

Minutes of the USTA NorCal Adult Leagues Committee Meeting Monday, September 29, 2025

NOTE: *All minutes are final after approval by the committee and all approved resolutions are subject to final approval by the USTA NorCal Board.*

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Andrea Barnes, chair of the Adult Leagues Committee ("ALC" or "Committee"), called the meeting to order at 6:31 pm and roll call was conducted. The meeting was held by Google Meet video conference.

Committee Members Present: Leslie Airola-Murveit, Andrea Barnes (chair), Jennifer Holmes, Damon Levy, Marilyn Morrell-Kristal, Tuesdai Powers, Paul Startz

USTA NorCal Staff Present: Michelle Wilson

- 1. Approval of August 4, 2025 Minutes.** The Committee considered for approval the draft minutes of the meeting held on August 4, 2025.

The following motion was then **APPROVED** by a vote of 5 in favor, 0 opposed, and 2 abstentions (Airola-Murveit, Powers)

RESOLVED: That the minutes of Adult Leagues Committee meeting held August 4, 2025 be approved as presented.

- 2. Approval of August 18, 2025 Minutes.** The Committee considered for approval the draft minutes of the meeting held on August 18, 2025.

The following motion was then **APPROVED** by a vote of 5 in favor, 0 opposed, and 2 abstentions (Holmes, Startz)

RESOLVED: That the minutes of Adult Leagues Committee meeting held August 18, 2025 be approved as presented.

- 3. 2026 Adult Competition Awards - Saturday, February 28.** Staff informed the ALC that the 2026 Adult Competition Awards will be Saturday, February 28 at the Palm Event Center.

- 4. Adjustment to 2026 Mixed 40 Playoff Dates.** Staff explained to the ALC that when the 2026 Adult League Calendar was initially presented, a week was skipped for Adult 40 Playoffs to accommodate Labor Day. However, when building the calendar an oversight was made in that Labor Day is a week earlier in 2026 and the original proposed dates skipped the week before Labor Day.

After discussion, the following motion was **APPROVED** by a vote of 7 in favor, 0 opposed, and 0 abstentions.

RESOLVED: That the 2026 Mixed 40 Playoff dates be amended to August 20-23, August 27-30, September 10-13, 2026

Rationale: The originally approved dates are August 20-23, September 3-6, 10-13, 2026. One week was skipped to accommodate the Labor Day holiday which is actually September 7, 2026. Changing the playoff dates to August 20-23, August 27-30, September 10-13, 2026 will accommodate the Labor Day holiday which was originally intended.

- 5. Addition of Divisions for Combo Daytime League.** The ALC reviewed a proposal to add a Women's 8.5 and Men's 6.5, 7.5, and 8.5 divisions to the Combo Daytime League as divisions offered beginning in 2026.

After discussion, the following motion was **APPROVED** by a vote of 7 in favor, 0 opposed, and 0 abstentions.

RESOLVED: That effective with the 2026 League Championship season, Women's 8.5 and Men's 6.5, 7.5, and 8.5 divisions be added to the Combo Daytime League.

RESOLVED FURTHER: That the following be added to the 2026 NorCal Budget for the addition of the new Combo Daytime League Divisions:

Income:	
Regular Season Registrations: Based on 4 viable teams for each division: estimating 4 teams per division x 4 divisions x 15 players per division s \$33 per player	\$7,920
Sectionals Entry Fees: Based on two teams advancing per division) Estimating 2 teams per division x 4 divisions x \$165 per team	\$1,320
Total Expenses:	\$9,240
Expenses:	
Player Gifts (2 teams x 4 divisions x 15 players x \$150 per team)	\$1,200
Captain's Gift (2 teams x 4 divisions s 2 captains x \$150 per team)	\$384
Court Fees	\$900
Umpire Fees (\$250/day)	\$750
Awards: 4 teams x \$585 per team	\$2,340
Total Expenses:	\$5,574
Net Income:	\$3,666

Rationale: Before 2025 only Men's 5.5 and Women's 5.5, 6.5, and 7.5 divisions were offered for the Combo Daytime League. In 2025 the Women's 8.5 and Men's 6.5, 7.5, and 8.5 divisions were added as a pilot and a Women's 8.5 league was formed with seven teams registered. There was some interest in the other divisions, but from not enough teams to have a league in 2025. Adding these divisions later in the year may have contributed to not having enough teams for the other divisions.

Adding more divisions where players have shown interest promotes play and aligns with the 35X35 goal by adding more opportunities for players to play during the day.

This Action Item was provided to the Budget & Finance Committee for review.

- 6. Flex League Promotions.** The Committee discussed the current state of Flex Leagues in 2025. Flex League revenue numbers from 2015 to 2021 were reviewed. At the time of the meeting staff did not have revenue numbers for 2022 -2024 as they would need to get that information from Scala. Staff did discuss that it was projected that NorCal could earn \$30,000 in revenue for Flex Leagues in 2025 which would be better than what was earned in since before 2015. Staff also noted that since NorCal has partnered with Scala to host Flex Leagues, the participation numbers have increased. During the discussion, staff presented a 20% Early Bird Discount which is currently in place, a 50% Activation Discount, and a 20% Bring a Friend Discount.

After discussion, the following motion was **APPROVED** by a vote of 7 in favor, 0 opposed, and 0 abstentions.

RESOLVED: That the following Early Bird Flex League Promotion, which is reflected in the budget for 2026, be continued in 2026:

"Early Bird" Promo codes – **20% discount** – offered by Scala to past Flex players, and more broadly by NorCal via social media, newsletters, banner ads – to encourage early signups filling flights and make seasons viable, expires at least a week before the end of registration.

RESOLVED FURHTER: That the following new Flex League Activation and Bring-a-Friend Promotions be started in 2026, both of which represent a net income to NorCal if successful.:

"Activation" Discount: Scala reaches out to players who have downloaded the app and created a profile, but have never joined a Flex league, offering them a code for **50% off**, sent 5 days before the season starts. Scala says this has worked well in other areas, getting players to join this (and future!) seasons who would not have joined otherwise. We assume this would be a small, but interested audience. According to Scala, about 50% of players download the app but never join. Since NorCal leagues are so successful, the ratio is better at 36%. In NorCal, about 3,000 players have the app, and 1,100 of them haven't joined a league.

Because it's difficult to re-engage players once they've seen the app and decided not to join, this discount proves very worthwhile – especially since these 'lost' players then join future seasons without a discount.

“Bring-a-Friend” Discount: **20% off for the friend** on their first season, and **20% off for the referrer** on their next season. This not only rewards loyal players and makes them come back, but also expands your player base through trusted recommendations reaching players outside of the USTA network.

Rationale, Including Fiscal Impact: Having the “Early Bird” discount, encourages players to register early to get a better price. Scala, NorCal, and other players will see the registered players in each area as players register. This is a program that NorCal has already been doing with Scala.

Having the “Activation” discount is similar to “First League Free” for Adult Leagues. This promotion is meant to target those who have created a Scala account but may be on the fence about trying the product. Giving them a 50% discount may encourage a player to try the Flex League and hopefully they will enjoy it so much that they will continue playing in future seasons. A notification about this promotion would only be sent by Scala to the players that created an account but have not tried Flex Leagues 5 days before entries close. Any persons taking advantage of this discount represents a growth in revenue of \$3.50 per player.

“Bring-a-Friend” discount is rewarding players for helping to bring new players in and also gives the new players a discount. Any persons taking advantage of this discount represents a net increase in revenue of \$6 to NorCal (this amount represents the additional revenue coming from the new “Friend” net of the discount to the “Friend” that brought the new player) in.

Scala will track and maintain all discounts in its system. Scala currently administers the running of the Flex League through their app. NorCal helps to promote the Flex League, helps with flighting and sends prizes out to the winners at the end of each season.

This Action Item has been provided to the Budget & Finance Committee for review.

Summary of Growth in Flex Leagues Over Time

The Flex League Program has grown in 2025. In 2024, NorCal ended the year with 1,442 registrations. As of July 22, 2025, the year-to-date number for Flex Leagues is 1,544. Players for the Fall season are in the midst of registering; conservatively, that could be another 450-600 registrations, putting Flex at about 2,100 registrations by year-end 2025.

On September 16, Scala Sports confirmed that NorCal has earned a total of \$21,531 (after the Scala fee has been taken out) for the Winter, Spring and Summer Flex Leagues. They are also anticipating that NorCal will earn around \$10,000 for the Fall Season which will put us around \$30,000 earned for the 2025 year.

This is the most revenue that NorCal has received for Flex Leagues since before 2015. Following are the total revenue numbers recorded from 2015 to 2020:

Year	Total Revenue
2021	\$0
2020	\$8,315
2019	\$11,765
2018	\$20,825
2017	\$21,285
2016	\$22,655
2015	\$26,605

Currently the only Flex League Expense is \$4000 (\$1000 each quarter) for champion prizes. Flex League is currently making a profit after the expenses.

7. Mixed 65 & Over Team Event Pilot. The proposal for a Mixed 65 & Over Team event was reviewed by the ALC. It was explained that having a Mixed 65 & Over team event provided another opportunity for players 65

and over to play. Staff also explained that they are starting out with a team 2-day team event as opposed to a 10 match/10 week season to build interest in this division before going to a full league.

After discussion, the following motion was **APPROVED** by a vote of 7 in favor, 0 opposed, and 0 abstentions.

RESOLVED: That effective 2026, the Mixed 65 & Over Team Event Pilot be approved as follows:

Dates: TBD with a strong possibility of July 25-26, as it doesn't conflict with Adult 65+ or 70+.

Divisions: 6.0/7.0/8.0

Team Match Format: 3 doubles matches

Divisions & Lowest Rating Permitted*:

- NTRP Combined Levels: 6.0; Lowest Rating Allowed: 2.5
- NTRP Combined Levels: 7.0; Lowest Rating Allowed: 3.0
- NTRP Combined Levels: 8.0; Lowest Rating Allowed: 3.5

* *NorCal may consider 9.0 teams. Lowest ratings: 4.0*

Participation Fee: \$40/player; entry fee is waived for primary captains

Competition: Each team will play at least 3 matches (two on Saturday and one or two on Sunday). When there are two flights in a division, a 2-team final will be played on Sunday. Players may play in only one division.

RESOLVED FURTHER: That the following be added to the 2026 NorCal Budget for the Mixed 65 & Over Team Event Pilot as follows:

Income: Represents net income per player for 48 players per division (144 players). \$40 per player gross; approx. \$33 net after fees.	\$4,752
Expenses:	
Player Gift \$10 each x 144 players	\$1,440
Captain's Gift	\$144
Court Fees	\$1,800
Umpire Fees (\$250/day)	\$750
Misc. Event Expenses (snacks)	\$500
Meals	\$780
Awards (\$12 per award x 15 players per team x 6 teams (includes 1st and 2nd place) <i>Note that 15 is the maximum anticipated expense if teams have more than 12 players.</i>	\$1,080
Balls (from current inventory)	\$0
Total Expenses:	\$6,494
Net Expense:	\$1,742

Rationale: Having a Mixed 65 team event will give the 65 and over players another opportunity to play a team event. This might also help grow participation within the 65+ age group as this is only a two-day event which is different from a regular 10 match/10 week season league. Having this pilot would help us to determine how much interest there is in having a Mixed League for the 65+ age group.

This Action Item was provided to the Budget & Finance Committee for review.

8. Adult 65 Men's 9.0 Division waiver to attend the 2025 Adult League National Invitationals. The Committee reviewed a waiver to compete at the Adult 65 National Invitational in the Men's 9.0 Division

After discussion, the following motion was **APPROVED** by a vote of 7 in favor, 0 opposed, and 0 abstentions.

RESOLVED: That the waiver request submitted for the MCINNIS PK 65AM9.0A team to compete at the 2025 Adult 65 & Over National Invitational in the Men's 9.0 division be approved.

Rationale:

The captain that applied for the waiver is the only captain to register a team for the Men's 9.0 division for the NorCal 2025 Adult 65 League. Because there was only one team registered, the division could not be played. National allows a Section to submit a waiver for a 9.0 team to participate in the USTA League 65 & Over National Invitational who were not able to participate in local league or sectional play.

- 9. 2026 Tri-Level Dates.** Staff gave the ALC and update and informed them that staff is working on finalizing the Tri-Level Dates.
- 10. 2026 Local Area Coordinator Recruiting Incentive.** The current Local Area Coordinator Recruiting Incentive and the proposal to extend the program was discussed.

After discussion, the following motion was **APPROVED** by a vote of 7 in favor, 0 opposed, and 0 abstentions.

RESOLVED: That, the Local Area Coordinator (LAC) Recruiting Incentive Program that awards \$10.00 to an LAC for each New Player recruited for an Adult League be extended through the end of 2026 subject to the details set forth below:

New Player Definition: A New Player is defined as a person that:

- Has never played an Adult League, or
- Has not played a USTA NorCal Adult League in 4 years.

Maximum Payment: The Recruiting Incentive is capped 20 players per year (a maximum of \$200 payment per LAC).

Requirements to Receive Payment:

- New Player must complete a form listing the LAC who encouraged and helped them to play in their first USTA NorCal Adult League.
- New Player must have played at least one match in their first league.

Duration of the Program: The LAC Recruiting Incentive Program will be extended through the end of 2026. The Program will be reviewed annually to determine success and continuation in future years.

Incentive Payment Schedule: LACs will be compensated once a quarter in April, July, October, January.

RESOLVED FURTHER: That an additional \$3,400 be added to the 2026 NorCal Budget for LAC Recruiting Incentive Program.

Rationale: Having an incentive program for the LACs could help grow participation and incentivize LACs to help recruit new players. There is currently a first league free incentive for new players. These two promotions complement each other as it would reward LACs who find new players and give the new player their first league free. The first league free program has seen an increase in new players playing more leagues.

The budget request was calculated based on participation of up to 17 LACs recruiting 20 new players per year.

This proposal was submitted to the Budget & Finance Committee for review.

Financial Impact: Addition of \$3,400 to the Budget for 2026.

- 11. 2025 USTA League National Captain of the Year Award.** The Committee discussed the 2025 USTA League National Captain of the Year Award and the December 31 deadline for the Section to nominate one NorCal player for this award.

During discussion an Adult League Awards sub-committee of Andrea Barnes, Jennifer Holmes, and Tuesday Powers was formed to review the Captain of the Year Awards nominations other Adult League Award recipients.

- 12. 2025 Adult League Player Survey.** The Committee was updated that the Player Survey sub-committee comprised of Damon Levy, Marilyn Morrell-Kristal and Paul Startz will be meeting soon to work on the 2025 Adult League Player Survey.

- 13. Adult Competition Offerings for 5.0 and 5.5 Players.** The Committee discussed creating more direct ways for 5.0 and 5.5 players to easily see all play opportunities for their levels so they can more easily see that there are play opportunities for this level and hopefully participate.

There being no further issues or discussion to come before the Committee, the meeting was adjourned at 7:54 pm.