

USTA NorCal Adult League Committee Meeting

Minutes

February 12, 2014

NOTE: all minutes are final after approval by the committee and all committee decisions are subject to final approval by the NorCal Board of Directors.

I. Call to Order: 6:40 p.m.

Members present: Dale Russell, Chair, Bill Hansen, Larry Olmstead, Leslie Johnson, Reno Davenport and Stacy Kaufman.

On Call: Wendy Chow, Dinna Eisenhart and Cheryl Messenger

Guests: Jeff Shin, John Chin, Lisa Liang

Staff present: Anna Elefant, Helen Bae, DeDee Winfield, Alison Vidal and Terri DiChito.

II. Approval of Minutes: Motion was moved and seconded to approve the minutes of January 15, 2014.

III. Old Business:

- a. **Night on the Court Report:** Stacey reported that the first Night on the Court event was held on January 17th at Evergreen Community College. 14 Players attended and the first thing learned was not to begin as early. Because we had 6 courts available, all players were able to play continuously, with breaks for pizza and socializing. Format was simple with timed quarters and mixing of partners. Next event will be held in March and then again in July. Flyers were shared and promotion of events will be by email and social media. Targeting 18-35 year old players will continue.
- b. **Subcommittee Assignments and tasks:** see attachments for assignments as well as the tasks for each group. Dale also shared his ideas for developing a strategic plan for League Growth. Part of what Dale hopes to accomplish is making sure we educate our players about leagues and explain how their league fees help with the expansion of programs.

IV. New Business:

- a. **Marketing:** Terri DiChito, NorCal's new marketing manager shared her thoughts about marketing and what she hopes to accomplish. While only being at NorCal for one month, she is hoping to help focus efforts on growing all programs from juniors through adults. She would like to reach out to tennis players not engaged or connected with USTA. She will be looking to increase retention of members as well as helping members see more value with their membership. She will be coordinating all marketing collateral as well as communication including website and the use of social media. National will be changing the templates used for our landing pages again. She looks forward to working with the league department and hearing suggestions from committee members.
- b. **Tennis Service Representatives:** Alison Vidal, manager of the TSRs, shared what the field staff will be doing in the coming year to help increase more entry level players as well as working with league staff to bring pilot programs to areas not currently participating in our national and local league seasons. The One Day Entry Level Tournament projects along with Adult Play Days were discussed. Alison shared that the field staff are our sales force out in the field and that they share the benefits of our programs with our tennis partners. Alison is on a National Adult Task Force also looking at ways to engage more adults in team and non-traditional league programs. She will continue to share what the task force discusses. The connection between USTA programming and Pros out in the field was also discussed and the hope would be that more communication would happen. Methods for getting messages out were briefly discussed.
- c. **Adult Tennis Specialist:** DeDee Winfield and Helen Bay, both league staff, reported on the various pilot league opportunities for NorCal players. While DeDee has been working to develop opportunities for younger players and corporate team play, Helen has worked with a variety of pilot opportunities in the North Bay as well as helping TSRs with some entry level day time leagues. Helen and DeDee work together to help new players engage with tennis opportunities with the Flex program as well. Currently we have 5 One Day Entry Level tournaments as well as 3 Adult Play Days scheduled for this spring.

V. **Chairs Report:** Dale reminded the committee that both he, Anna and Steve would be attending a National League meeting at the end of the month. He also emphasized his hope for more branding opportunities, both at the local level and national level for league merchandize.

VI. **Staff Report:** Anna shared league numbers and reminded members to let Lynn know if they were available for volunteering at championship events. More volunteers and staff will be needed as the number of sites used for each event continues to grow. The ACES luncheon will be held on Feb. 23rd, in Livermore. Anna also shared that she has submitted her retirement notice and that a job announcement has been posted. She will keep the committee informed about the progress of the search.

VII. **Around the Room:** One issue was raised concerning charging teams fees for attending championships. It was again requested that more communication about this issue be shared with captains and members.

VIII. **Adjournment: 8:50 p.m.**

Submitted by: Anna Elefant, Staff

Attachments:

2014 subcommittees and assigned members:

Budget Subcommittee

Leslie Johnson—Chair
Mike Dickey
Cheryl Messinger
Stacey Kaufman
Dale Russell
Staff Liaison: Anna Elefant; Lynn Losande

Survey Subcommittee

Larry Olmstead--Chair
Dinna Eisenhart
Bill Hansen
Mike Dickey
Elaine Sullivan-Digre
Staff Liaison: Tony Ng

Calendar Subcommittee

Dale Russell—Chair
Bill Hansen
Larry Olmstead
Mike Dickey
Staff Liaison: Anna Elefant; Lynn Losande

Awards Subcommittee

Cheryl Messinger —Chair
Wendy Chow
Linda Peltz
Staff Liaison: Helen Bae

Rules Subcommittee

Reno Davenport—Chair
Bill Hansen

Wendy Chow
Staff Liaison; Carol Kim

Boundaries Subcommittee

Bill Hansen--Chair
Mike Dickey
Dinna Eisenhart
Staff Liaison; Lynn Losande; Helen Bae

League Growth; TOC Alumni

Stacey Kaufman—Chair
Dinna Eisenhart
Dale Russell
Lisa Liang
Jeff Shin
Staff Liaison; Kristin Ginn; DeDee Winfield

Strategic Planning Group

Dale Russell—Chair
Leslie Johnson
Larry Olmstead
Mike Dickey
Stacey Kaufman
Elaine Sullivan-Digre
Staff Liaison; Anna Elefant

Tasks and Responsibilities for League Subcommittees: 2014

Budget Subcommittee

- Work with staff to identify participation/revenue for upcoming year
- Estimate participation by league demographics, as needed by Section Budget Committee
- Create spreadsheets and projections for coming year
- Record status of previous year
- Suggest areas of increase or decrease funding

Survey Subcommittee

- Determine objective of yearly survey to league participants and Member Organizations
- Identify topics and issues to be sampled
- Create surveys
- Complete analysis of submitted data
- Report trends and preferences to ALC
- Submit written report to Board as appropriate

Calendar Subcommittee

- Work with staff to identify changes and adjustments required from National
- Connect with BOD president to recommend BOD's on committee, and any BOD directives.
- Review analysis of Survey(s) to improve calendar
- Conduct meetings with Staff, committee, and BOD's to determine best outcome.

--After ALC approval, submit calendar to BOD for approval

Awards Subcommittee

--Complete criteria for current award process
--Identify and review current awards for definition and purpose
--Suggest new awards that reward players, captains, and member organizations
--Connect with Survey Committee to add any needed questions

Rules Subcommittee

--Identify rules or guidelines that need updates or changes
--Work with grievance committees to better serve leagues
--Recommend changes as needed to ALC, then BOD
--Connect with Survey committee to add any needed questions

Boundaries Subcommittee

--Work with staff to identify issues and complaints
--Connect with Survey committee to add any needed questions

League Growth; TOC Alumni

--Begin work with staff to align focus with National objectives and resources
--Identify target audience and pathways for communication
--Determine goals, format, venue, and outcomes
--Connect with Survey committee to add any needed questions

Strategic Planning Group

--Evaluate league program and league growth for the next 5 years
--Consider resources needed to meet future growth
--Create financial disclosure document for customers (players/Member Orgs)
--Develop functional connections with Section committees
--Solicit staff for operational efficiencies