

**Minutes of the USTA NorCal Board of Directors Meeting
Wednesday, February 18, 2015
USTA NorCal Office - Alameda, California**

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

Directors Absent: Mike Dickey and Mark Fairchilds

Delegate Present: Michael Cooke

Advisory Directors Present: Christine Costamanga, Pam Sloan

Legal Counsel Present: Les Hausrath

NorCal Staff Present: Steve Leube

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

Introduction of Guests: No guests were present, therefore no public comments were entertained.

Reading of the USTA NorCal Mission Statement: Sarah Robinson skillfully read the mission statement.

Approval of Minutes: In the Executive Director's report it should be noted that NorCal is the number one Section in the country in Membership GROWTH. It was moved and seconded to approve the minutes as corrected. The motion carried unanimously.

Strategic Plan: Alvin Hom, chair of the Strategic Planning Committee, stated that there had been no comments nor

suggestions from the Board of Directors regarding the Strategic Plan. It was moved and seconded to accept the Strategic Plan as presented. The motion was passed unanimously. President Campbell thanked Mr. Hom and the Committee for their diligent work. Mr. Hom then indicated that the next step is to fund an Action Plan as the funds allocated for the Strategic Plan have been exhausted and are actually over by \$900.00. By email, Leading Resources, Inc. indicated that if we are to have a continued relationship, it would mean additional monies are necessary in order to have the third party facilitator. Mr. Hom stated that the additional cost for completing the Strategic Plan could be between \$5000.00 and \$20,000.00. The discussion included but was not limited to 1) wanting to know that if the money is invested for the Action Plan that the Strategic Plan would be a living/working document and not put on a shelf; 2) the Staff should develop an action plan and present it to the Board. If the Staff and the Board cannot agree on the plan, then the third party should be involved; 3) the Staff has been involved in the process; 4) the goals have not been stated as yet; 5) the development of the plan has been a collaborative effort between the staff and the committee, and we are at a critical point in its development; 6) could chairs of committees be included in future meetings?; 7) the additional fees involved were in the original proposal: at the August Board meeting, "the Board of Directors approves the hiring of Eric Douglas of Leading Resources, Inc. as a Strategic Planning Facilitator to assist in developing a 3 to 5 year Strategic and Operating Plan at an initial cost of \$40,000.00; 8) \$5000.00 covers an all day meeting and a conference call as well as the written plan. It was moved and seconded to approve between \$5000.00 and \$20,000.00 to continue with the Strategic Plan process and develop the Action Plan. It was moved and seconded to amend the motion to approve \$5000.00 to create the Action Plan which would then be presented to the Board for further discussion. Those who proposed and seconded the original motion accepted the amended motion. The amended motion was approved with a vote of 12 in favor and 2 opposed.

Executive Director's Report: Executive Director Steve Leube indicated that for January only, we are 100% for membership growth. NorCal is still holding its number one place among the Sections. On February 20, 21, and 22 there will be a USPTA conference at Stanford. The ACES event is on Sunday, February 22. On February 8, Margie Campbell, Alvin Hom, Linda Peltz, Sarah Robinson, and Jack Walker attended the Senior Association's awards luncheon and were thanked for their support. There will be a Youth Summit involving Andrea Norman, Gordon Collins, Margie Campbell, and three staff members. Good minds are being brought together to figure out ways to improve youth participation. USTA National will be having a Task Force on the digital future of USTA, in which Mr. Leube is pleased to participate. NorCal has been at the forefront in achieving a user friendly digital system and hopefully will be able to make an impact for the future. Mr. Leube indicated that the Goals mentioned in the Board packet may change depending on the Strategic Plan. Sloan Stephens has agreed to be the spokesperson for the HITS program, and her Foundation has become an organizational member of NorCal. Equipment manufacturer Wilson will provide a matching program with equipment for the HITS program and the Red Ball program. Various manufacturers were contacted regarding sponsorship for these two programs and none would commit cash. NorCal is working on having the HITS program copyrighted. A motion was made and seconded to have the HITS program, the Red Ball program and JTT be copyrighted. The motion carried unanimously. The event with match.com will be held at the San Francisco Tennis Club on April 24. There will be one and a half hours of tennis and one and a half hours of socializing. There were 280 participants between the four sites for the Social Nets event. Those who participated indicated that they would bring their friends to the next event. Rosie Bareis asked if it was possible to have the list of the top 100 NorCal players as well as the ranked NorCal ITF players broken down by age groups. She also indicated that there was dissatisfaction expressed by some parents regarding the match tie breaker in lieu of a full third set among the 12 and under tournament players. Andrea Norman

briefly explained that this was passed by the NorCal Board so that there would be consistency at all tournaments.

President's Report: Margie Campbell reported that she, Steve Leube and Andrea Norman attended the National Leadership Meeting in Newport Beach in January. Ms. Campbell was most impressed with and inspired by USTA President Katrina Adams. The ABCs are Ms. Adams' guiding principles: A = Accountability, B = Behavior, C = Communication, followed by the Ds: Dream, Discipline, Drive, Determination and Devotion. Accountability includes carrying out our Mission, Brand and Identity Unity; leading by example; and investing in programs to grow the game. Behavior includes being welcoming to newcomers; having a positive attitude and continuing to evolve. Communication includes sharing between Sections and with those we engage in the game; embracing diversity for everyone associated with USTA; using our passion to build bridges; telling our story; and making a difference in how USTA is perceived. There will be a focus on the Hispanic Community in developing new Hispanic players; an Advisory Group to include Hispanic engagement; a Task Force for High School Tennis as well as a Sportsmanship Task Force and Cross Cultural Dexterity training. The Youth Tennis Imperative will continue. There will be an emphasis on 11 to 15 year olds, JTT, NJTL and local play so that tennis looks like America; there is a gap between the beginning experience in tennis and competition. The discussion on membership versus participation is ongoing. The Lake Nona project will see groundbreaking in April, 2015, with completion in the fourth quarter of 2016. ROG regulations has moved out of Friend at Court and will go to a committee. The Section Presidents regarded this as a governance issue. There will be a Junior Competition Summit to exchange ideas March 24 to March 26 in Orlando, Florida. Those attending from Northern California are Margie Campbell, Andrea Norman, Gordon Collins, and Summer Verhoeven. The USTA Annual Meeting will be in Boca Raton, Florida April 10 to April 13 with our Section dinner on Friday, April 10. Ms. Campbell then thanked those Board Members for attending and supporting the Senior Open and

Family Awards luncheon on February 8. It was a great event chaired by Betty Cookson and Vivien Moyer. Ms. Campbell reminded everyone of the ACES awards luncheon to be held on Sunday, February 22, and hopes to see many Board members there. At the last Board meeting on January 21, 2015, we discussed the protocol for Executive Sessions. Les Hausrath, our legal counsel, reported that Advisory Board members cannot be present at an executive session as stated in our By-Laws. Robert's Rules of Order say that if the By-Laws state something then the provision in the By-Laws takes precedence. There is a provision that special invitees can attend when they have pertinent information to present for a discussion. They can only be present for the discussion. The minutes of an executive session are confidential, and the public minutes of the regular session should show only one sentence reflecting the action taken and/or the discussion.

Delegate's Report: Delegate Michael Cooke reported that the Delegates have been working on developing "Responsibilities" of the Delegate. At this time the Delegates' Committee is not a standing committee.

Treasurer's Report: Treasurer Jack Walker reported that the projected income for January, 2015, was \$633,158.00, and the actual income was \$591,106.00, \$42,000.00 below what was budgeted. \$17,000.00 was spend on resurfacing courts, and this was not included in the budget - it was taken out of reserves. Mr. Walker indicated that the JTT court resurfacing and the USTA Northern California Foundation expenditures need to be tracked. He suggested that we need a reserve fund budget. Regarding the USTA NorCal Foundation, it was reported that they would like to hire and Executive Director. The financials of the Foundation are being turned over to USTA NorCal for evaluation. The Foundation will be given cubicle space at the NorCal office for adjunct support staff. After the allocated \$300,000.00 is depleted, the Foundation is to be self sufficient. They are looking to do some fundraising.

Expenditures for JTT are tracked. Tennis court resurfacing funds are dispersed with one half the monies given up front and one half upon completion of the project.

Committee Decisions: The Board was reminded that they have seven days to challenge a committee decision and that three Board members must sign on to that challenge.

Unfinished Business: There is a DVD of Betty Cookson's acceptance speech for the Barbara Williams Leadership and Service Award. Mr. Leube indicated that he would have it available at the next Board meeting so that the board could view it. Jason Scalese asked if the President would consider establishing a High School Tennis Committee, especially since USTA National has this as an initiative. He also stated that he would be happy to chair this committee.

New Business: There was no new business.

Adjournment: There being no further business, the regular meeting of the USTA NorCal Board of Directors adjourned at 7:45 PM.

Respectfully submitted,
Linda Peltz
Secretary