USTA NorCal Board of Directors Meeting Minutes
August 18, 2010
USTA Norcal offices, Alameda, CA

Call to order at 6:30pm by President Peterman

USTA NorCal Board of Directors Present: Margie Peterman, Rosie Bareis, Brian Berry, Gordon Collins, Michael Cooke, Suzy Cossette, Terry Cossette, Deline Davis, Mike Dickey, Jack Drimmer, John Dale Evans, Jean Hassoun, Carl Mendoza, Pam Sloan, Ron Ward.

USTA NorCal Past Presidents Present; John Frank, Don Jacobus, Paul Kepler, Gary Lee, Mark Manning.

USTA NorCal Board of Directors Absent:, Dana Gill, Matt Holt, Sue Leo, Tony Silveria

Staff Present: Steve Leube, Executive Director, Anna Elefant, Mgr Adult Leagues, Richard Rogers, Director Operations and Finance

Legal Counsel: Michael Harrison (not present)

Parliamentarian: Hunter Galloway

Guests Present: Steven Brown, ALC chair, Lonnie Dillard, BFC chair

Public Comments: none

USTA Facility of the Year: General congratulations were stated by the Board, to Norcal organization member, Courtside Club, for being named USTA Facility of the Year.

Approval of Minutes: The Minutes of the June 16, 2010 Board Meeting were presented for approval. A motion was made, and duly seconded, to approve the Minutes, as corrected. The motion passed 13-0.

2011 Budget: Rich Rogers, Director of Operations led a discussion of the status of the 2011 Budget. A budget goal of 3.5% growth in membership was discussed. Key 2011 budget initiatives were discussed, including a need to enhance IT capabilities, Quickstart emphasis as junior play format in junior leagues and junior tournaments, Marketing, and League stipends. Rich noted that the 2011 budget process was a ‘bottoms-up’ process and that the BFC had yet to meet as a group with committee chairs and dept managers, thus the data stated was preliminary at this point. A discussion ensued. Questions and comments from Board members included wanting to know what cost savings had been identified and had been budgeted for implementation, and, wanting to know if any poor performing programs had been culled from the 2011 budgeted programs. More discussion ensued.

The 2011 Budget discussion amongst the Board members next centered around comments about the importance of Junior tennis in Norcal, the importance of the Quickstart format, and the importance of dramatically increased attention to Junior tennis.

2011 Junior Team Tennis Proposal: Executive Director Steve Leube presented and led a discussion regarding a '2011 Junior Team Tennis Proposal' including but not limited to a funding proposal and program details including the expanded use of the Quickstart format. A detailed proposal was available for review by the Board members. A discussion ensued.

The following Motion was duly made and seconded.

> The Board appropriates the amount of $25,000 to do a Quickstart format pilot starting in September 2010 using the '2011 Junior Team Tennis Proposal' as a template for the pilot, provided that the plan is communicated within 10 days to member organizations, schools and parks & recreation departments.

A motion to call the question carried by a vote of 12-0. The motion was approved by a vote of 18-1. Details of implementation were referred to the Quickstart subcommittee and to the Junior department Staff.

Significant additional discussion on this topic continued after the vote, and it was very clear that there is much energy within the Board to see that this proposal be successful.

Action Items: Action items on the agenda were withdrawn by the presenters.

Delegate Report: Terry Cossette, Delegate, discussed the significant Call Items to be voted upon at the USTA Semiannual meeting in September 2010. Terry asked that a vote be taken in regards to the Board's support of Call Item R.6. The Board voted in support of R.6 by a vote of 14-0. Terry will represent Norcal's position on the Call Items at the Semiannual meeting.

USTA Semiannual Meeting in New York: Steve Leube noted that, for those attending the Semiannual Meeting, there will be a Norcal Section dinner on Saturday night. Reception 5:00 PM; Dinner 5:30 PM.

Adjournment

The meeting was adjourned at 09:35 PM.

Respectfully submitted,
Mike Dickey
Acting Secretary, NorCal Board of Directors