

Minutes of the USTA NorCal Board of Directors Meeting
Wednesday, October 21, 2015
Back to the Future Day
USTA NorCal Office - Alameda, California

Directors Present: Rosie Bareis, Margie Campbell, Gordon Collins, Suzy Cossette, Terry Cossette, Mike Dickey, Alvin Hom, Paul Kepler, Andrea Norman, Linda Peltz, Sarah Robinson, Jason Scalese, and Jack Walker.

Directors Excused: Jack Drimmer and Mark Fairchilds.

Directors Absent: Frank Haswell.

Delegate Present: Michael Cooke.

Advisory Directors Present: Christine Costamanga and Pam Sloan.

Legal Counsel Present: Les Hausrath.

Staff Present: Steve Leube and Richard Rogers.

Call to Order: President Margie Campbell called the regular meeting of the USTA Northern California Board of Directors meeting to order at 6:30 P.M.

Introduction of Guests: Bill Johnston, Chair of the Sportsmanship Committee was introduced and will give a presentation.

Reading of the USTA NorCal Mission Statement: Jason Scalese emphatically read the mission statement.

Approval of Minutes: It was moved and seconded to accept the minutes of August 19, 2015, as written. The motion carried unanimously.

Sportsmanship Presentation: Bill Johnston, Chair of the Sportsmanship Committee presented the current state of Sportsmanship in Northern California. He indicated that there has been a shift in who appears before the committee in regards to an appeal of an offense. There are about six junior appeals for every one adult appeal. Parents and spectators are beginning to write letters of grievances against players. Mr. Johnston indicated that if a parent has been suspended and that parent continues to violate his/her suspension, then the penalty of suspension extends to their child. Mr. Johnston indicated that there are not enough officials to observe/monitor conduct on the courts at tournaments. He would like to make a requirement that there be monitors available at all junior tournaments. Andrea Norman indicated that the issue of having "deputized" monitors at tournaments has been discussed at the board level, and that she will bring it to the Jr. Council. Mr. Leube stated that parents are withdrawing their child from tournaments due to the unacceptable behavior of others.

Andrea Norman also stated that the court monitors would be unknown to the players; that the code needs to be reinforced; and that the players need the tools to deal with these issues. There is a "player oath" that the players sign and then evaluate both themselves and their opponents; this is being piloted at Sectional and National tournaments within the Section. Comments from members of the Board of Directors included a) it is a sad state of affairs; b) we need to find more money in order to hire more officials; c) we need to focus on the quality of tournaments and not the quantity; d) more clubs and park and rec departments are needed to host tournaments. President Campbell stated that she will appoint an Ad Hoc Committee to look into the Junior Sportsmanship issues. She also thanked Bill Johnston for all his work on Sportsmanship and for taking the time to give a presentation to the Board of Directors. The Board is very concerned about sportsmanship.

Strategic Plan Update: Alvin Hom, Chair of the Strategic Planning Committee reported that the Integrated Marketing Plan was approved by the Strategic Planning Committee and was sent to the Budget Committee. 2016 will be the first year that the plan will be utilized.

2016 Budget Review: Mike Dickey, Chair of the Budget Committee assisted by Rich Rogers (who activated the TV monitor) gave a power point presentation of the 2016 Budget. He indicated that the Strategic Plan was the underlying means for establishing the budget and that each department met with the Budget Committee. Attached to the budget are each department's budget and operating plan. He presented an essentially balanced budget with the greatest difference between 2015 and 2016 being the Integrated Marketing Plan. The Leagues' budget includes a \$1.00 increase in registration fees yielding approximately \$70,000 in revenue. Future considerations include what changes might occur in what we receive from USTA National, and if the Leagues Department changes having players on multiple teams; these items may impact future revenue. In regards to Reserves, we are in compliance with the debt service covenant with the bank. The bank has been working with us and has been very supportive in understanding the manner in which we do business. Mr. Dickey reiterated that the goals for 2016 follow the Strategic Plan in 1) increasing participation; 2) building membership; 3) expand Section revenues; and 4) strengthening our organization. Steve Leube indicated that the budget process was well thought out, and he thanked and commended the staff and the committees for their diligent work on the budget. It was moved and seconded to accept the 2016 Budget as presented. The motion carried with a unanimous vote.

Executive Director's Report: Executive Director Steve Leube indicated that there were corrections to the numbers on his written report. He will send out a new report with these corrections. The Section continues to be a leader in membership, although for the month of September we were number two in the

country. For Hispanic Heritage month, the "Vive El Tennis" exhibit at South Shore Center in Alameda was a success. There were four times as many visitors to this exhibit as compared to the African American exhibit at the San Francisco Library. Mr. Andrew Valdez, a USTA National Board member, spoke on his experience growing up and how he became involved in tennis. The exhibit will continue through October 28, 2015, when it will then be returned to the ITF. Along with President Margie Campbell and Delegate Michael Cooke, Mr. Leube attended the Porsche Napa Valley Tennis Classic at Meadowwood. He also attended the JTT National Championships, although the 14s were cancelled due to flooding in South Carolina. The 14s are rescheduled for December 2, 2015. Other events he attended were the NTRP Grand Prix Championships in Sacramento, the 55 and over Sectionals, and the Peter Herb Cup. Mr. Leube stated that election time is nearing and that all proxy information is due at the Election Company by November 9, 2015. The Annual meeting will be on Saturday, November 14, 2015, and there will be two National representatives present: Andrew Valdez and Lauren Barnikow. Mr. Leube discussed Membership versus Non-membership and that USTA National is working on a new membership program. He feels that there are some Sectional programs that needn't be based on membership (i.e. Play Days, and the HITS Program). The HITS program is a six week program where many of the players need to go through the program twice before they are ready for Red Ball JTT. He feels that the Red Ball JTT program should be membership based, and the entry level tournaments should not require membership. There would be no financial impact regarding funding with these two programs. If we do change the membership based programs, we would not be the number one Section in the country, but our participation numbers would increase. Increasing participation is part of the Strategic Plan. It was moved and seconded to remove the membership requirement from the HITS program and the Play Days for 2016. The motion carried with a vote of 11 in favor, 1 opposed, and 1 abstention.

President's Report: President Margie Campbell indicated that tonight's meeting was the final meeting of this Board, and she thanked everyone for their cooperation and stated that it was a pleasure working with the Board. She also thanked Paul Kepler for his service as he has termed out and this was his last meeting. Ms. Campbell asked that the Board excuse both Mark Fairchilds and Jack Drimmer from this Board meeting. There was no opposition. She thanked all those who attended the Semi Annual Meeting in New York. Prior to tonight's meeting she visited the Vive El Tennis exhibit.

Regarding Youth Player Progression for the ROG Pathway, a chart was included in the Board packet showing four options for the Section. Each Section must choose one option listed or suffer a loss of significant funding for non-compliance in 2017 (although the formula is unknown at this time). Statements concerning the Youth Player Progression included 1) if a 10 and under player plays in the 12 and under category, he/she will not receive points; 2) this is a National program and will require staff to manually input the information; 3) there are no points awarded to 6 year olds, instead they "practice"; 4) the Section determines the number of points awarded; 5) the players see only stars and trophies and not points on their player profiles; 6) a certain number of stars and trophies (i.e. points) are required in order to advance to the next level; 7) there will be a grandfather clause for a limited time; 8) if a player is not grandfathered, he/she must play the progression. It was moved and seconded to accept Option 1 for the Youth Player Progression for the NorCal Section. The motion carried with a vote of 10 in favor, 2 opposed, and 1 abstention.

Delegate's Report: Delegate Michael Cooke reported that the US Open was almost a sellout and that there were only 700 unsold tickets for the entire first week. In regards to the ESPN contract, there was a 35% increase in television viewing in the United States; there was also an 80% increase in viewing for the ages between 18 and 35. Mr. Cooke stated that the ESPN contract was a good financial decision. For the Call items at the Semi Annual Meeting, the item under Regulations and By-Laws

for the Junior Competition Committee regarding a rest period passed; the item for the Officials Committee regarding removal from Friend at Court passed; B-1, the item changing the National President's term of office to three years was defeated with a vote of 80% against and 20% in favor; B-2, the item making the Delegate's Committee a Standing Committee of USTA passed with a vote of 80% in favor and 20% against. Mr. Cooke indicated that National President Katrina Adams has established a governance task force to review the By-Laws for both National and Sectional governance.

Treasurer's Report: Treasurer Jack Walker indicated that there was no "green" sheet included with the Board packet due to the budgeting process. He stated that we are on track for a \$70,000 surplus for this year.

Committee Decisions: The Board was reminded that they have seven days to challenge any committee decisions (noted on the yellow sheets) and that three members of the Board must sign on to that challenge. Regarding limiting players to joining two teams, the discussion was tabled until the Adult League Committee has completed their discussions on the item.

Unfinished Business: Again, Paul Kepler was thanked for his years of service to the Board of Directors and NorCal as he has termed out. Rosie Bareis is still concerned about sandbaggers, self rated players, and captains being responsible for their teammates.

New Business: Rosie Bareis wanted all to know that Mackie MacDonald is ranked number 459 in the world and that Dennis Novikov is ranked number 147. She indicated that there is positive action in developing American players. Linda Peltz participated in a National webinar on Problem Solving and urged all to take advantage of the Learning Resource Center. Gordon Collins commended Summer Verhoven for all her work with the Coaches Commission.

Adjournment: There being no further business, the regular meeting of the USTA NorCal Board of Directors adjourned at 8:49 P.M.

Respectfully submitted,

Linda Peltz, Secretary.