

Minutes of the USTA NorCal Adult Leagues Committee Meeting Monday, July 29, 2024

NOTE: All resolutions in these minutes were approved by the USTA NorCal Board as of August 21, 2024.

NOTE: These minutes were approved on March 31, 2025

Christine Costamagna, Chair of the Adult Leagues Committee (the "Committee"), called the meeting to order at 6:33 pm and roll call was conducted. The meeting was held by Google Meet video conference.

Committee Members Present: Christine Costamagna (chair), Andrea Barnes, Jeff Birkenseer, Carlo Guariento, Marilyn Morrell-Kristal, Michelle Nicholson

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

- 1. Approval of June 24, 2024 Minutes.** The Committee considered for approval the draft minutes of the meeting held on June 24, 2024.

The following motion was then **APPROVED** by a vote of 6 in favor, 0 opposed, and 0 abstentions.

RESOLVED: That the minutes of Adult Leagues Committee meeting held June 24, 2024 be approved as presented.

- 2. Adult League Surveys.** The Committee discussed the current process of sending surveys to get player feedback. Staff shared that surveys have been sent out after the conclusion of each League Sectionals. The ALC requested a summary of the survey results. During discussion, it was suggested to send surveys at the end of each local league as well as at the end of Sectionals. It was also suggested to have a QR code at the Adult League Sectionals Tournament to try to get more players to complete the survey. Other suggestions included polling players regard points per line, if mixed should be straight levels, etc. At the end of the discussion, it was decided that a subcommittee would be formed to help with the surveys.
- 3. 2025 Budget Process.** The Chairman informed the Committee that the 2025 budget process is underway and in preparation for the budget process, NorCal has been researching league fees in other sections to see where NorCal falls in terms of price. She also mentioned that there were a couple of existing programs that need to be reviewed and there is a new program that NorCal is currently working on putting together.
- 4. First League Free.** The ALC reviewed the current First League Free Program that allows players to play in their first NorCal league for free. Staff presented numbers to show its current success. Based on the players who signed up for this promotion in 2023, 68 players played their first league and 55 have continued to play which is an 80% return rate. Some have even played multiple leagues.

After discussion, the following motion was **APPROVED** by a vote of 6 in favor, 0 opposed, and 0 abstentions:

RESOLVED: To extend the First League Free Program through the end of the 2025 season to provide a free registration to any USTA member participating in a USTA NorCal League for the first time.

Rationale: This Program has been in effect since 2023. It allows players to try their first adult league for free. If NorCal gets new players to sign-up, hopefully, they will play more leagues. In terms of success, from the players who signed up for this Program in 2023, 68 players played their first league and 55 have continued to play which is an 80% return rate. Some have even played 4 leagues. There are some factors which may have impacted why some players have only played once, including the lack of local leagues in an area. For 2024, we currently have 104 players who have signed up for Program. It is still a little too early to determine how many may sign up for another as there are many leagues left for 2024. Having this Program in place helps staff to identify the new players and their retention and also helps Staff to be able to know and reach out to those that have only played the one league.

Fiscal Impact

This Program only affects the budget in terms of league revenue being collected (currently \$33 per player) and the \$3.15 Tennislink fee which NorCal pays to roster the player in Tennislink. However, the Program is a good investment because it will hopefully improve retention.

- 5. New Captains Promotion.** The New Captains Promotion was reviewed by the Committee. This promotion provides a new captain and his/her mentor a "USTA NorCal Captain" ¼ zip long sleeve pullover at the end of the season. Staff presented numbers to show its current success. Based on the players who signed up for this promotion in 2023, 53 players signed up for the New Captains Promotion. Of the 53 players that captained their first league, 34 have continued to captain or co-captain which is an 62% return rate.

After discussion, the following motion was **APPROVED** by a vote of 6 in favor, 0 opposed, and 0 abstentions:

RESOLVED: To extend the New Captains Promotion through the end of the 2025 season to provide a new captain and his/her mentor a "USTA NorCal Captain" ¼ zip long sleeve pullover at the end of the season.

Rationale: New captains are needed to help grow adult leagues and this program is a promotional tool to recognize new captains and to enhance their experience. NorCal would recognize the new captains and their mentors with a ¼ zip long sleeve pullover at the end of the season. In terms of success, below are the 2023 participation statistics. 54 players signed up for the Captain Promotion. Of the 54 players that captained their first league, 34 have continued to captain or co-captain which is an 62% return rate.

Fiscal Impact

\$4,000 to the budget. The budget impact would be approximately \$30 per new captain/mentor receiving a ¼ zip pullover. The \$30 covers the shirt and shipping cost. Staff is anticipating at between 50 to 75 new captains during 2025. Should more budget be needed, the Adult Leagues Committee will submit another action item.

- 6. New Facility Promotion.** The Committee was informed that Staff is working on a New Organization promotion to encourage facilities that are not currently hosting Adult Leagues to try to host. A proposed promotion will be shared with the Committee when it is ready for review.
- 7. Adult Competition Awards Debrief.** The ALC discussed the Adult Competition Awards event that occurred on May 5, 2024. The Committee members who attended the event shared successes as well as what could be improved. Overall, they felt that the event went well. Areas of feedback include:
- A. To give more notice leading up to the event so that players have more time to plan.
 - B. Do more promotions to get more players excited about the event.
 - C. Have a shorter cocktail hour
 - D. Change the order of presenting the awards
 - E. Reevaluate the awards being awarded
 - F. Have more activities
 - G. Participants gifts were discussed
 - H. Suggested time frame of late February or end of March

At the end of the discussion, it was decided that a subcommittee, including members of the Adult Tournament Committee, would be formed to help with the Adult Competition Awards event planning.

- 8. Annual ALC Calendar.** It was mentioned that staff is Still working on annual Committee calendar for the Committee so they can track what needs to be reviewed throughout the year.
- 9. Volunteer Recruitment.** The Committee discussed the need for volunteers especially to help at the Adult League events. It was mentioned that a sub-committee would be formed to help with volunteer recruitment.
- 10. Boundary Project.** It was mentioned to the Committee that a subcommittee would be formed to help with the Boundary Project. The subcommittee would review areas of concern for 2024 and do a full boundary review in 2025. It was mentioned that Staff would help get the information regarding the facilities and locations for the subcommittee to review.
- 11. Staff Report.** Staff informed the ALC of the participation number as of June 30, 2024. It was noted that at that time based on year-to-date numbers, team counts were up by 3%, registration up by 6% and unique up by 2%. It was also reported that Flex League numbers are up and that NorCal has already surpassed the number of Flex League entries received in 2023. In 2023, NorCal received 718 total entries. As of July 29, NorCal has received 837 players for Flex League in 2024 with one season left to be run for the year. It was also mentioned that Staff hosted a town hall in the Central Valley and plans to host another town hall in September to try to increase awareness of NorCal offerings and Adult League offerings in an effort to try to grow participation.

12. Items Approved by Written Consent. It was also noted that the following two items that were approved by the Committee by unanimous written consent was included in the consent calendar reviewed at the July Board meeting.

- Alternative Format Options for Lower Participating Leagues
- Adult 65 9.0 Team Waivers Request to attend the Adult 65 National Invitational in 2025

There being no further matters to come before the Committee, the meeting was adjourned at 7:46 pm.