

Directors Present: Andrea Barnes, Christine Costamagna (elected Vice President at the meeting), Nancy DeSchane, Martha Ehrenfeld, Jack Hesotian, Andrea Norman, (elected Secretary at the meeting), Craig Pasqua, Mary Ryniewicz, Jason Scalese (outgoing President, Delegate), Pam Sloan (assumed the office of President at the meeting), Jack Walker (elected Treasurer at the meeting), Keith Wheeler (elected Parliamentarian at the meeting), and Scott Winn.

Directors Absent: Caroline Sheu and Michelle Nicholson

Legal Counsel Present: Jonathan Madison

USTA NorCal Staff Present: Summer Verhoeven (Executive Director) and Darren Wenger (Manager of Operations)

Guest Present: Bill Leong - USTA Senior Director, Association Executive Management and Innovation

1. Call to Order

Outgoing President Jason Scalese called the meeting to order at 6:46 pm and roll call was conducted. Following the introduction of guests, Mr. Scalese then asked incoming President Pam Sloan to read the NorCal Mission Statement.

2. Approval of Agenda

There being no persons present to make public comments and no public comments submitted in advance of the meeting, the Board considered approval of the agenda, a copy of which was distributed with the meeting packet. The following motion was duly made by Ms. Costamagna seconded by Ms. Norman, and following discussion, **approved** by a vote of 13 in favor, none opposed, and no abstentions:

RESOLVED: That the agenda for the meeting is hereby approved as presented.

3. Annual Meeting Report

Mr. Scalese announced the election of seven new directors and the passage amendments to the Bylaws. He then asked the Directors elected at the Annual Meeting, and next all continuing Directors, to introduce themselves. NorCal staff and Bill Leong participated in the introductions.

4. Election of Officers and Parliamentarian

The next order of business was the election of persons to fill the positions of Vice President, Treasurer, Secretary, and Parliamentarian, the last of which is not an officer and the Bylaws do not require the person elected to be a member of the Board.

- Election of Parliamentarian: A nomination was made for Keith Wheeler who accepted the nomination. There being no other candidates, Mr. Wheeler was elected by unanimous voice vote.
- Election of Secretary: A nomination was made for Andrea Norman who accepted the nomination. There being no other candidates, Ms. Norman was elected by unanimous voice vote.
- Election of Treasurer: A nomination was made for Jack Walker who accepted the nomination. There being no other candidates, Mr. Walker was elected by unanimous voice vote.
- Election of Vice President: A nomination was made for Chrissie Costamagna who accepted the nomination. There being no other candidates, Ms. Costamagna was elected by unanimous voice vote.

Pursuant to the Bylaws, Vice President/President-Elect Ms. Sloan has now vacated this office and assumed the office of President, and President Scalese has now vacated this office and assumed the office of Delegate, and both will serve a 2-year term.

5. Report of the Executive Committee

President Sloan reported that on November 8, the Executive Committee met to consider applications for three junior tournaments to be held in December. She reported that the Executive Committee determined the request for consideration was considered urgent by the Executive Committee because the tournaments are to start the following month and the sanction holder needed appropriate time to plan for the tournaments. The three tournaments were unanimously approved by all five members of the Committee who were present at

the meeting. Following the report, the Directors had neither questions, comments, nor objections to the action taken by the Executive Committee.

6. Consent Calendar

President Sloan directed the Board’s attention to the Consent Calendar that was distributed with the meeting packet and noted that there are two recommendations being made by the Adult League Committee. She explained that any Director may unilaterally request that an item be removed from the Consent Calendar for individual consideration apart from the Consent Calendar. She also noted that simple questions, clarifications, or short amounts of dialogue relative to an item on the Consent Calendar may be discussed after the motion to approve the Consent Calendar.

Ms. Sloan asked if any Director intended to pull a recommendation. There being no interest in doing so, a motion to adopt the Consent Calendar was duly made by Ms. Norman and seconded by Mr. Scalse. Following discussion, the following motion was **approved** by a vote of 13 in favor, none opposed, and no abstentions.

RESOLVED: That items listed on the Consent Calendar attached as Exhibit 1 are hereby approved.

7. Closed Session

President Sloan announced that the Board would be going into closed session and asked Bill Leong to step out of the meeting until the Closed Session was concluded.

Following the conclusion of the closed session, Ms. Sloan announced all discussion held during the session was to remain confidential; however, it was agreed that the following would be reported in the public minutes:

- Approval of Tournament Sanctions. The following sanctions were **approved** following a motion duly made by Ms. Costamagna and seconded by Ms. Barnes. The vote was 11 in favor, none opposed, no abstentions, and 2 recusals by Directors Pasqua and Walker.

Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Draw Limit
April 22	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
May 6	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
May 20	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
June 24	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
July 15	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
July 29	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
August 12	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
August 26	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
September 9	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
September 23	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
October 14	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8
October 28	Level 7	BG12-14	Singles	Bay Area Foundation	Zhitao Cao	San Jose	4	8

- Inside Tennis. The Board determined that a proposal from Inside Tennis would be referred to the Marketing Committee for a recommendation.
- Legal Updates. The Board heard updates on outstanding issues.

8. Report of the Strategic Planning Committee

Bill Leong gave the Board a detailed overview of the comprehensive process to date that has led to the formation of the key components of the Strategic Plan. He noted this project is unprecedented in the USTA and he has begun work with other Sections that is modeled after the work done in NorCal. Two factors that make the project unique are the efforts made to collect data and use it in the plan formation process, and the time the Strategic Planning Committee invested in listening and learning before making its recommendation. Mr. Leong emphasized that this is an interactive process with no component set in stone - NorCal has the ability to adjust as new information is learned. The overall planning approach has six phases; NorCal has reached the fourth phase where the proposed components of the strategic plan (mission statement, vision statement, core values, strategic perspectives, and key goals and objectives) are reviewed and considered for approval by the Board.

Before Ms. Sloan presented the Board with the proposal for consideration, she thanked the Committee members that have participated in the work to date. She proceeded to review in detail the data collection process, how the Committee arrived at the proposed language of the components, and then presented each of those components. She noted an executive summary of the census results from Sports Marketing Surveys was included in the meeting packet, a document which Mr. Wheeler later shared was extremely helpful and provided key insights. Ms. Verhoeven added that this process has been of great value to the staff, who also participated at key stages of the project, including data collection and discussions of core values and strategic perspectives and objectives.

Following discussion, the following motion was duly made by Mr. Walker, seconded by Mr. Wheeler, and **approved** by a vote of 13 in favor, none opposed, and no abstentions.

RESOLVED: That the USTA NorCal Mission Statement, Vision Statement, Core Values, Strategic Perspectives, and Strategic Objectives, are hereby approved as presented, and as attached as Exhibit 2.

The next phase 5 in the process will be work done by NorCal staff to create an Operating Plan that will include: a business roadmap; a prioritization of key initiatives; a detailed program and initiative plan; a dashboard to track progress; and an operating budget.

Director Martha Ehrenfeld, Legal Counsel Jonathan Madison, and guest Bill Leong left the meeting following the Report of the Strategic Planning Committee.

9. New & Returning Organization Members

Mr. Wenger presented the report of nine new and returning Organization Members (four new, five returning) since the last time the Board met on October 19, 2022, so that the Board may fulfill its obligation to review such report pursuant to USTA NorCal Bylaw III.D. A list of these Organization Members was included in the meeting packet. Discussion centered on the technological challenges posed by the USTA's membership system, the impact it has on NorCal's ability to communicate effectively with the Organization Members and have them participate in the Annual Meeting voting, and a new effort underway at the urging of the Section Executive Directors to resolve these and other challenges.

10. Treasurer's Report

Treasurer Walker directed the Board's attention to the financial materials distributed with the meeting packet. He reported NorCal is in a strong cash and net assets position and has the opportunity to fund strategic initiatives to grow the game of tennis from its reserves. Mr. Walker highlighted the following in his report:

- The September 30 balance sheet shows a cash balance of \$3.9 million and net assets of \$5.5 million.
- Net income through September 30 is \$862,761 which exceeds budget by more than \$1 million.
- Projections for the remainder of the year show a \$250,000 loss and we expect to finish the year with a surplus of approximately \$600,000.
- Contributing to the surplus is a one-time US Open performance distribution of \$180,000 from the USTA.

11. President's Report

Ms. Sloan noted her excitement about the next two years, and her intent to focus on the Strategic Plan and its propensity for growing tennis and engaging participation in all areas of the game. She also stressed the importance of NorCal's presence on the national USTA level so that the section can participate actively and be recognized for its achievements.

- Committee Appointments. Ms. Sloan announced she is finalizing committee appointments; she wants each Director to have an appointment and requested those who do not yet have one or would like to be further engaged to contact her.
- Return of Lapsed Committees; New & Returning Task Forces. She announced the return of several committees that have not recently existed: NTRP Self-Rate Appeals Committee; Awards Committee, Coaches Commission; and Community Programs Committee (previously known as the CTA Committee). She will also be re-constituting the Sportsmanship Task Force and the creation of a new Pickleball Task Force, the latter of which will be chaired by Martha Ehrenfeld.
- Advisory Directors. Appointments have not yet been made, but will likely be announced at the next meeting.
- Open Board Seat. Ms. Sloan announced one open board seat, which may be filled by the vote of the Board pursuant to the Bylaws. She noted filling the position is not a requirement, but believes it should be filled if a qualified candidate is presented. Ms. Sloan requested Directors to make suggestions to fill the position of candidates that have acknowledged interest in serving, which are due to Ms. Verhoeven by the end of the day on November 23. She has asked the Nominating Committee to vet these candidates and make a report to the Board that will be reviewed before the Board a vote (if any) is taken.

- USTA Leadership Meeting. Together with Delegate Scalese and Executive Director Verhoeven, she will be attending the USTA Leadership Meeting held at the beginning of each new USTA president's term, a gathering of all senior Section leadership, the USTA Board, and USTA Committee Chairs.
- Section Presidents Meeting. Ms. Sloan reported on her first Section Presidents Meeting at which a report on new progress being made by the USTA Foundation to fund courts and scholarships through NJTLs was given. She also announced she was elected as Vice Chair of this Committee.
- USTA NorCal Foundation. Ms. Sloan announced she and Ms. Verhoeven will be meeting with former president of the lapsed USTA NorCal Foundation with the goal of setting a plan in place to get the organization up and running again. She noted that this is a key goal and objective of the Strategic Plan.

12. Executive Director's Report

In addition to the NorCal program statistics and written report included in the meeting packet, Ms. Verhoeven's in-meeting presentation included the following:

- A request for Directors to provide feedback on the program statistics document included in the Board packet, and that adjustments will likely be made in how the information is presented so that it better aligns to the Strategic Plan. She noted these statistics will now be made available to each department to share with the appropriate committees. She also noted the numbers are trending closer to the where NorCal was in 2019.
- The launch of WTN Tournaments, events that allow for players to be grouped by rating as part of the entry process and participate in level-based competition.
- A draft USTA Statement of Guidance: Facilities Approach to Tennis and Pickleball, which in its current form offer three options in preference order to address meeting the increased demand on courts: #1 sport specific sites that have both court types or separate sites for each sport, to ensure access for players of both sports; #2 conversion of non-traditional spaces to tennis and pickleball courts; #3 blended lines.
- Organization Membership administration and technical issues are a common concern among the Sections, similar to the questions raised by the Board at the last meeting and that include membership renewals, the free membership model, and updating contact information. A group of section and national staff will be focusing on solutions.
- Dates for upcoming awards events: Junior Player Party to be held January 20, 2023, and Aces Awards to be held February 12, 2023.

13. Outgoing Delegate's Report

In his final report as Delegate for the term, Mr. Wheeler announced the following:

- As previously reported by Mr. Walker, the USTA has distributed funds to the Sections as a result of the successful US Open, in excess of the regular funding that is received annually. The total distribution was \$3 million of which NorCal received \$180,000.
- Perren Wong of USTA Eastern has been elected as the leader of the Delegates for 2023.
- Mr. Wheeler cast NorCal's votes (previously designated by the Board at its September meeting), in favor of the USTA Board and USTA Nominating Committee slates.

14. Open Comments

Directors were reminded that the next board meeting will be held via Zoom Conference Call on Wednesday, December 14, 2022, commencing at 6:30 pm.

15. Adjournment

There being no further business to come before the Board, the meeting adjourned at approximately 9:45 pm upon a motion duly made by Ms. Barnes, seconded by Mr. Walker, and unanimously approved by the 12 Directors present.

Respectfully submitted,
Andrea Norman
Secretary