

**Minutes of the USTA NorCal Board of Directors
Wednesday, September 18, 2024
Offices of USTA NorCal - Alameda, CA**

Directors Present: Leslie Airola-Murveit, Andrea Barnes, Christine Costamagna (Vice President/President Elect), Nancy DeSchane (Treasurer), Martha Ehrenfeld, Jack Hesotian, Andrea Norman (Secretary), Michelle Nicholson, Craig Pasqua, Jason Scalese (Delegate), Caroline Sheu, Pam Sloan (President), Scott Winn

Directors Absent: Shaun Chaudhuri*, Larry Olmstead, David Panconi*, Keith Wheeler (Parliamentarian)*
*Directors present by video conference, but who are not officially in attendance at the meeting for voting purposes.

Advisory Directors Present: Suzy Cossette

Legal Counsel Present: Jonathan Madison

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

1. Call to Order

President Sloan called the meeting to order at 6:33 pm and roll call was conducted. She then asked Ms. Costamagna 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. President Sloan requested that a discussion of the national slates for the USTA Board of Directors and Nominating Committee be added after the Closed Session. There being no opposition, the agenda was announced approved as corrected.

3. Approval of Minutes

The Board considered approval of the minutes of the meeting held August 21, 2024. Following discussion, the following motion was duly made by Ms. Norman, seconded by Ms. Costamagna, and **approved** by a vote of 12 in favor, none opposed, and no abstentions.

RESOLVED: That the minutes of the meeting of the USTA NorCal Board of Directors held August 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 Tournament Sanctions. The following sanctions were **approved** following a motion duly made by Mr. Winn and seconded by Ms. Sheu. The vote was 12 in favor, none opposed and no abstentions.

Adult Tournament Sanctions								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
November 1	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
November 8	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
November 15	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
November 22	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
November 29	Level 7	NTRP 18+ 3.0, 3.5, 4.0	MD, WD	Bay Club South San Francisco	Jason Thomas	Daly City	10	16
December 1	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8

Adult Tournament Sanctions								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
December 6	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
December 8	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
December 13	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
December 20	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
December 22	Level 7	NTRP 18+ 2.5 - 5.0	MS, MD, WS, WD,	Bay Area Wheelchair Tennis Association	RL Scott	San Jose	7	8
December 29	Level 7	NTRP 18+ 3.0, 3.5, 4.0	MD, WD,	Bay Club South San Francisco	Jason Thomas	Daly City	10	16

Junior Tournament Sanctions								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
October 13	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
October 16-17	Level 6	BG12-18	Singles	La Madrona Athletic Club	Ian Chadwell	Santa Cruz	7	8
October 20	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
October 26	Level 7	BG12-16	Singles	La Madrona Athletic Club	Ian Chadwell	Santa Cruz	7	8
November 3	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
November 9	Level 7	BG12-14	Singles	Bay Club South SF	Steven Gilliam	Daly City	10	8
November 9	Level 7	BG12-16	Singles	La Madrona Athletic Club	Ian Chadwell	Santa Cruz	7	8
November 10	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
November 16	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
November 16-17	Level 6	BG12-18	Singles	La Madrona Athletic Club	Ian Chadwell	Santa Cruz	7	8
November 30	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
November 30	Level 7	BG14-16	Singles	Bay Club South SF	Steven Gilliam	Daly City	10	8
December 2	Level 7	BG12-18	Singles	Bay Area Wheelchair Tennis Assn.	RL Scott	San Jose	7	8
December 7	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
December 8	Level 7	BG12-18	Singles	Bay Area Wheelchair Tennis Assn.	RL Scott	San Jose	7	8
December 14	Level 7	BG12-16	Singles	Bay Club South SF	Steven Gilliam	Daly City	10	8
December 15	Level 7	BG12-16	Singles	La Madrona Athletic Club	Ian Chadwell	Santa Cruz	7	8
December 21	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
December 22	Level 7	BG12-18	Singles	Bay Area Wheelchair Tennis Assn.	RL Scott	San Jose	7	8
December 28	Level 7	BG12-14	Singles	Cudny Tennis Academy	Enny Cudny	San Jose	5	8
December 28	Level 7	BG14-16	Singles	Bay Club South SF	Steven Gilliam	Daly City	10	8
December 28	Level 7	BG12-14	Singles	Bay Club South SF	Steven Gilliam	Daly City	10	8

Ms. Cossette left the closed session following the tournament sanction 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. USTA Slate for Board of Directors and Nominating Committee. President Sloan reported the USTA has formally given notice of the slates for the USTA Board of Directors and USTA Nominating Committee for the upcoming 2025-6 Term which were submitted by the current USTA Nominating Committee. Pursuant to the USTA Bylaws, Sections with an aggregate vote of not less than 1/3 of the voting membership may submit a petition nominating persons to serve as officers, member of the Board, or at-large Member of the Nominating Committee, except those persons serving as Elite Athletes. If no nominations are made by petition, the Sections will be asked to vote on the slates as presented.

Following discussion, the following motion was duly made by Ms. Barnes, seconded by Ms. Airola-Murveit, and **approved** by a vote of 12 in favor, none opposed, and no abstentions.

RESOLVED: That USTA NorCal supports the election of the non-elite Athletes on the slates for the 2025-26 USTA Board of Directors and USTA Nominating Committee, as announced by the USTA Secretary Treasurer on September 12, 2024, and provided no nominations are made by petition, that USTA NorCal shall vote in favor of the slates on or before November 15, 2024.

- 6. Executive Committee Report.** President Sloan reported that on August 30, 2024, and by unanimous written consent, the Executive Committee approved the following Junior Tournament Sanction. The urgency was due to the last-minute cancelation of this tournament by the original sanction holder, and the need to announce the location and open entries.

Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
September 28-29, October 5-6	Level 3	BG16	Singles	SJVTA Future Stars 2000	Edward Melfort	Manteca	12	74

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

7. 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:

- Consideration of 15 grievances filed with the Adult Leagues Grievance Committee
- Consideration of 73 NTRP Self-Rate appeals filed with the NTRP Self-Rate Appeals Committee
- Consideration of 1 Adult League Medical appeals filed with the Adult Leagues Medical Appeals Committee
- The selection recipients of High School Grants and Community Program 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.

8. New & Returning Organization Members

Mr. Wenger presented the report of 5 returning Organization Members since the last time the Board met on August 21, 2024, so that the Board may fulfill its obligation to review such report pursuant to USTA NorCal Bylaw III.D.

He also noted that as part of an Organization Member audit being done in advance of the record date for the upcoming election of directors, staff is seeing a reduction in the number of courts at many of the Organizations, in most cases due to the change of tennis courts to pickleball courts.

9. Treasurer’s Report

Ms. DeSchane directed the Board’s attention to the financial statements distributed with the meeting packet on September 17, 2024.

- The cash/cash equivalents balance as of July 31, 2024 was \$5,354,994 versus the June 30, 2024 was \$5,308,817.
- Net income for the month of July 2024 was \$130,167 versus the June 2024 balance of \$38,310.
- The income statement for July 2024 Plus ROY Forecast was (\$214,547) versus the June 2024 plus ROY Forecast balance of (\$208,774).
- We continue to welcome and encourage opportunities to invest in section programming to continue our mission to promote and develop the growth of tennis in Northern California

The 2025 Budget draft is complete, and a balanced budget will be presented to the Budget & Finance Committee on September 24 and 25. A number of committee chairs and NorCal Sr. Managers will participate in the budget committee meetings held on these days.

10. President’s Report

- US Open. Over 1 million attended the US Open in 2024, and the event trended ahead of expectations in all categories. Additionally, the USTA will begin a transformation of Arthur Ashe Stadium which will result in more seating and an improved player’s lounge. Cost of the improvements are estimated at \$750M.

- Coaching. Craig Morris, Chief Executive Community Tennis, will oversee the strategic priority of Coaching for the USTA, along with Megan Rose in her newly appointed position of Managing Director Head of Business Development and Operations. Consensus from the recent Coaching Summit emphasized the following as part of the plan for growth:
 - ≈ A focus on play over instruction
 - ≈ Prioritizing the human elements of coaching
 - ≈ Engagement with parents, volunteers, and young coaches
 - ≈ The need to influence and incentivize people running programs
 - ≈ Inclusion of alternative racquet sports
 - ≈ Progressive roll out that will allow the USTA to test as we go
 The role of the Sections will include education delivery, local network building and innovation.
- Section Sentiment Survey. Four key themes emerged from the Survey taken by the Sections in January: Collaboration, Communication, Alignment and Trust. All were the focus of roundtable discussions at meetings held during the US Open in New York.
- Cyber Security. National provides a number of services to the Sections, and NorCal is maximizing its efforts in this area to protect its data. In comparison to other Sections, NorCal is one of approximately five Sections that add additional layers of security beyond what is provided by National.
- NorCal Presentation to the USTA Board of Directors. President Sloan, Mr. Scalse, and Ms. Verhoeven were invited to make a presentation to the USTA Board on our successes and challenges, and to offer suggestions with respect to how the USTA can best help NorCal grow participation, improve retention, increase the number of coaches, and improve/increase the number of courts.
- USTA National Committees. President Sloan encouraged the Directors to apply to serve on a USTA National Committee. The application is now open and is due September 27.

President Sloan encouraged the Directors to review her full report in greater detail, which also included many of the slide decks presented to the USTA leadership in New York.

11. 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:

- Section Connection. Plans are continuing for the 2nd annual Section Connection, NorCal's tennis conference an Annual Meeting. Sessions and speakers are being finalized. National staff attending includes Martin Blackman and Megan Moulton-Levy. A volunteer solicitation email has gone out to Directors, as well as requests for a head count for attendance purposes.
- 2024 USTA NorCal Hall of Fame Induction Luncheon. This year's Hall of Fame ceremony will be held on September 27 at Round Hill Country Club. The inductees are Cathie Anderson, Joel Drucker, Jim McLennan (posthumous), Carl Mendoza, and Linda Siegel.
- Professional Tennis Association Updates.
 - ≈ *USPTA Changed Name to RSPA – Racquet Sports Professionals Association*. The USPTA, which was established nearly a century ago to help promote and embrace professionals in tennis, has changed its name and expanded and refined its mission and goals, to prepare for the next 100 years. The new mission is to "elevate careers in racquet sports with a certified professional on every court, inspiring people in every sport."
 - ≈ *PTR – IA*. PTR has introduced the first-ever AI-powered platform, powered by TrekAI, specifically designed for tennis coaches. This tool has the capacity to change the way a person coaches, as well as manage and grow a coach's business.
- Growth Catalyst Fund. Ms. Verhoeven reported she is working on a Growth Catalyst Fund bid that relates to developing a partnership to access existing courts, which will include resurfacing of those courts, as well as would give NorCal access to create programming on these courts.
- Operations & Strategy. There remains an open position for an Adult Leagues Coordinator. Interviews have begun with the intent to have the position filled before the end of September.

Ms. Verhoeven asked the Directors to review her written report for other important information, including important events happening during the next several months.

12. Delegate's Report

Mr. Scalese reported that the information presented by the President and Executive Director was the same or similar to that presented to the Delegates in New York. He expressed his optimism that NorCal, with the new leadership transition, will continue our presence at and positive influence with the national level.

13. Adjournment

Following the announcement that the next meeting will be on Wednesday, October 16, 2024. With no objection, the meeting was adjourned at 8:43 pm.

Respectfully submitted,
Andrea Norman, Secretary