

USTA NorCal Board of Directors Meeting Minutes
June 18, 2008
Four Points Sheraton, Pleasanton, Ca
6:00 dinner

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

USTA NorCal Board of Directors Present: Margie Peterman, Rosie Bareis, Karla Barnette, Brian Berry, Michael Cooke, Suzy Cossette, Terry Cossette, Mike Dickey, Hunter Gallaway, Bill Hansen, Patrick King, Madhu Kohli, Bill Schoen, Pam Sloan, Erika Smith.

USTA NorCal past Presidents Present: John Frank, Paul Kepler, Gary Lee, Don Jacobus

USTA NorCal Board of Directors absent: John Dicconson, Mark Manning, Rick Kepler, Mark Mosley

Staff Present: Anna Elefant, Steve Leube ED

Legal Counsel Present: Michael Harrison

Guests Present: Steve Middleton, Jonathon Butts

Public Comments: There were none.

Approval of Minutes: The April Minutes were approved as corrected. Lucius Gregg should be changed to Perry Gregg under #3 of Action item.

Presentation by Marketing Firm “ALT.” Steve Middleton and Jonathan Butts presented a comprehensive marketing plan aimed at making connections with social adult tennis players through the use of the Internet as well as USTA NorCal. It seems the social segment is disenfranchised as the perception exists that the USTA NorCal benefits predominately competitive tennis players. Their plan aims to shift this perception to one that our organization benefits and serves all players regardless of the player’s level or intention. They hope to increase our membership by 10%. “Boomer, the Ball” was introduced as the spokesman for their campaign. This group was hired to complete the 3rd phase of the initial plan that involved the Loomis Group. Monies that were ear marked for the Loomis Group was used to fund ALT.

Action Item: Alternative 2009 Adult League Calendar
The action item was withdrawn.
The following motions were made.

1. Adopt the revised 2009 Adult Tennis League Calendar as passed by the ATL at its June 11 meeting. Motion passed 13-3-1.
2. Extend the 2008 combo registration deadline by one week as well as extending the resulting deadlines at the end of the season by one week. Motion passed 17-0

Erika displayed brightly colored bags that will be sent out to the 2.5 teams which will start in September.

2009 Plan and Beyond: John Frank reviewed the document entitled “USTA NorCal mission statement, core values and goals.” A change in the mission statement was made to place more emphasis on tennis being a game that can be played for a lifetime. Minor changes were made in the core values and goals.

The following motion was made.

“Approve the USTA NorCal mission statement, core values and goals.” Motion passed 16 – 0.

John reviewed the document entitled “USTA NorCal Planning and Budgeting Process for 2009 and Beyond.” This document provides a platform for the development of analysis, planning and budgeting on a yearly basis which focuses on the activities to be carried out during the year and takes into consideration future effects on available resources.

“Attachment A” was discussed in that the numbers for unique players may not be correct as we now have to use a data base system dictated by the USTA and have therefore lost some valuable data. John distributed “Attachment B” for board members to fill out as to how the percentages of 2009 should be distributed as the budget committee wants to know the boards comments and wants their input on the process. Steve will provide the board with a document detailing what services the programs include.

Treasurer’s Report:

A. Monthly Financial Statements: Mike Dickey

B. Monthly Grants: There were some questions concerning some of the grants as they were to the same organization, as well as one of the individual grants.

Committee Decisions: The Revised Adult League Calendar is attached. The lengths of some of the various groups’ seasons were changed.

President’s Report: Margie Peterman

The USTA is considering raising the membership fee \$5.00. However, the sections would get no portion of the increase. NorCal does not support this increase.

Bill Schoen is continuing to look into a foundation for our section, and would welcome any suggestions for its name.

Margie asked both Andrea Hirsch and Michael Harrison to look into our proxy process in terms of aiding us in passing by-laws. Rosie Bareis will be chair of the election committee.

The USTA Annual Meeting registration, as well as the US Open ticket order, is electronic. Those planning on going need to let Steve know as he will be turning in our

list of participants. Our day in the President's Box will be Mon. Sept 1 for the day session. Bank of the West tickets as well as the US Open box tickets are also available. Let the office know your preferences, if interested.

Delegate's Report: Pam Sloan

We have four advocates in our section as part of the USTA advocacy-training program. There may be a call item at the annual meeting in regard to a dispute resolution process. Pam also reported on the USTA annual meeting registration. Once registered a link will than be sent to make Hyatt reservations.

Executive Director's Report: Steve Leube

Spending for the fund for growth will primarily be done this summer and fall. However, monies will be spent in Nov. and Dec to buy supplies for the spring 09 programs.

Staff supports the ALT marketing program.

The Junior Awards night held at the Fremont Tennis Center was very successful with approximately 250 – 300 in attendance.

Let Steve know if you do not receive the USTA annual meeting registration information.

Old Business: There was none.

New Business: As of June 18th, John Dicconson has missed four meetings.

The next meeting will be a limited agenda with a facilities presentation and discussion.

Adjournment of meeting: The meeting was adjourned at 10:35

The next regular meeting will be July 30 at Four Points by Sheraton, Pleasanton, CA. at 7:00 PM. Drinks and deserts will be provided.

Respectively Submitted,

Suzy Cossette

USTA NorCal Board of Directors Secretary