

MINUTES

COMMITTEE MEMBERS	Cheri King (Chair), Mary Bedford, Ken DeHart, Brad Driver, Martha Ehrenfeld, Carl Mendoza, and Vince Owens
ABSENT	Craig Pasqua, and Jenn Lee Smith
NORCAL STAFF	Alison Vial, Charrisha Watkins, Tammy Peterson
GUESTS	None.
CALL TO ORDER	7:02 PM

Welcome, Roll Call, and Approval of Minutes

DISCUSSION	Ms. King called the meeting to order, thanked everyone for attending, and requested a motion to approve the meeting minutes from January 7, 2021.	
MOTION	SECONDED	
Mr. Mendoza made a motion to approve the minutes.	Mr. Owens	

USTA NorCal Diversity & Inclusion Strategic Plan

DISCUSSION	<p>Mrs. Vidal and Ms. Watkins presented the NorCal Diversity & Inclusion Strategic Plan encompassing education, community, integrity, and health & wellness. Ms. Watkins also gave some of the barriers including, cost, special equipment, and access, then spoke of plans for community-focused outreach, Diverse Coach and Officials initiative. Finally, she explained the priorities of creating positive experiences, increasing junior attendance at local-professional events, supporting the court program, junior training players to become court mentors/monitors, and focusing groups on gating what's working and what's not.</p> <p>Mr. Mendoza and Ms. Ehrenfeld recalled past projects, grants, and programs accomplished by the D&I committee and goals of hitting different areas of NorCal.</p> <p>Mr. DeHart asked Mrs. Vidal and Ms. Charrisha how they identify diverse kids to recruit into tennis programs and/or focus groups.</p>	
ACTION ITEM	PERSONS RESPONSIBLE	
Mr. Driver asked for priorities for the short and long term, and to identify groups, we need to get involved so the committee can start to develop ideas, align and focus around them.	Mrs. Vidal and Ms. Charrisha	

Brad Driver featured for Black History Month

DISCUSSION	Ms. King announced that NorCal would feature Brad and the Driver family for Black History Month.	
ADJOURNMENT	7:49 PM	