

MINUTES

COMMITTEE MEMBERS	Mark Fairchild (Chair), Stephanie Savides, Gregory Hayes Wendell Pierce & Steve Cornel
ABSENT	Andie Mouzes
NORCAL STAFF	Cherryl Silva & Alison Vidal
GUESTS	Kevin Craig & Tammy Peterson
CALL TO ORDER	Mr. Fairchild called the meeting to order at 7:15pm.

Welcome, Roll Call, and Chair update

	Mr. Fairchild suggested moving monthly meeting to first Monday of each month moving forward to accommodate several members of the committee. Everyone agreed, next meeting scheduled for Monday, March 9 th . Mr. Fairchild updated the group about the success of team tennis at his club and the demand from members to have more team events especially with the absence of Adult League.
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Brain Storming

DISCUSSION	Mr. Craig reported Adult League status with state and counties restrictions. Mr. Craig also reported status of tournaments for both juniors and adults, currently running singles only until further noticed. Mr. Craig informed the group regarding funding for Open Level Tournaments, he plans to propose to the Board to supplement prize money for the open series and have a final tournament/Grand Prix for a \$10K prize money. Mr. Craig has been in contact with clubs and will reach out to other facilities.
MOTION	SECONDED
n/a	n/a

Discussion: 2021 ATC Goals

DISCUSSION	Increase Open, Age & Team tournaments in 2021. Also, maintain the NTRP and Family events. To continue discussions and suggestions via email and report strategy next meeting
MOTION	SECONDED
n/a	n/a

Staff Update: Focus Group, Facility Outreach,

REPORT	A. Focus Groups: Cherryl & Alison reported strategy behind the focus group. USTA NorCal Definition/Intent: Using our NORCAL Adult Participants to help us gauge insight into our products and how we can service all audiences in the Adult space better in 2021. From customer service, event experience to our overall product base.
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USTA Northern California

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	<p>2 Sample Focus Groups:</p> <ul style="list-style-type: none">• NorCal Adult League Players• NorCal Adult Tournament Players <p>B. Facility Outreach: Cherryl & Alison reported to the committee of staff reaching out to member organizations/providers regarding status of play, over 60% of facilities are still not open for any events nor able to bring quest into the clubs.</p> <p>C. Tournament Schedule: Feb & Mar Adult Tournament, a total of 14 applications for February & March, mostly 1-Day Adult, Level 7.</p> <p>D. Rankings Question: Cherryl notified committee regarding the National ranking alignment, moving forward National will maintain and manage rankings. Currently ranking table is not yet ready and scheduled to be released mid-May.</p>

Action items:

ADJOURNMENT	Mr. Fairchild adjourned meeting at 8:36pm