overview of the draft 2021 Budget to be reviewed by the Budget & Finance Committee on Tuesday, February 9, 2021. He reported that it would then be presented to the Board for a more comprehensive review at the February 17 Board meeting.
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### IV. B. PIVOT-Agency Contract Deep Dive

<b>DISCUSSION</b>	Mr. Craig reviewed the forecast, including a maximum payment of \$120,000 over one year upfront and a rough estimate of \$1.2 million return of investment. A discussion ensued around a number of aspects on the partnership, including daily lunch/travel expenses, the timing for this partnership due to COVID and the status of play, and negotiating a 30-day backout clause. Vice President Hixson suggested providing various options to the Board to consider before taking a vote on this partnership.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Mr. Craig asked the board to email questions to him directly. He will make an effort to have all of the addressed for the next board meeting	All	Thursday, February 4, 2021

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## IV. C. Inside Tennis 2021 Renewal Decision

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DISCUSSION	Mr. Craig presented fees for the 2021-2022 contract proposed by Bill Simon. A discussion ensued in regards to the publication, its value to NorCal members, and the return on investment. It was agreed to postpone the vote on this contract extension until NorCal's 2021 Budget is presented and Mr. Craig can present other Marketing projects and the audiences they target.
ADJOURNMENT	8:59 PM

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