

Michelle Nicholson, Chair of the Marketing Committee, called the meeting to order at 5:55 p.m. once a quorum roll call was conducted. The meeting was held via Google Meet video conference.

**Committee Members Present:** Michelle Nicholson (Chair), David Hopkins, Nancy Moya, Caroline Sheu, Scott Winn

**USTA NorCal Staff Present:** Becca Bauer (Sr. Manager, Marketing)

**Invited Guests:** N/A

1. **Approval of Minutes:** The committee considered approval of the minutes for the December 11, 2023 meeting.

The following motion was duly made by Scott Winn seconded by Michelle Nicholson, and approved by a vote of five all in favor, none opposed and three absent from the meeting.

**Resolved:** That the minutes of the Marketing Committee meeting held on December 11, 2023, be approved as presented.

2. **Chair Report:** The chair confirmed the new meeting time of 5:30 pm works for everyone on the committee.

3. **Staff Report:** Becca Bauer gave a brief overview of the data presented in the Executive Director's report on the performance of NorCal competition programs. There was also a quick review of the monthly marketing metrics. Becca Bauer gave a general update on the marketing department including a review of the Junior Awards Party in January as well as a general plan to do campaigns around the 2024 heritage months.

#### 4.. **Old Business:**

**Website:** USTA NorCal gave an update that the website proposal and vendor were approved. There was a brief discussion on the next steps to kick this project off, including the creation of initial content for the website for the vendor to use for the design component. Members Nancy Moya and Scott Winn offered to review or help write content as needed. USTA NorCal will share any design templates as available.

**Sponsorship Package:** USTA NorCal reminded the committee that committee member Maria Greenwood is working on a sponsorship package for USTA NorCal but it has received several requests in the meantime including Weil Tennis Academy summer camps for juniors. USTA NorCal staff will work with Chair Michelle Nicholson and member Maria Greenwood to handle the one-off request. USTA NorCal also shared that there was a Japanese sports drink, Pocari, that is interested in expanding its West Coast exposure and is interested in partnering with USTA NorCal to pass drinks at USTA NorCal events at no cost. The committee saw this opportunity as a benefit and agreed to pursue this opportunity.

#### 5.. **New Business:**

**Section Connection:** USTA NorCal gave an update on the dates for the 2024 Section Connection and shared an update on initial planning and a call for sponsorships and vendors to support the event.

**Officials Grant:** USTA NorCal gave an update on an officials growth catalyst grant fund it received in partnership with USTA Southern California to focus efforts on recruiting new officials and creating retention strategies for current officials. Becca Bauer gave a general overview of the goals outlined within the grant and an update on the hiring process for a dedicated staff person for officials recruiting as outlined in the grants.

There being no further issues or discussion to come before the Committee, the meeting was adjourned at 6:17 p.m.