

Directors Present: Andrea Barnes, Christine Costamagna (Vice President), Nancy DeSchane, Martha Ehrenfeld, Jack Hesotian, Michelle Nicholson, Andrea Norman (Secretary), Larry Olmstead, Craig Pasqua, Mary Ryniewicz, Jason Scalese (Delegate), Caroline Sheu, Pam Sloan (President), Jack Walker (Treasurer), Scott Winn

Directors Absent: Keith Wheeler (Parliamentarian)

Advisory Director Present: Suzy Cossette

Legal Counsel Present by Video Conference: Jonathan Madison

USTA NorCal Staff Present: Summer Verhoeven (Executive Director), Darren Wenger (Director of Operations), Michelle Wilson (Sr. Manager, Adult Competition)

1. Call to Order

President Pam Sloan called the meeting to order at 6:34 pm and roll call was conducted. President Sloan then asked Ms. Ehrenfeld to read the NorCal Mission Statement and Vision.

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. One additional Action Item related to High School Tennis Grants was added without objection.

3. Approval of Minutes

The Board considered approval of the minutes of the meeting held July 19, 2023. Following discussion, the following motion was duly made by Ms. Norman, seconded by Ms. Barnes, and **approved** by a vote of 13 in favor, none opposed, and 1 abstention.

RESOLVED: That the minutes of the meeting of the USTA NorCal Board of Directors held July 19, 2023 be approved as corrected.

4. Closed Session

President Sloan announced that the Board would be going into closed session. Following the conclusion of the closed session, President 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:

Ms. Cossette remained in Closed Session only for the items that were related to sanctioning as she is the chair of the Sanction & Schedule Committee.

- **Approval of Adult and Junior Tournament Sanctions.** The following sanctions were **approved** following a motion duly made by Ms. Costamagna and seconded by Ms. Sheu. The vote was 13 in favor, none opposed, no abstentions, and one recusal by Mr. Walker.

Adult Tournaments								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
October 6-8	5	Open	MS, WS, MD, WS, MX	Modesto Fitness & Racquet Club; A Brenda Athletic Club	Brian Heiser	Modesto	11+7	64
December 1-3	6	NTRP 18+ 2.5, 3.5, 4.5	MS, WS, MD, WS, MX	Bay Club Pleasanton	Claudia Del Rosso	Pleasanton	10	32
December 8-10	6	NTRP 18+ 3.0, 4.0, 5.0, Open	MS, WS, MD, WS, MX	Bay Club Pleasanton	Claudia Del Rosso	Pleasanton	10	32

Junior Tournaments								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
September 24	7	BG12-14	Singles	Cudney Tennis Academy	Witold Cudney	Newark	8	8
September 24	7	BG12-14	Singles	Lifetime Activities Santa Clara	Oliver Leopold	Santa Clara	8	8
October 14-15	6	BG12-14	Singles	Cudney Tennis Academy	Witold Cudney	Newark	8	8

Junior Tournaments								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
October 28-29	Level 6	BG12-14	Singles	Cudney Tennis Academy	Witold Cudney	Newark	8	8

- Legal Updates. The Board heard updates on outstanding legal issues.

Mr. Madison left the meeting following the Closed Session.

Ms. Cossette returned to the meeting following the Closed Session.

5. Action Item: Additional Funding Requested for Community Tennis Grants

Ms. Verhoeven presented the Community Programs Committee’s Action Item. This proposed increase to the budget for Community Tennis Grants will enable USTA NorCal to expand outreach to grow participation, develop and increase in community programs, elevate player experience, and help restore public courts amenities. The existing pool of \$20,000 in grant money in the budget is exhausted, and the Committee believes the previously approved 2023 grants will be successful in achieving the stated goals. Ms. Verhoeven reported that the Budget & Finance Committee has no objection to the addition of these funds to the 2023 budget. President Sloan noted that these grants are in alignment with the NorCal Strategic Plan.

Following discussion, the following motion was duly made by Mr. Walker, seconded by Ms. DeSchane, and **approved** by a vote of 14 in favor, none opposed, and no abstentions.

RESOLVED: That, effective immediately, an additional \$20,000 is added to the 2023 budget designated for USTA NorCal Community Tennis Grants.

6. Action Item: High School Tennis Team Grants

Ms. Verhoeven presented the Community Programs Committee’s Action Item. This proposal adopts a new grant program for high school tennis teams to help defray the costs associated with running these teams such as tennis balls, wind screens, and uniforms. With inflation costs, it is harder now to field a full high school team and be able to compete, especially in Title 1 schools. The Committee seeks to reduce barriers to participation for these teams. The amount currently in the budget for these grants is \$10,000, and this proposal adopts the program by which the grants will be awarded. Ms. Verhoeven reported that coaches who are in a registry NorCal has access to will be notified of the opportunity to apply, and staff will work to create a database of school districts. NorCal has a relationship with California Interscholastic Federation (the California high school athletics association) and it is anticipated this will help with the outreach. Ms. Costamagna confirmed that the level of training and background check required by school districts of coaches is equal to or a higher standard than for USTA Safe Play.

Key features of the High School Tennis Team Grant Program include:

- All grants will go through the Community Programs Committee to be approved - the Community Programs Committee Charter delegates the authority to approve grants to the Committee once the Grant Program is approved. As grants are awarded, they will be reported to the Board as required by the USTA NorCal Policies on Decision Making Governance.
- Two grant award levels: Tier 1: \$500 and Tier 2: \$1000
- Upon spending of the grant, each organization must send in a report of how the grant was used.

Following discussion, the following motion was duly made by Mr. Scalese, seconded by Mr. Walker, and **approved** by a vote of 14 in favor, none opposed, and no abstentions.

RESOLVED: That, effective immediately, the USTA NorCal High School Tennis Team Grant Program is hereby approved as set forth on Exhibit A.

7. Action Item: USTA NorCal Tennis Conference & Annual Meeting Funding

Ms. Verhoeven presented the Action Item to provide up to \$60,000 in funding for the Annual Meeting, which will include a tennis conference with workshops and other programming. The goal of the expanded event is to foster a new emphasis on community, education and excellence. During discussion it was noted that the Volunteer Recognition Dinner is already in the 2023 budget and the amount in the proposal may be used for guests of the volunteers to attend.

Following discussion, the following motion was duly made by Ms. Norman, seconded by Ms. Costamagna, and **approved** by a vote of 14, in favor, none opposed, and no abstentions.

RESOLVED: That, effective immediately, \$60,000 be added to the 2023 budget for USTA NorCal to host a tennis conference in conjunction with the Annual Meeting at the Marriott Walnut Creek on November 4-5, with projected expenses as follows:

Projected Expense	Cost Breakdown	Total
Hotel Rooms (Board and Staff)	\$169 x 35	\$5,915
Ballroom (Large conference/dining)		\$3,000
Breakout Rooms	\$500 x 3	\$1,500
Meals:		
• Sat Breakfast - Continental	\$28 x 50	\$1,400
• Sat Box Lunches	\$40 x 130	\$5,200
• Sat Breakout Snacks	\$915 x 3 stations	\$2,745
• Sat Happy Hour	\$16 x 130 (food), no host bar	\$2,080
• Sat Volunteer Recognition Dinner (Plated)	\$53 x 130	\$6,890
• Sun Breakfast Buffet	\$47 x 40	\$1,880
Audio/Visual		\$10,000
Subtotal before tax		\$41,120
24% Hotel Tax		\$9,869
8.25% Sales Tax		\$4,206
TOTAL PROJECTED EXPENSES		\$55,195

8. Delegated Authority Decision Report

Ms. Norman directed the Board’s attention to the report of decisions made by Committees that were within the clearly defined scope of authority that the Board has delegated to the Committees in the applicable Committee Charters, a copy of which was distributed with the meeting packet. She noted that the report contains the following decisions:

- Consideration of 50 grievances filed with the Adult Leagues Grievance Committee
- Consideration of 3 grievance appeals filed with the Adult Leagues Grievance Appeals Committee
- Consideration of 10 grievances filed with the Adult Leagues Medical Appeals Committee
- Consideration of 626 NTRP Self-Rate appeals filed with the NTRP Self-Rate Appeals Committee
- The awarding of \$20,000 in Community Tennis Grants by the Community Programs Committee

President Sloan explained that if the Board disagrees with any action, it may consider taking further action as it deems appropriate. Following the presentation of the Report, the Directors had neither questions, comments, nor objections to the actions taken by the Committees.

9. USTA Call Items for 2023 Semiannual Meeting

Ms. Norman directed the Director’s attention to the detailed summary she prepared of the Call Items under consideration at the 2023 USTA Semiannual Meeting in September. Two proposals are to amend the USTA Regulations, and a third proposes to amend the USTA Bylaws. She gave an overview of the purpose for these proposals, as well as a summary of issues related to these proposals.

Following discussion, the following motion was duly made by Ms. Norman, seconded by Mr. Olmstead, and **approved** by a vote of 14 in favor, none opposed, and no abstentions.

RESOLVED: That, as currently drafted, the USTA NorCal Delegate is directed to vote against R1, the amendment to the USTA Regulations that will require each Sectional Association to define the roles of the members of the Tournament Committee for the tournaments which each sanctions.

RESOLVED FURTHER: That, as currently drafted, the USTA NorCal Delegate is directed to vote in favor of R2, the amendment to the USTA Regulations that:

- Clarifies that there is reciprocity with suspensions - if a player is suspended in one place, they are suspended everywhere.
- Clarifies that a Section staff person can assess certain suspension points.
- Permits Section and District Grievance Committees to assess certain suspension points if authorized by a Section.

RESOLVED FURTHER: That, as currently drafted, the USTA NorCal Delegate is directed to vote in favor of B1, the proposal that changes the location of the principal office of the USTA to Purchase, NY.

RESOLVED FURTHER: Should any substantive changes be made to the Call Items before adoption, the Board hereby delegates authority to the Executive Committee to determine how to instruct the Delegate to vote.

Mr. Pasqua joined the meeting following the Call Item discussion.

Staff member Michelle Wilson joined the meeting following the Call Item discussion.

10. Adult Competition: Tournament & League Committee Overview

Ms. Wilson presented an update on the work being done in the Adult Competition Department related to Adult Leagues and Adult Tournaments. She reported on participation numbers in both programs: league participation is up for some and slightly down for others; tournament participation is impacted by a lag in sanctioning as compared to 2019, but is an improvement over 2022.

Incentive programs are part of the plan for Leagues. This includes a First League Free program to incentivize players to try leagues for the first time, and a New Captains Promotion to recognize new captains and their mentors.

New technology is playing a role in outreach and education. The Get Connected tool has generated over 960 inquiries, and the staff has assisted over 175 players, including 49 players now competing on League Teams. The Scala App is in use for the WTN Pilot league, a tool that has been well received by participants and is used at a cost of 50% of the fees to manage the program. NorCal has used banners on its website to educate players on how to find tournaments. Staff continues to use webinars in various ways:

- New League Player Webinars to educate players on how to find teams and how to use the USTA system.
- New League Captain Webinars to educate players on how to be successful captain.
- Adult League Subject Webinars - to date staff has conducted an "Ask Anything" where the presentation is crafted to answer pre-submitted questions; one on Rules and Regulations; and a third on NTRP Rating and Appeals.

In the tournament space, attention is on assisting and recognizing Tournament Directors including:

- Stipend programs to help defray costs
- The return of email blasts to players announcing upcoming tournaments and recognizing excellence
- Requesting (with the approval of the USTA Board earlier this year) that wild cards be incorporated into the selection procedure for some tournaments so that organizers can guarantee representation of their own players in the tournaments they run.
- Workshop assisting applicants on submitting applications for 2024.
- A Tournament Director appreciation day at the Golden Gate Open on August 15.

Ms. Wilson highlighted several important upcoming competitions: The Grand Prix event is returning to the calendar in November 2023, the end of year tournament for the top players in each division. The winners in the NTRP divisions will advance to the USTA National NTRP Championships in 2024. The annual North/South event with SoCal will be held at Berkeley Tennis Club. Intersectionals will be held in November in Phoenix and will include more age divisions than in the past.

Projects in progress for the remainder of the year include:

- A review of the Adult League boundaries to determine if any adjustments need to be made
- Proposing new Adult Competition Awards for league and tournament players to be presented at the annual ACES awards
- Creating an improved Local Area Coordinator Program
- Town Halls in League Areas where NorCal has room to grow
- Conducting League Player Evaluations
- A review of the tournament stipend criteria
- Growing the number of Adult Tournaments, including promotion of L7 One-Day and Age Division Tournaments

11. New & Returning Organization Members

Mr. Wenger presented the report of 4 returning Organization Members and 3 new Organization Members since the last time the Board met on July 19, 2023, so that the Board may fulfill its obligation to review such report pursuant to USTA NorCal Bylaw III.D. He noted that the New & Returning Organization Member report now includes YTD Organization Member numbers and number of courts represented by these Organizations, Organization Members that are due to expire within the next 30 days and that staff will begin sending out renewal reminders to these Organizations. The report also now includes updates from any outstanding issues from the last Board meeting. No concerns were raised by any of the Directors.

Mr. Wenger also reported a new and renewing Organization Member onboarding communication plan has been launched which includes validation of data. Additionally, an email and physical letter welcoming the Organization to the USTA and providing staff and program contact information will be sent.

12. Treasurer's Report

Mr. Walker directed the Board's attention to the June 30 financial statements distributed with the

meeting packet. He reported on the following:

- With respect to the balance sheet, the cash balance was \$4,401,046 that now shows the breakout of the \$3.5 million invested in the Treasury money fund through Schwab. Mr. Walker pointed out that receivables include \$464,000 of employee retention tax credits that should be received within the next year. Total equity as of June 30 was \$6,160,549.
- The income statement for June year-to-date shows net income of \$396,240 which is \$432,414 ahead of budget. Projections for the year show net income of \$147,233 which is \$167,562 above the adjusted budgeted loss of \$20,330. Mr. Walker noted that most line items were in line with the budget. It was noted that Adult League Revenue is projected to be \$123,942 below budget. This is the result of league participation slightly below the budgeted numbers.

13. President's Report

President Sloan noted there was no written report for this meeting as the primary focus in recent meetings has been on the Call Items, the previously reported on US Open Budget, and the \$30 million to grow tennis approved by the USTA Board. She reported that the US Open is now projected to be a banner year for revenue, and that given the new money coming as part of the grant program, NorCal will need to find areas where our Strategic Plan lines up with the national priorities in this initiative.

14. 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 announcements about key upcoming events including: Adult League Sectionals, the Golden Gate Open, just finished Gar Glenney Cup (JTT NorCal/SoCal tournament), and Pacific Cup, and the "MatchPint US Open Watch Parties" at two breweries, events that are part of the Strategic Plan initiatives.

In particular she highlighted two key events returning to the schedule for the first time since COVID: the Gen Gap Invitational that has top juniors playing against top adults; and Early Development Camps, a player development initiative for our high-performance juniors.

Finally, she reported NorCal juniors had great success at the recent Battle of Sections Competition with the boys placing 2nd, and the girls placing 5th.

Ms. Verhoeven asked the Directors to review her written report for other key information.

15. Delegate's Report

Mr. Scalese referenced the Call Item discussion held earlier in the meeting. He also reported his participation in a leadership call where information on the USTA Strategic Plan was discussed and the overall concern is shortages - particularly of courts and coaches.

16. Adjournment

Ms. DeSchane, co-chair of Hall of Fame Luncheon Committee, announced the 2023 luncheon will be September 29 at Round Hill Country Club. Six persons will be inducted. She and President Sloan encouraged that the Board members attend. Following the announcement that the next meeting will be on September 20, 2023, and with no objection, the meeting was adjourned at 8:55 pm.

Respectfully submitted,
Andrea Norman
Secretary

EXHIBIT A

USTA NorCal High School Tennis Team Grant Program

Purpose:

To assist high school tennis programs with supporting costs including tennis equipment (e.g., tennis balls, carts, ball mowers, windscreens), team uniforms, and other ancillary costs associated with high school team tennis and promote tennis in the neighborhood or city where the high school is located.

The average range of grant funding per high school is \$500 to \$1,000. Grant awards will be administered on a need basis priority will be given to Title 1 schools in which children from low-income families make up at least 40% of enrollment.

The application process will open on [date] and will close once funding has been exhausted. Applicants are encouraged to apply as soon as possible.

Application Process: The applicant must submit a letter of interest indicating the range of grant funding (\$500, or \$1,000). The letter of interest must describe the proposed activity the applicant will complete and how they will use grant funds. The following are examples of activities by grant tier that an applicant must complete in order to access funding:

\$500 Tier Grants (10 Grants)(Must do two of the following):

- Host an unsanctioned tournament - (fewer approvals are needed.)
- Create an account in USTA Serve Tennis and run one or more of the following programs
 - WTN Match Play
 - Tennis 101
- Have 50+% of the team have a Serve Tennis Account or USTA Account
- Host a Team Challenge (Red, Orange, & Green Ball levels)
- Get tennis in school with USTA Net Generation PE program
- Coach or Assistant Coach participate in a USTA Level 1 Workshop (unless certified through USPTA or PTR)(Paid for by USTA NorCal)

\$1,000 Tier Grants (5 grants)(Must do three of the following):

- Create and host a Family tournament in your neighborhood or city
- Coach or Assistant Coach participate in a USTA Level 1 Workshop (unless certified through USPTA or PTR)(Paid for by USTA NorCal)
- Host an unsanctioned tournament - (fewer approvals are needed.)
- Create an account in USTA Serve Tennis and run one or more of the following programs
 - WTN Match Play
 - Tennis 101
- Have 50+% of the team have a Serve Tennis Account or USTA Account
- Host a Team Challenge (Red, Orange, & Green Ball levels)
- Get tennis in school with USTA Net Generation PE program