

MINUTES

IN ATTENDANCE	Gordon Collins, Joshua Conlin, Suzy Cossette, Christine Costamagna (Secretary), Luis Reis, Martha Ehrenfeld, Cheri King, Michelle Nicholson, Andrea Norman, Craig Pasqua, Mary Ryniewicz, Jason Scalese (President) Pam Sloan (President-elect), Jack Walker (Treasurer), Keith Wheeler (Delegate/Parliamentarian), and Scott Winn
ABSENT	Ray Hixson
ADVISORY DIRECTORS	Michael Cooke, Alvin Hom
NORCAL STAFF	Summer Verhoeven, Executive Director; Darren Wenger, Senior Manager of Strategy and Operations
LEGAL COUNSEL	Jonathan Madison, Esq., The Madison Firm
GUESTS	None
CALL TO ORDER	6:35 PM

I. Call to Order

President Scalese called the meeting to order once a quorum was established.

II. Introduction of Guests

President Scalese noted that there were no guests.

III. Reading of the NorCal Mission Statement

Mr. Pasqua read the USTA NorCal Mission Statement.

IV. Public Comments

It was noted that there were no public comments.

V. Approval of Agenda

Prior to moving for approval of the agenda, Mr. Cooke expressed his thoughts and prayers for Mark Elliott.

President Scalese then asked for any changes to the agenda. He did note that since Mr. Hixson was unable to attend, the Constitution & Rules Committee items would be tabled until the next meeting. Ms. Norman requested an Action Item from the Sanction & Schedule Committee be added due to timing. Ms. Sloan then moved to approve the agenda as amended which was seconded by Mr. Wheeler. The motion passed by a vote of 13 in favor, 0 opposed, 0 abstentions.

Ms. Ehrenfeld joined the meeting during this agenda item.

VI. Approval of Minutes

President Scalese referred to the minutes from the April 20, 2022 Board meeting which were included in the meeting material. Ms. Norman moved to approve the April 20 minutes which was seconded by Ms. Costamagna. The motion passed by a vote of 14 in favor, 0 opposed, 0 abstentions.

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VII. New and Renewing Organization Member Report

President Scalse called upon Mr. Wenger to present the report of new and renewing Organization Members that was included in the meeting material so that the Board may fulfill its obligation to review such report pursuant to the Bylaws. Mr. Wenger reviewed the report and responded to questions from the directors. He confirmed that all of the new and renewing memberships appeared to be in order after required changes.

Mr. Collins joined the meeting during this presentation.

VIII. Committee Updates/Action Items

Strategic Planning Committee

President Scalse called upon Ms. Sloan to provide an update on the Strategic Planning Committee. Ms. Sloan reported that the Committee has started to review the internal data collected. She noted that it was critical to obtain a market analysis to provide relevant information from frequent players, non-players, and non-tennis communities. She reported that a Request for Proposal was distributed to ten market research providers in the Bay Area as well as to Sporting Marketing Surveys (SMS). She noted that the Committee considered four proposals and that after completing its due diligence, the Committee is recommending the selection of the less expensive SMS proposal based on the services and deliverables in the proposal. She further noted that USTA NorCal could disseminate a survey which was a key factor in the lesser cost and could leverage Bill Leong's expertise.

Mr. Walker moved to approve the resolution concerning the budget request which was seconded by Ms. Cossette. By a vote of 15 in favor, 0 opposed, 0 abstentions, the Board approved the following resolution:

RESOLVED: The Strategic Planning Committee recommends engaging the services of Sports Marketing Surveys USA to conduct a USTA Northern California Marketing Analysis, effective June 1, 2022, at a cost of \$22,500.

Ad Hoc Committee

President Scalse called upon Mr. Cooke to provide an update regarding the Ad Hoc Committee. Mr. Cooke noted that after the Committee's initial consultation with Erin Bradrick, the Committee sent an extensive list of questions and documents for her to review, that Ms. Bradrick provided written responses, and that a second consultation had occurred on May 6, 2022. He reported that the Committee realizes it will likely exceed the \$5,000 initial budget.

Mr. Walker moved to approve the resolution concerning the additional budget request which was seconded by Ms. Costamagna. By a vote of 15 in favor, 0 opposed, 0 abstentions, the Board approved the following resolution:

RESOLVED: The Ad Hoc Governance Committee retained Neo Law Group/Erin Bradrick for ongoing non-profit corporate legal advice with an initial budget of \$5,000. With the numerous questions now being asked of Erin Bradrick (5 pages of questions) the Ad Hoc Governance Committee requests an additional \$2,500 in order to cover the newly expected charges.

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Adult Tournament Committee

President Scalese called upon Ms. Verhoeven to review the two Adult Tournament Committee items for consideration. Ms. Verhoeven noted that a number of requests were tabled at the last meeting and the Committee has resubmitted for consideration.

Adult Open and Age Tournaments Stipend Program

Ms. Verhoeven reported that the 2021 Open and Age Series tournaments generated a lot of interest and success which highlighted the need to offer more Open and Age Series tournaments in NorCal. She reviewed the benefits of these tournaments for players and facilities. A discussion ensued with Ms. Costamagna noting that there were only 8 age group tournament directors so a focus should be on recruitment as well as building out additional entry level events. Ms. Norman asked whether the Committee was going to decide whether these events would be open or closed.

Mr. Walker moved to approve the resolution concerning the budget request which was seconded by Mr. Conlon. Mr. Pasqua and Mr. Walker recused themselves. By a vote of 13 in favor, 0 opposed, 0 abstentions, the Board approved the following resolution:

RESOLVED: To approve of Adult Open and Age Tournaments Stipend Program of \$15,000 (Gold & Silver Open Series Stipend), and \$7,500 (Gold & Silver Age Series Stipend) for the total amount of \$22,500.

Open and Age Series Tournaments Match-Up Grant

Ms. Verhoeven noted that the NTRP 40s and 55s divisions in the league space are providing opportunities to grow tournaments in this space in offering level and age based play. By offering match-up grants, she noted that smaller facilities and new organizations will be able to host tournaments offering player prize incentives to help draw interest. She noted that they will also increase play opportunities, help develop top junior players by competing against Adult Open players, and increase women participation & recruit lapsed players. In addition, she noted that Open Match-Grants and the Open Series Stipends will compete with to UTR prize money tournaments that are offered throughout the section and increase number of tournaments directors and new host sites.

Ms. Sloan moved to approve the resolution concerning the budget request which was seconded by Ms. Nicholson. Mr. Pasqua and Mr. Walker recused themselves. By a vote of 13 in favor, 0 opposed, 0 abstentions, the Board approved the following resolution:

RESOLVED: To approve additional funding in the amount of \$8,000 to increase number of unique Open and Age tournaments as well as to increase participation and broaden the outreach to public venues. In addition, to approve the Adult Open and Age Series Tournament Match Up Grant in which the hosting Member Organization has the option to receive a grant if they are able to match at least 50% of the funds.

Budget & Finance Committee

Mr. Walker and Mr. Wenger brought to the attention of the Board the number of required projects identified in order to repair and update the office to the condition needed for staff to return to work. Mr. Wenger reviewed the projects, including sewer line repair, wall repair/painting, office chair replacement, workstations, signage, forklift equipment and A/V upgrades. Mr. Walker noted that the Budget Committee reviewed and approved the request and that there was adequate reserves to cover these necessary projects. A discussion ensued regarding the use of Requests for Proposals for these projects.

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Ms. Norman moved to approve the resolution concerning the budget request for the required projects discussed which was seconded by Mr. Walker. By a vote of 15 in favor, 0 opposed, 0 abstentions, the Board approved the following resolution:

RESOLVED: The Board of Directors of USTA NorCal approves the expenditure needed to cover the required projects to repair and update the USTA NorCal office as outlined in Exhibit A.

Sanction & Schedule Committee

The Chairman called upon Mr. Winn to present the Sanction & Schedule Committee's Action Item to change the ranking level of junior tournaments previously sanctioned to Tenacious Tennis Academy from Level 6 to Level 7.

Ms. Norman moved to approve the resolution concerning the level change request which was seconded by Ms. Costamagna. Mr. Walker and Mr. Pasqua recused themselves. By a vote of 13 in favor, 0 opposed, 0 abstentions, the Board approved the following resolution:

RESOLVED: That, effective May 13, 2022:

USTA NorCal Staff request Level configuration change on behalf of Tenacious Tennis Academy. There are no concurrent tournaments or conflict with the change request. USTA NorCal Staff recommends the level change. Tenacious Tennis Academy was previously granted the following tournaments.

- June 18-19 - Level 6 (B&G 12s, 14s, 16s, & 18s)
- July 30-31 - Level 6 (B&G 12s, 14s, 16s, & 18s)

IX. Treasurer's Report

President Scalese called upon Mr. Walker to provide the Treasurer's report. Mr. Walker noted that the budget has had little change month over month, monthly statements will be produced, and that there was \$3.5 million in cash and total equity was \$5.2 million. He briefly reviewed the cash flows and income statements. Mr. Cooke asked about league revenue which Mr. Walker noted that leagues hit the 70% return to play target and that the budget needs to be amended to include the additional sectional events. Mr. Walker also responded to questions concerning the legal budget. He concluded by noting that USTA NorCal is in a strong financial position with a solid budget and improved financial reporting.

X. President's Report

President Scalese referred to his report included in the meeting material. He first reported that Max Bunag, who had been appointed as an Advisory Director at the last Board meeting, has resigned because of increased work commitments. He commented on a possible joint event with the Alzheimer's Association. He commented on the work done with Mr. Wenger in relation to the election process. He also continues to attend most committee meetings.

XI. Executive Director's Report

President Scalese called upon Ms. Verhoeven to present her Executive Director Report. Ms. Verhoeven began by reviewing participation numbers for the past 5 years and noted that overall, numbers were trending up. She commented on the June 8 launch of the ITF World Tennis Number (WTN). She commented on the Player Development Summit and noted she was named to the task force. She commented on the Team USA Training Camp held in Carson. She also highlighted the activities surrounding the Mubadala

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Classic. She provided a staffing update, including key hires and postings, as well as the office status. Questions and comments arose around WTN and adults, use of UTR and Serve Tennis capabilities.

XII. Delegate's Report

President Scalese called upon Mr. Wheeler to provide his Delegate's report. Mr. Wheeler provided a brief update on the WTN launch. He referred to the USTA statement regarding pickleball. He also commented on the recent delegate's meeting as well as the upcoming US Open.

XIII. Executive Session

Mr. Wheeler moved to go into Executive Session at 8:23 pm which was seconded by Mr. Walker. By a vote of 15 in favor, 0 opposed, 0 abstentions, the Board moved into Executive Session. The Advisory Directors were excused as well as Mr. Wenger.

Ms. Norman moved to come out of Executive Session at 8:48 pm which was seconded by Ms. Sloan. By a vote of 15 in favor, 0 opposed, 0 abstentions, the Board moved out of Executive Session.

XIV. Old Business

President Scalese noted that the item under old business was tabled.

XV. Adjournment

The meeting was adjourned at 8:50 pm.