

NOMATA Board Meeting Minutes

July 18, 2017

The meeting was called to order at 12:32. Members present were: Bob Browning, Pedro Docampo, Carla Catalano, Cleburne Simon, Kerri Becker, Lana Whitlow and Chris Dazet. Also in attendance were Day League Coordinator Susan Simoneaux, Community Tennis Coordinator Julie Hotstream, guest Michael Fredrick, LTA President Robert Daigle, and Louisiana Tennis Service Representative Bill Phillips.

Meeting opened with an introduction by Robert Daigle who reported that he plans to attend CTA meetings across Louisiana to enhance the JTT efforts in each area and to better understand the differences across CTAs and expectations of such.

GUEST PRESENTATION: Michael Fredrick was invited to present on NOMATA website design in order to make a user friendly site for all players and for those interested in finding out more information regarding local tennis opportunities. Bullet points to include a mobile app, access to Youth and Adult tennis programs, and an easy link to join or renew memberships. Following the presentation, Michel sent the proposal electronically to be reviewed by NOMATA members. Proposal time frame and costs to be reviewed by Executive Committee.

TREASURER'S REPORT: Pedro reported on current financial statement.

COMMUNITY COORDINATOR/JUNIOR TENNIS: Julie reported on the great success of Tennis Fest with 72 kids in attendance despite the threatening weather. Of those attending 25% 4-5 year old, 50% 6-8 year old, and 25% 9-10 year old. Approximately 18% had existing USTA Memberships with 48 NEW USTA 10&Under memberships. 26 volunteers assisted (including 2 pros) who ran 5 on-court stations of hand/eye coordination games and 1 court of activities geared toward 4-5 year old group. The center court featured clinic with 2 pros for the more experienced kids. Great job Julie and Diane 😊 Please send any school contacts to Julie for upcoming school partnerships.

Diane Simpson sent information to report on the impressive Spring JTT season which ran from late March through May. Total participation 240 players. Total number of teams 26. Great job Diane 😊

8s - 6 teams; 10 beginners - 4 teams; 10 intermediate - 4 teams; 12 beginners - 2 teams; 12 Intermediate - 5 teams; 14 intermediate - 3 teams; 18 intermediate - 2 teams

All teams played with the appropriate ball (red, orange or green) and court size required by USTA. Balls were provided by NOMATA for 8 through 12 year old divisions. Courts were generously donated by Audubon, City Park, Atkinson Stern, Capitano's, Green Acres, Lawn Tennis, Metairie Country Club, and New Orleans Country Club. Nomata is especially grateful for the support of the New Orleans tennis professionals in promoting JTT. Equally important to its success are the wonderful parents who serve as JTT captains.

NET GENERATION: Bill Phillips followed Julie and complimented the great job of Tennis Fest reminiscent of the tennis carnivals held in the past. Bill explained the partnership agreement between Community Partners and Net Generation expectations to comply with all program guidelines and to provide information as requested. Bill will follow up with all schools to foster the relationship and expects to begin a Social Media campaign January 1st.

MARKETING: Kerri reported on match of the week success and asked for volunteers and sponsorship opportunity with Tennis Fest in August.

TOURNAMENT: Cleburne reported on success of the NOMATA sponsored Fun Day which hosted nearly 100 players despite the weather. A DJ provided entertainment, lunch subway style was included, as well as a prize court. Total cost for the day was \$4305. Player feedback was positive and NOMATA will consider hosting this event again. Great job Cleburne 😊 Cleburne also reported on hosting the Mixed 40+ Tournament in September. The City Park Tennis Club has generously offered to provide lunch for players attending the tournament on both Friday and Saturday and offered a court monitor for the tournament. Thank you! Anticipated cost to host approximately \$7800. Discussion held regarding block of rooms required for tournaments. Carla reported that this will be addressed at State League Council meeting.

ADULT LEAGUE: Susan reported that overall Adult League was up 100 players. TriLevel, however, which is still open for registration, is down 20 players. Susan reports that there were no 55+ teams in TriLevel or Mixed League. Mixed was down 93 players, mostly in 40+ category, with 5 weeks remaining for play. Combo sign up is August 7th at City Park. Captain incentives were discussed.

OTHER BUSINESS: Carla reported on attending LLC workshop in Orlando and the impressive facility. Discussion was held regarding a NOMATA representative to attend the CTA workshop in Orlando in October. Given the focus on pros this year, Chris will attend and report back to the board.

Lana reported on the LTA conference call for CTA committee members focused on workshop and feedback to improve the meeting. Meeting is tentatively scheduled for Friday, December 1st in Lafayette.

NOMATA's next meeting is scheduled for August 15th.

Meeting was adjourned at 2:15.