Minutes of the USTA NorCal Board of Directors Meeting
Wednesday, August 19, 2015
USTA NorCal Office - Alameda, California

Directors Present: Rosie Bareis, Margie Cambpell, Gordon Collins, Suzy Cossette, Terry Cossette, Mike Dickey, Mark Fairchilds, Frank Haswell, Alvin Hom, Paul Kepler, Linda Peltz, Sarah Robinson, Jason Scalese, and Jack Walker.

Directors Absent: Jack Drimmer and Andrea Norman.

Delegate Present: Michael Cooke.

Advisory Directors Present: Christine Costamanga and Pam Sloan.

Legal Counsel Present: Les Hausrath.

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 P.M.

Introduction of Guests: Larry Olmstead, Chair of the Adult League Committee was introduced and will give a presentation.

Reading of the USTA NorCal Mission Statement: Christine Costamanga capably read the mission statement.

Approval of Minutes: It was moved and seconded to accept the minutes of June 17,2015, as written. The motion carried unanimously.

Adult League Presentation: Larry Olmstead, Chair of the Adult League Committee, introduced himself as a 3.5 player, a member of the Adult League Committee for six years, and the CEO of a non-profit organization. This is his first year as Chair of the committee, and he is working with 13 committee members and considers them a highly functional committee. He has divided the committee members into subcommittees: budget, calendar and court utilization, captain development and recognition, communication and outreach, growth and participation, and rules. The committee holds monthly meetings with all members, with some exceptions. All committee members are expected to volunteer at post season league events. Priorities for the ALC are to increase participation, improve the player experience with emphasis on fun and comraderie, and to improve communication and support for and with captains. The league system experiences stress in that there is overlap in the calendar which affects both captains and facilities. The ALC is looking for ways to remove the stress so that all will have an enjoyable experience. For 2015, the committee is looking at innovative league formats, and reviewing players who are on multiple teams. 2016, initiatives include sportsmanship recognition, increasing unique players, especially at the 2.5 and 3.0 levels, growing diversity, communication, and to increase the retention of current and past players. The ALC will be discussing private club teams versus public park teams as well as "super" teams. Paul Kepler feels that players on multiple teams are not good for the game and that the rule should be changed. He realizes that doing so would have an economic impact on the Section. Mr. Kepler indicated that 3/4 of the membership at his club are fitness members and wonders how to get those members onto the tennis court. Jason Scalese asked what are the demographics of league players, and are we reaching out to them. Mr. Olmstead stated that the ALC has had the discussion regarding the age of players. Nationally, the average age of league players is 48/49; NorCal's average age is 50.

The ALC has recruited younger players for the committee as well as various ethic groups (not Latinos). Mark Fairchilds stated that younger players are turning to tournaments. Christine Costamanga, Chair of the Adult Tournament Committee stated that the committee is looking for new formats. She and Mr. Olmstead will discuss this following the Semi Annual Meeting.

President Campbell thank Mr. Olmstead for his excellent presentation as well as for taking the time to attend the Board meeting.

Constitution and Rules: Pam Sloan, Chair of the Constitution and Rules Committee, again (see minutes of June 17, 2015) presented the proposed By-Law changes: 1) after two two year terms on the NorCal Board there will be a waiting period of two years before one was eligible to return to the Board (this would encourage having new people run for the Board); 2) a leadership succession plan would be a five year commitment and would provide continuity within the Section and with National - the five year plan would be represented as one year as President Elect, two years as President, and two years as Delegate; 3) these proposals along with the rationale are presented by the Constitution and Rules Committee in their entirety. It was moved and seconded to accept the Constitution and Rules Committee's recommendation to change the By-Laws as noted. During discussion, Mr. Scalese wanted to have each issue voted on its own. The maker and seconder of the motion did not agree to this. There being no further discussion, the motion was passed with a vote of 12 in favor, 1 opposed, and 1 abstention. These By-Law changes will be voted on at the NorCal Annual meeting and these changes with their rationale will be part of the packet for the Annual Meeting. If anyone finds any stylistic errors in the proposed By-Laws, please send those to Ms. Sloan.

Strategic Plan Update: Alvin Hom, Chair of the Strategic Planning Committee indicated that the committee is waiting for an update on the Integrated Marketing Plan which is to be completed by the end of August, 2015. Mr. Leube indicated that the first draft has been completed and that the plan as a whole is about 80% complete. Items for the budget must be prioritized.

Executive Director's Report: Executive Director Steve Leube stated that the months of July and August were like a "perfect storm" for the staff. During this time, the Bank of the West Tournament, the Hall of Fame, League Sectional Championships, and Junior Team Tennis were all occurring. In spite of this, NorCal remained in the Number One place again in regards to membership for the month of July. Other sections' numbers were down when yearly comparisons were made for the month of July (i.e. Southern was down 8030; Midwest was down 9344; Texas was down 1485; Eastern was down 2189; Southern California was down 1910).

There were three different camps held during the month of July: Diversity and two NJTL camps. On July 21 and 22, 2015, a kick off event for the 70 and over group was held with 42 teams participating, an increase of 10 teams over 2014. 150 kids attended Kids Day at World Team Tennis; 225 people attended Membership Appreciation Day at Bank of the West; 190 attended the Hall of Fame Induction Ceremony, and a High School Recognition Night was held. All were very successful. JTT Sectionals were held in Sacramento and Fresno on August 1st and 2nd with 26 teams and 215 players participating. On August 7, 8, and 9, the Adult League 18 and over league played district playoffs at six sites with 189 teams and 2800 players. Also on August 8th and 9th JTT held Sectional Championships at five sites in Fresno with 65 teams and 420 players participating. On August 16, the Gar Glenny Cup was held, and NorCal triumphed over Southern Cal. League Sectional Championships will be played for the 18 and over league August 21, 22, and 23; 55 teams with 800 players will compete at four sites in the Carmel area. Pro circuit events were held in Sacramento, Stockton, and Aptos with very good attendance at all. Mr. Leube indicated that he attended a documentary at Stanford on Althea Gibson, the YTA dinner, met with the Foundation Chair, Laura Hernandez, and met with the Golden Gate Park Coalition. The Golden Gate Park Coalition is looking to renovate the courts and facilities at the park with 17 courts and a new two story building; private funding as been obtained for the majority of the costs. Chase Bank's National Foundation awarded four grants of $10,000 each, with one grant going to Youth Tennis Advantage.

Mr. Leube answered questions regarding the large changes in membership from the other Sections. He indicated that Florida decided to cut their junior programs and that they took their eye

off of membership and stressed participation. Florida also decided to run their own programs. Mr. Leube felt that there should be a balance between participation and membership. Mr. Kepler was concerned that NorCal has more free memberships than regular memberships and wanted to know how these are tracked. He also felt that the job descriptions of the TSRs should be evaluated. Mr. Leube stated that the first year of the HITS program was terrific, but the retention numbers were down. The second year for the HITS program is being rewritten. Junior Team Tennis is a problem as seven facilities decided not to participate. Junior tournaments show an increase due to the red/orange ball tournaments. TSRs are working extremely hard and are working at their maximum. Our programs need to be revamped as the rules and regulations are too stringent and therefore push players away. Gordon Collins complimented Mr. Leube and his staff for all that they accomplished during the summer. Mark Fairchilds reported that the numbers for the Spring for JTT showed growth, but that the numbers for Summer showed that a problem existed.
The JTT coordinators are not tech savvy and don't complete what is required.

President's Report: President Margie Campbell thanked Betty Cookson and Linda Peltz as well as the NorCal staff for putting on an exceptional Hall of Fame event. She noted it was evident that USTA NorCal has been very important in the lives of those inducted. She offered congratulations to Mark Fairchilds and Rosie Bareis for their coed teams advancing to Nationals. Those attending the USTA Semi Annual Meeting in New York are invited to the NorCal dinner at the Capital Grill on Friday, September 4th. Ms. Campbell attended the Diversity and Inclusion retreat where the manner of being elected to the Board was discussed at length.

Delegate's Report: Delegate Michael Cooke reviewed the Proposed Amendments to USTA regulations (included in Board packet): R1 deals with the time allowed between sets; R2 removes all officiating materials from Friend at Court. He also reviewed the Proposed Amendments to USTA By-Laws: B1 changes the term of the National President from two to three years; B2, By-Law 40 makes the Delegate's Committee a Standing Committee. A straw vote was taken on each proposed changed: R1 - the Board supports this change; R2 - the Board supports this change; B1 - the Board does not support this change; B2, By-Law 40 - the Board supports this change. The Board has given the Delegate, Michael Cooke, permission to vote on these changes as stated above.

Investment Update: Board and Budget Committee member Terry Cossette reported that we are letting our monies, which are placed in a Treasury Bill with Comerica, grow. Our building option has a buy out clause for 2019. Mr. Cossette stated that we have too much cash on hand and recommends that we add $100,000 per year to the National investment fund.

Treasurer's Report: Treasurer Jack Walker reported that our net income Year to Date is $656,905. A deficit is forecasted in the amount of $125,055. Although there is a $30,000 increase in League revenue expenses are $100,000 greater than budgeted. Other items are noted on the Variance Analysis (green sheet) which was included with the Board Packet.

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.

Unfinished Business: There was no unfinished business.
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 8:55 P.M.

Respectfully submitted,
Linda Peltz, Secretary