

NOTE: All resolutions in these minutes were approved by the USTA NorCal Board as of October 18, 2023.

NOTE: These minutes were approved on October 2, 2023.

Christine Costamagna, chair of the Adult Leagues Committee (“ALC” or “Committee”), called the meeting to order at 7:02 pm and roll call was conducted. The meeting was held by Google Meet video conference.

Committee Members Present: Andrea Barnes, Jeff Birkenseer, Christine Costamagna (chair), Michelle Nicholson, Paul Startz

USTA NorCal Staff Present: Michelle Wilson, Sr. Manager, Adult Competition

- 1. 2024 Adult League Budget.** The ALC was first given an overview of the yearly budget process. It was mentioned that the Budget Committee recently met regarding the 2024 draft budget and requested that the Adult League Committee meet, review, discuss and recommend its position with respect to the draft Adult Leagues budget. The Chair noted that she worked with Staff on details around several budget proposals. Two budget proposals were originally presented and a 3rd option was developed. All three options included a 6% participation increase. The Committee felt strongly that there would not be a player fee increase but that there should be a go forward plan to around fee increases which include looking at other sections. The Committee discussed the costs to rent facilities and that efforts should be made the negotiate the best rate and to work with other departments which also need to rent facilities. It was agreed that sectional fees should be raised to address the rising costs. A concern was raised around the increase in the official fees due to quality. A discussion ensued concerning sponsorship opportunities as well as utilizing an e-store for player participation gifts.

Following discussion, the ALC unanimously **RECOMMENDS TO THE BUDGET COMMITTEE** to proceed with the Option C version of the Adult League budget as presented (and incorporated herein as Exhibit A) by a vote of 5 in favor, 0 opposed, and 0 abstentions.

The Option C Budget includes the following:

Has a growth projection at 6%

Keep league fees at \$32 per player

Raise tri-level fees to \$5 per player to \$40 total

Raise Sectionals fees by \$15 per line to \$55 per line

Increase court fees by \$69,200 from 2023

Increase Giveaways budget with the extra revenue from Sectionals/Tri-level fee increases and court cost reduction to bring giveaways back to the original budget request in Option A.

- 2. “League Played Here” Banners.** The Committee also discussed the “League Played Here” banners that have been distributed to facilities. It was mention that captains have been requesting updated ones as the one previously received are getting worn. The banners also evidence a collaboration between NorCal and facilities as well as an easy and inexpensive marketing opportunity for NorCal at the facilities that display the banner. The Committee was made aware that in 2023, there is \$10,000 in the budget for these banners.

The Committee requested that staff present a plan of distributing the banners.

3. **2024 Regulations Update.** It was reported to the ALC that the regulation subcommittee has been meeting with Staff to work on the 2024 rule change proposals to the NorCal Local League Area Regulations. The ALC will be reviewing these regulation proposals at the October 2 ALC meeting.

There being no further business to come before the Committee, the meeting was adjourned at 7:56 pm.