

**USTA NorCal Board of Directors Meeting Minutes**  
**February 20, 2008**  
**Four Points Sheraton Pleasanton, Ca**  
**6:00 Food and Beverage**  
**6:30 Meeting**

**Call to order at 6:35 PM by President Margie Peterman**

**USTA NorCal Board of Directors Present:** Margie Peterman, Rosie Bareis, Karla Barnette, Michael Cooke, Suzy Cossette, Terry Cossette, Mike Dickey, John Dicconson, Hunter Galloway, Bill Hansen, Patrick King, Rick Kepler, Madhu Kohli, Mark Mosley, Bill Schoen, Pam Sloan,

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

**USTA NorCal Board of Directors Absent:** Erika Smith

**Staff Present:** Karen Hirtzel, Jim Coyne, Anna Elefant, Sharon Smith-Mauney, Steve Leube ED

**Legal Counsel Present:** Michael Harrison

**Guests Present:** Steve Cornell, Bill Johnson

**Public Comments:** None

**USTA NorCal Mission Statement:** John Dicconson read our mission statement and urged the board to keep in mind our mission while discussing items at the meeting.

**Approval of Minutes:** The December Minutes were approved as written. 10 – 0

**Action Item – Sportsmanship Committee Decision:** Suzy Cossette, Hunter Galloway, and John Dicconson challenged this decision. Bill Johnson presented the sportsmanship committee's position. Discussion followed. The challenge passed by a vote of 17 – 2.

**Sanction and Schedule Committee Report:** Steve Cornell presented the second half of the tournament improvement program, which dealt with consequences and incentives. The first half of the program had been presented at the Dec. board meeting. The committee reported that they had met Feb. 4 with some of the members from the Adult Committee and Jr. Council to develop their final recommendations and decisions. Discussion followed with many comments and questions about various components of the program.

**USTA NorCal Growth Fund:** Karen Hirtzel made a video presentation detailing the strategy of maximizing the return on an investment of \$224,000 by accelerating the development of three initiatives which will be capable of growth. The initiatives are 6-tennis, entry-level adult leagues, and adult social and fun activities. Anna Elephant elaborated on the entry-level 2.5 leagues and Sharon Smith-Mauney referred to the marketing campaign to create Club NorCal to make tennis fun. There were questions concerning the amount of money that is allocated for staff positions. However, Jim Coyne, Anna, and Sharon explained that these new initiatives are labor intensive and more staff is needed to support and develop these programs, in addition to more marketing and promotional monies. Time lines are currently being developed. The \$224,000 will be roughly divided into thirds with \$68,000 spent immediately, the second 1/3 at the end of 2008 and the remaining 1/3 in early 2009.

Motion: Mark Manning moved “To accept and fund the “Fund for Growth “ proposal and direct Staff to report back with a plan to spend the remaining money in 2008. An update is to be presented at regular board meetings as to how the plan is being implemented.” Motion Carries 18 – 2.

**Treasurer’s report:** Mike Dickey submitted his report. Suggestions were made to take the pass through money out of the budget and look at historical data for comparisons. However, this might be difficult due to the staff re-organization.

Grants Committee: Chairman Mark Mosley reported that although they were under budget last year, they are on pace to use all their budget monies this year. They approved grants totaling \$61,000 during the month of February. It was felt we should publicize what we are doing and get this information out to the public. Programs that receive grants will have signage disclosing funding by the USTA. Discussion followed on some of the grants. However, the committee cannot disclose how or why a grant was awarded or for what it was spent. Pam Sloan suggested the committee check with her before awarding facility grants as she sits on the USTA Public Facility Funding Committee and could give them additional information. Margie suggested if board members had questions about specific grants, they should contact the committee chair. If they were not satisfied, they can then file a challenge.

Budget Requests: The following motions were made in response to the budget requests.

1. To purchase a van for no more than \$32,000 which is to include USTA Norcal painting. Money is to be taken from the reserves. Motion passed. 17 – 0
2. To hire a part time grant administrator at no more than \$30,000 for 2008 to monitor and maintain the grant process. Motion failed. 9 – 8
3. To approve the Junior Council request for \$11,300 for zonal managerial expenses for the 14 and 16 zonal teams. The budget committee is to determine where the funds will come from. Motion passed. 15 – 0

**Delegate’s Report:** No report

**Executive Director's Report:** Steve spoke briefly on the leadership meeting and board responsibilities.

**New Business:** Margie reported that mold or mildew has been discovered in the NorCal office. Although it has been removed, it is a potential health issue. Therefore, options of moving and leasing issues are being explored to see what choices are available.

There will no board meeting in March. The date of the April board meeting has been changed to April 23, 2008.

**Adjournment of Meeting:** 10:25 PM

Respectively Submitted,  
Suzy Cossette  
USTA NorCal Board of Directors Secretary