

Minutes of the USTA NorCal Board of Directors Meeting
Wednesday, June 17, 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 (excused) and Mark Fairchilds.

Delegate Present: Michael Cooke

Advisory Directors Present: Christine Costamanga and Pam Sloan

Legal Counsel Absent: Les Hausrath

NorCal Staff Present: Steve Leube

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

Introduction of Guests: Sada Chidambaram, Chair of the Diversity and Inclusion Committee was introduced.

Reading of the USTA NorCal Mission Statement: Terry Cossette effectively read the mission statement.

Approval of Minutes: On page 5 of the May 20, 2015, minutes, the wording " . . to have ordinary people . . " was changed to " . . empower spectators . ." It was moved and seconded to approve the minutes of May 20, 2015, as corrected. The motion carried unanimously.

Report from the Diversity and Inclusion Committee: Sada Chidambaram was previously introduced as Chair of the Diversity

and Inclusion Committee. He reviewed what the committee has accomplished in the last several years. The "Beyond the Baseline" event focused on one ethnic community. In 2013, there was an event centered around Arthur Ashe where Mrs. Ashe was present and participated in a staged interview. In 2014, corporate companies from the South Bay were engaged with Mt. View Elementary School for campus play days and included a nutrition program; this was dependent on someone in the company to oversee the program. Shiv Paul, produced a documentary film which was premiered at the Sonoma Film Festival in February 2015. The film centered on what tennis has done for some of the LGBT community. March, 2015, saw an Hispanic event occur in San Jose. In July, 2015, there will be a co-ed camp. In September, 2015, Hispanic Heritage month will be celebrated. Following this report from Mr. Chidambaram, the Board of Directors was treated to viewing the film "Queen at Court" which was produced and directed by Mr. Shiv Paul and shown at the Sonoma Film Festival. President Margie Campbell thanked Mr. Chidamaram and the Diversity and Inclusion Committee for their continued work and noted that D & I crosses all that we do. On June 28, 2015, eight staff members of NorCal will walk in the Gay Pride Parade in San Francisco. It was noted that USTA National wanted NorCal to support this event. Contact Steve Leube if you are interested in participating in the parade.

Strategic Plan: Alvin Hom, Chair of the Strategic Planning Committee, reported that there were seven all day meetings and a number of conference calls involved in developing the Action Plan. He thanked the committee members and indicated that a lot of time and effort went into developing the Strategic Plan and the Action Plan. Priority Action Items include Marketing and Communications, Volunteer Development, and Constitution and Rules. Many items on the Action Plan are related to the Marketing Committee, and the Marketing Committee has been asked to create an integrated Marketing Plan with all requests that are in the Action Plan. The Strategic Planning Committee is asking for the approval of the Priority Action Plans 1.4.1, 3.2.1,

4.3.2, and 4.3.3 (see Action Plan which was included in the Board packet). Discussion centered on questions regarding the Plan. Paul Kepler inquired how the Action Plan integrates with the budget if the plan is approved; is it automatically approved by the budget committee? The answer is no, that all items need to go to the budget committee. Andrea Norman asked if a rationale could be provided by the Committee Chairs so that we can incorporate the "why" of the plan. Strategy 4.9.3, exploring a change in the By-Laws so that Board members serve a limited number of terms,

was turned over to Pam Sloan, Chair of the Constitution and Rules Committee. She thanked her committee of Jack Drimmer, Les Hausrath, Paul Kepler, and Andrea Norman for their time and efforts in preparing the draft proposal. Ms. Sloan indicated that Goal 4 of the Strategic Plan, "Strengthening our Organization", led to the strategy of changing the By-Laws. The committee looked at other sections as well as the National By-Laws and found that each was unique. They then evaluated NorCal By-Laws but did not want to restrict term limits. The committee proposed

a) sitting off the Board for two years after two consecutive terms allows for others to have an opportunity to serve on the Board; people can still be engaged by doing something else in the Section; b) a leadership succession plan would be a five year commitment and would provide continuity within the Section and with National; this would restrict the president from serving another term; there would be one year as president elect, two years as president, and two years as delegate; the president and the delegate are ex-officio members of the Board; if one changes residency to out of the section, that would mean an automatic resignation from the Board; the Board has the discretion to replace, or not, a vacancy on the Board; there would need to be a two thirds vote (as opposed to a majority vote) of the Board to remove a director; c) these proposals are articulated in the Draft presented by the Constitution and Rules Committees. A straw vote was taken on having a two year waiting period between terms on the Board - the vote was 13 in favor and 1 abstention.

A straw vote was taken on the five year leadership succession plan - the vote was 9 in favor, 1 opposed, and 4 abstentions.

It was moved and seconded to approve the 2015 - 2017 Action Plan. The motion carried with a unanimous vote.

The Strategic Planning Committee along with the Marketing/Communications Committee will be asking for additional funds for 2015 for the funding of a NorCal App. The rationale for having an App is to keep our constituents informed. A discussion ensued regarding what the App will do above what the Web site does and whether it would work on a tablet or a phone. The discussion was tabled until we are able to get additional information from the Marketing and Communications Committee.

SAT/ACT Avoidance Policy: The Junior Council presented a USTA NorCal Junior Tournament SAT and ACT Scheduling and Avoidance Policy for Board approval. The Junior Council was not unanimous (7 to 1) in its consent for the policy. When tournaments are sanctioned, the referees need to know our policies and there needs to be standardization so everyone involved will know what is expected. These tournaments are for National ranking, and the policy has been in effect for the past two years. It was moved and seconded to accept the SAT/ACT Avoidance policy as presented in the Board packet. The motion carried with a vote of 13 in favor, none opposed, and one abstention.

Executive Director's Report: Executive Director, Steve Leube, again reported that USTA NorCal continues to be the number one Section in Membership as well as the number one Section in youth growth (this is due to the HITS program). There have been several very successful League District and Sectional events, and the staff, the volunteers and the ALC Committee are to be commended for their hard work in running excellent events. Junior Team Tennis will hold the ROG Sectionals on June 19 and 20 with many participants. Thanks go to Sparetime for the use of

their tennis courts. Mr. Leube reported that he attended the para olympics held on Coast Guard Island where there was a wheelchair tennis demonstration. The US Open National Playoff Series will be held at Chamisal this weekend. NorCal is one of the Sections with the greatest growth in this event. The Generation Gap tournament, with the top Adult and top Junior players, is also this weekend at Stanford, and there will be a Special Olympics demonstration. Menlo High School won the Boy's CIF event. There might be a high school state championship in 2017.

Congratulations to CiCi Bellis who made the Team USA National Junior Team. In July, 2015, there will be an NJTL camp, a diversity camp, and camp for at risk youth. Also in July, will be a Women's Challenger event at Gold River. The Bank of the West tournament will be held at Stanford August 3 through August 9, 2015. August 3, will be kid's day; August 4, will be member appreciation day; and August 6, will be the Hall of Fame induction brunch/lunch. Mr. Leube reminded all that July 15, 2015, is the deadline for nominations for NorCal Board positions for the 2016/2017 term. Organizational members have been informed of this. Upon answering questions, Mr. Leube indicated that he did not know the reason there is such an increase in Adult 55+ participation; free membership for Juniors is at 6647 which represents 50% of total junior membership. There needs to be a program developed so that juniors have somewhere to go following the HITS program. A new pathway will be developed and rolled out this summer. Rosie Bareis indicated that five of NorCal's junior boys have National rankings as well as ATP rankings (R. Ram, D. Novikov, M. McDonald, C. Farren, and C. Altamirano). Mr. Leube attended the National Digital Task Force Committee meeting in Chicago where there are many challenges, even though it seems to be going in the right direction. There may be an opportunity to market USTA as a whole while recognizing individual searches (i.e. one ULR for each Section).

President's Report: President Margie Campbell related to the Board that Mike Dickey's absence tonight was due to illness. Jason Scalese was congratulated on the birth of his son on May

19, 2015. Jason missed the Board meeting on May 20, 2015. There being no objection both Mike Dickey and Jason Scalese were granted excused absences from the respective Board meetings they missed. For those attending the US Open and the Semi-annual meeting in New York, there will be a NorCal dinner on Friday, September 4, 2015, at 7:00 PM (with cocktails beginning at 6:30 PM) at the Capital Grill. This venue is a little dressier than the Palm, where we previously have had our dinners. Mrs. Campbell reminded all about the Hall of Fame induction on August 6, 2015, at Stanford. At the August, 2015, Board meeting, Larry Olmsted, chair of the Adult League Committee will speak; at the October, 2015, Board meeting, Bill Johnston will speak on Sportsmanship. The National Call item on the Delegate's being a standing committee was submitted to National on June 8, 2015, with 12 Sections sponsoring the Call item. Thanks go to Michael Cooke and Andrea Norman for seeing this through.

Delegate's Report: Delegate Michael Cooke reported that the New England Section is presenting a change in the term of a National president from two years to three years. Part of the argument against this is that Sections and National Committees would all have to change to three year terms, and this would most likely conflict with existing By-Laws. Most sporting organizations have a two year term and sometimes a one year term (ATP - 3 year term; WTA - 2 year term; ITF - 4 year term; USPTA - 2 year term, USGA - 1 year term; PGA - 2 year term; Rotary - 1 year term; Kiwanis - 1 year term). President Campbell indicated that the President's Committee were given the information on the same day that a conference call was to occur. The President's Committee could not discuss this as there was insufficient information. There are lots of concerns regarding this matter including communication issues. A straw vote regarding having a three year term of office resulted in 0 in favor and 14 against.

Treasurer's Report: Treasurer Jack Walker indicated that the year to date, through April, 2015, net income was \$889,730.00,

which is approximately \$40,000.00 ahead of budget. The projected deficit is \$57,005.00. We are currently \$12,000.00 over budget in the Leagues Department. Ads and sponsorships are down, most likely due to the decrease in Tennis Warehouse activity. Outreach is under budget; Outside services is \$40,000.00 over budget due to legal costs. Overall, NorCal is in good shape.

Committee Decisions: The Board was reminded that they have seven days to challenge any committee decisions (noted on yellow sheets) and that three members of the Board must sign on to that challenge.

Unfinished Business: There was no unfinished business.

New Business: A letter was received from Mr. Kim Fuller regarding private club leagues versus public court leagues. This was referred to the Adult League Committee for discussion and recommendations if any.

Adjournment: There being no further business, the regular meeting of the USTA NorCal Board of Directors adjourned at 9:15 PM.

Respectfully submitted,

Linda Peltz
Secretary