

Directors Present: Andrea Barnes, Nancy DeSchane, Martha Ehrenfeld, Michelle Nicholson, Andrea Norman (Secretary), David Panconi, Craig Pasqua, Jason Scalese (Delegate), Caroline Sheu, Pam Sloan (President), Scott Winn

Directors Absent: Leslie Airola-Murveit*, Shaun Chaudhari, Christine Costamagna* (Vice President/President Elect), Jack Hesotian, Larry Olmstead, Keith Wheeler* (Parliamentarian)
*Director present by video conference, but who is not officially in attendance at the meeting for voting purposes.

Advisory Director Present: Suzy Cossette

Legal Counsel Present: Jonathan Madison

USTA NorCal Staff Present: Summer Verhoeven (Executive Director), Rebecca Bauer (Senior Manager of Marketing & Communications)

1. Call to Order

President Sloan called the meeting to order at 6:43 pm and roll call was conducted. She then asked Mr. Winn 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. There being no recommended changes, the agenda was announced approved as distributed to the Board.

3. Approval of Minutes

The Board considered approval of the minutes of the meeting held February 21, 2024. Following discussion, the following motion was duly made by Ms. Norman, seconded by Mr. Panconi, and **approved** by a vote of 10 in favor, none opposed, and no abstentions.

RESOLVED: That the minutes of the meeting of the USTA NorCal Board of Directors held February 21, 2024, are hereby approved as corrected.

Ms. Cossette remained in the closed session during the tournament sanction report.

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:

- **Approval of Junior Tournament Sanctions.** The following sanctions were **approved** following a motion duly made by Mr. Winn and seconded by Ms. Sheu. The vote was 10 in favor, none opposed, and no abstentions.

Junior Tournaments								
Date	Level	Div.	Events	Organizer	Director	Location	Courts	Limit
April 20-21	Level 5	BG16	Singles & Doubles	Tri Valley Tennis Academy	Calvin Thompson	Walnut Creek	12	16
May 25-27	Level 4	BG12	Singles & Doubles	Eventsmanagers	Ron Ward	Aptos	16	32

- **Sanction & Schedule Report.** The Board heard a report of the Sanction & Schedule Committee related to infractions of regulations by tournament organizers.

Ms. Cossette left the closed session following the Sanction & Schedule Report.

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

Legal Counsel Jonathan Madison left the meeting following Closed Session.

Ms. Cossette returned to the meeting following Closed Session.

5. Executive Committee Report

President Sloan reported that the Executive Committee met on March 18 to hear an updated presentation from NorCal’s IT Consultant Todd Conley, related to the NorCal Adult League platform, which also has broad application to non-sanctioned play. She reminded the Board that this is the second meeting with Mr. Conley. NorCal will conduct due diligence to better understand the benefits of considering Mr. Conley’s platform.

President Sloan also announced that by unanimous written consent effective March 18, the Executive Committee approved the following sanction application for a Junior tournament. The Executive Committee made this approval so as to best meet the needs of the organizer and the players, by having entries open before this meeting.

Junior Tournaments								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
April 6-7	Level 4	BG12	Singles	Academie de Tennis	Jose Hilla	Larkspur	14	32

Following the report of the actions taken, the Directors had neither questions, comments, nor objections to the actions 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 is

- 1 recommendation being made by the Adult League Committee

President Sloan 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.

President Sloan asked if any Director intended to pull the recommendation. There being no interest in doing so, a motion to adopt the Consent Calendar was duly made by Ms. Norman and seconded by Ms. Nicholson. Following discussion, the following motion was **approved** by a vote of 10 in favor, none opposed, and no abstentions.

RESOLVED: That item listed on the Consent Calendar attached as Exhibit A are hereby approved.

7. Action Item: Continuation of New Captain Promotion

Ms. Costamagna presented the Action Item of the Adult Leagues Committee, which seeks to continue the New Captain Promotion. She reported that in 2023, USTA NorCal initiated a New Captains Promotion to recognize new captains and their mentors with a “USTA NorCal Captain” ¼ zip long sleeved shirt at the end of the season. A “mentor” is a person who has previously captained a USTA NorCal team and is guiding the new captain throughout their first season. More captains are needed to help grow adult leagues and this Promotion provides visible recognition to new captains and their mentors.

In 2023, 32 captains were recognized, and of these 32, 17 of them are captains again in 2024. This equates to an approximately 53% captain retention rate to date. Staff is anticipating that this number will increase with the start of the new league year. In addition, outreach is occurring in areas with lower participation and this Promotion would be an incentive to entice players to start captaining in these areas.

Ms. Costamagna noted that if the continuation of the New Captain Promotion is approved by the Board, the effectiveness of the Promotion will be reviewed annually.

This proposal has been submitted to the Budget & Finance Committee for review and is in support of this proposal.

Following discussion, the following motion was duly made by Ms. Ehrenfeld, seconded by Ms. Barnes, and **approved** by a vote of 10 in favor, none opposed, and no abstentions.

RESOLVED: That, effective immediately, \$4,000 be added to the Adult League Budget to support the continuation of the New Captain Promotion which began in 2023.

8. Delegated Authority Decision Report

President Sloan 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:

- Approval by the Hall of Fame Selection Committee of 2024 inductees based on criteria previously approved by the Board. The inductees are: Cathie Anderson, Joel Drucker, Matt Lucena, Jim McClennan (posthumous induction), Carl Mendoza, and Linda Siegel
- Consideration of 2 grievances filed with the Adult Leagues Grievance Committee
- Consideration of 1 grievance appeals filed with the Adult Leagues Grievance Appeals Committee
- Consideration of 1 medical appeal filed with the Adult Leagues Medical Appeals Committee
- Consideration of 65 NTRP Self-Rate appeals filed with the NTRP Self-Rate Appeals Committee
- Designation by the Adult Tournament Committee of a Level 4 Tournament and a Level 5 Tournament
- Approval by the Diversity, Equity & Inclusion Committee of 2024 grants and stipends based on criteria previously approved by the Board

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.

Mr. Pasqua joined the meeting following the Delegated Authority Decision Report.

9. USTA NorCal Website Overview & Update

Ms. Bauer presented updated information on the creation of NorCal's website, a project and related funding that was approved by the Board at its January meeting. The existing URL will be used - www.ustanorcal.com. Key aspects of the presentation included:

- The mission of the site is to: inspire, educate, and empower through tennis.
- The site will be modeled after the sites launched by USTA SoCal and USTA Florida and will have improved functionality, such as the ability to post a calendar and a chart, direct display of social media posts, call-out banners, and an area to focus on workshops and webinars.
- The approach will be to offer organized content in a straightforward, friendly and professional manner as if a user has no knowledge of USTA NorCal or any of its programs or products.
- Not all information on existing USTA site will be transferred over with launch - prioritization is being worked on by department managers.
- Estimated timeline to completion is on or about July 1.
- To date, the core content has been written and is being used to create the design layout.
- The marketing team is working on a launch plan and it will include the launch of an e-store.

10. New & Returning Organization Members

Mr. Wenger presented the report of 3 new and 9 returning Organization Members since the last time the Board met on February 21, 2024, so that the Board may fulfill its obligation to review such report pursuant to USTA NorCal Bylaw III.D.

11. Treasurer's Report

Ms. DeSchane directed the Board's attention to the financial statements distributed with the meeting packet on 03/19/24.

- The cash/cash equivalents balance as of 01/31/24 was \$4,706,433 versus 12/31/23 balance of \$4,660,394.
- Net income for the month of January 2024 was \$53,173 versus the December 2023 net income of \$310,031.
- The income statement for January 2024 plus the return on yield Forecast was -\$146,231 versus December year to date net income of \$495,342.
- NorCal is still awaiting receipt of the Employee Retention Credit from calendar years 2020 and 2021.
- We continue to welcome and encourage opportunities to invest in section programming in order to continue our mission to promote and develop the growth of tennis in Northern California.

Ms. DeSchane reported that NorCal has a \$150K CD that represents funds originally raised by The Junior Tennis Council when it was a 501(c)(3). When that legal entity ceased, the funds in its account were put into a CD and denoted as restricted for use related to junior tennis. As the current CD expires in June, she advised the Board to look for an Action Item at the May 15 meeting to transfer the money into a money market account for use related to junior tennis.

Ms. DeSchane also reported that staff brought to her attention this week that the Comerica account has reached a balance of over \$1 million. She is recommending that up to \$300K be moved to the account at Schwab where it will earn interest. A similar funds transfer was made in September 2023.

Following discussion, the following motion was duly made by Ms. DeSchane, seconded by Ms. Norman, and **approved** by a vote of 11 in favor, none opposed, and no abstentions.

RESOLVED: That, effective immediately, the Board move up to \$300,000 from the account at Comerica Bank to the account at Charles Schwab and authorize investment of such amounts in Schwab Treasury Obligations Money Market Fund-Ultra Shares.

12. President's Report

- **Facilities:** President Sloan shared the USTA's Community Tennis facilities strategy: to have one playable court for every 100 players. An evaluation of the location and condition of existing courts is being conducted, along with an assessment of the actual court usage. The USTA is looking to increase the number of playable courts per month to relieve court demand and to add the number of playable court hours per day. These are two factors it is believed are needed to assist in relieving the pressure on demand.

A Parks Pilot has begun that will target 20 parks representing an aggregate of 80 courts. NorCal has been selected as one of the target markets. There will be an evaluation of the number of playable courts without play and the courts in poor condition without play. Other resources such as coaching grants, marketing opportunities, and equipment will be provided. These parks are being asked to commit to more free court hours for coach-led programming, provide the USTA with access to player data, manage a coach-lead program, and to collaborate on different financial models for self-funding.
- **Coaching:** Ongoing talks with the USPTA and PTR continue for the purpose of agreeing on a united strategy for education and certification of tennis coaching professionals.
- **New Mission Statement and Core Values:** The USTA over the past several months, has taken an inward look into who we are and who we aspire to be. This meant inviting stakeholders at all levels of the organization to evaluate the mission statement and core values, to ensure they are a true reflection of what the USTA stands for and the impact they wish to have on sport and society. With the support of the Board of Directors and Section Leadership, USTA is proud to have arrived in a place that they feel captures the heart, soul, and spirit of the important work we all do. The new purpose-driven mission statement is: ***Growing tennis to inspire healthier people and communities everywhere.*** Accompanying the new mission statement is a new set of core values: Community, Inclusion and Wellness.
- **Travel Stipends for Board Meetings:** President Sloan announced that funds are available in the budget for any Director traveling a significant distance for either mileage reimbursement or to cover a hotel stay.

16. 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:

- **2025 Laver Cup:** The Chase Center in San Francisco will be the site for the 2024 Laver Cup on September 19-21. NorCal is currently working with the organization on how we will be incorporated into helping with activations, ticket sales and other related promotion.
- **She Rallies Serve & Sip Summit:** Formerly known as the Women's Summit, planning for the She Rallies Serve & Sip Summit is currently underway, including solicitation of speakers and vendors for the event. The event will cater to diverse interests: sessions to elevate both the mental and physical game; a specialized track for current and aspiring coaches featuring coaching leadership panels; information on PTR-W women's coaching initiatives; and the chance to connect with coaching counterparts from across the section and beyond. The Summit will be held at the Silverado Country Club in Napa, CA on May 18-19.
- **2024 Hall of Fame Induction Ceremony:** The 2024 inductees have been announced: Cathie Anderson, Joel Drucker, Matt Lucena, Jim McClennan (posthumous induction), Carl Mendoza, and Linda Siegel. The induction ceremony will be held on September 27 at Round Hill Country Club.
- **DePuy Synthes Sponsorship:** USTA NorCal is one of six Sections selected as recipients of a national partnership facilitated by USTA from DePuy Synthes, the orthopedics subsidiary of Johnson & Johnson. Their goal for the partnership is to increase awareness about Osteoarthritis of the Knee (OA), including diagnosis of OA, slowing progression of OA, and the management and treatment of OA, including non-surgical and surgical options. NorCal will receive payment of \$20,000 and DePuy Synthes will have a booth at our 40 & Over Sectional Championship events held on May 31 - June 2.
- **USTA National Awards:** Applications for the following national USTA awards for which NorCal can submit nominations are now open:
Outstanding Facility (The Goldman Tennis Center was the 2023 recipient of this award)
Barbara Williams Service Award (Chrissie Costamagna was the 2023 recipient of this award)
Bill Talbert Junior Sportsmanship (Dylan Tsoi was a 2023 recipient of this award)

Family of the Year

Member Organization of the Year

Outstanding Facility nominations are now open and are due by May 31. Nominations for all other awards open on May 7 and are due June 28.

- Project Play Aspen Institute Study: A new study released by the Aspen Institute highlights the benefits that would result from youth (ages 6-17) sports participation to grow from 50.7% to the targeted goal of 63.3% by 2030. They include 1.7 million fewer overweight/obesity cases, 59.7 million fewer cases of cancer, 1.8 million more quality years of life, and \$80 billion in medical cost savings and increased productivity.
- Growth Catalyst Fund Hires Update: NorCal's new hire for the Officiating position will begin April 14, and is in the process of hiring for the Advocacy position. Both positions were created as a result of NorCal's Growth Catalyst Fund Grants.

Ms. Verhoeven asked the Directors to review her written report for other important information, including important events happening during the next several months. Following a brief discussion about the program statistics, the Board requested that the data include the numbers for 2019 so that a comparison to a pre-COVID year was available.

17. Delegate's Report

Mr. Scalese reported that much of the information covered in the USTA Delegates Committee meeting is duplicative of what has already been reported out by the President and Executive Director. He added:

- The USTA has just reached a milestone of 1 million unique Adult League players in a year; and
- While Tennis on Campus may still "feel" like a newer USTA program, it is entering its 10th year and there are opportunities for incentivizing growth, such as the USTA providing balls and subsidizing team travel.

18. Adjournment

Prior to adjourning, members shared the following:

- Ms. Norman congratulated President Sloan on her election by her fellow Section Presidents to chair the USTA Presidents Committee.
- Mr. Pasqua reported out on the first officials webinar conducted as a result of the joint NorCal-SoCal effort to grow the number of officials in California to approximately 400 by the end of 2025. The first webinar was spearheaded by NorCal and included education on the purpose of the grant and dual-Section project, and presentations of the tournament director perspective on what makes a good relationship between tournaments and officials, to betterment of the overall customer experience.

Following the announcement that the next meeting will be on May 15, 2024, and with no objection, the meeting was adjourned at 8:51 pm.

Respectfully submitted,
Andrea Norman, Secretary



This document contains all committee recommendations made (or not included) since the previous board meeting on February 21, 2024.

Adult Leagues Committee

- 1. **Adult 40 League NorCal Rule Changes.** This resolution was approved at a meeting held on February 26, 2024 by a vote of 5 in favor, none opposed, no abstentions.

RESOLVED: That effective immediately, the (NorCal LLAR) Minimum Number of Team Members Required at NorCal Championships chart be amended as follows (underlined language is proposed addition):

MINIMUM NUMBER OF TEAM MEMBERS REQUIRED AT NORCAL CHAMPIONSHIPS			
DIVISION	AGE GROUP	MINIMUM NUMBER AT ALL CHAMPIONSHIPS	MINIMUM NUMBER WITH APPROVED WAIVER AT ALL CHAMPIONSHIPS
ADULT	18 & Over 5.5+, All Daytime Levels	5	3
	40 & Over 2.5, All Daytime Levels		
	<u>40 & Over</u> <u>3.0,3.5,4.0,4.5</u>	<u>2</u>	<u>3</u>
	65 & Over	6	4
	70 & Over		
	Combo Doubles		
MIXED	55 & Over		

RESOLVED FURTHER: That effective immediately, the (NorCal LLAR) Allowable Defaults At NorCal Championships chart be amended as follows (underlined language is proposed addition):

ALLOWABLE DEFAULTS AT NORCAL CHAMPIONSHIPS				
DIVISION	AGE GROUP	MINIMUM NUMBER OF ELIGIBLE PLAYERS REQUIRED TO BE AVAILABLE PER MATCH	MAXIMUM NUMBER OF POSITIONS THAT CAN BE DEFAULTED	REQUIRED POSITION(S) AND ORDER OF MATCH DEFAULTS
ADULT	18 & Over 5.5+, All Daytime Levels	3	1	No. 1 Singles Or No. 2 Doubles
	40 & Over 2.5 Women, All Daytime Levels			
	<u>40 & Over</u> <u>3.0,3.5,4.0,4.5</u>	<u>3</u>	<u>2</u>	<u>Defaulting One Line</u> <u>No. 1 Singles or No. 3 Doubles only</u> <u>Defaulting Two Lines</u> <u>No. 1 Singles & No.3 Doubles</u> OR <u>No. 3 Doubles & No. 2 Doubles</u>
	40 & Over 5.0+	4 players who are eligible to combine and compete	1	No. 3 Doubles
	65 & Over			
Combo Doubles				
MIXED	55 & Over			

Rationale: The proposed addition is to give more clarification on the minimum number of players needed at Playoffs and Sectionals as well as the minimum number of players needed to be available per match before a total team default would be taken. Like National, some procedural items have historically been listed in the NorCal FAQs so that the rules document is not as long. And the NorCal FAQs state that the failure to play at least two individual matches in a 4-line league would result in a total team default which is the way NorCal would still be operating with these proposed rule additions. The proposed additions are to give more clarification on the minimum number of players needed at Playoffs and Sectionals and the minimum number of players needed to be available per match before it would be a total team default.