

January 2014 NOMATA Board Meeting Minutes

1/21/14

The meeting was called to order at 12:36 by Kathy Hinrichs.

The following members were present: Chris Dazet, Kathy Hinrichs, Diane Simpson, Bob Browning, Lana Whitlow, Carla Catalano, Kelly Spear and Henry Crocker.

TREASURER'S REPORT: Bob – update on financial data and comparison to 2012.

ADULT LEAGUE REPORT: Kathy - Council added 2 new captains and a weekend adult coordinator position. Flex registration to close on January 31st with play to begin in February. New Orleans Flex League finished #2 in the country!!

JUNIOR COMMITTEE REPORT: Diane- Spring numbers were down due to the loss of several A's & Aces teams. JTT to kick off the first weekend in March. Consideration of a weekend tournament for kids as avenue to register on tennislink. JTT State Workshop in February. Expecting some changes to team rules in the near future.

PRO AFFILIATION REPORT: Chris – Pro meeting held in November with 15 pros and 8 coordinators/facility managers attending. NOMATA was asked for participation in sponsorship of some sort for the USPTA/USPTR 2015 National Event in New Orleans.

MARKETING/ MEDIA: Kelly working on better ways to advertise NOMATA's presence and complete database.

WEBSITE/FACEBOOK: Carla reports that BJ is in the home stretch with new website with hopes of being ready at this month's end. Kelly added as facebook administrator.

OLD BUSINESS:

Tennis Apprentice Spring program will be offered at USTA booth at Health Fair on April 17 & 18 @ Hyatt Hotel. Volunteers are needed to work booth & promote tennis opportunities in our community.

Fall 2012--We had 3 sessions with 25 participants. There was no USTA membership included. Most people said they heard about the program through Gambit ad, a friend, email sent, or the flyers.

Spring 2013--We had 4 sessions and added the USTA membership for those without one. We had 23 participants and most heard about it through a friend or email.

Summer 2013--We again had 4 sessions with 24 participants. The additional ways people heard included a pro, the NOMATA website and Facebook.

Fall 2013--Our last clinic only had 15 participants and several only came for one session. Elizabeth and I discussed what may have changed with this clinic and we really don't know. The participants seemed to enjoy the classes (even those who only came once).

TriLevel State Tournament bid progress – appears to have conflicting date with City Park event. Kristy Cohn, tournament chair, is still pursuing court availability elsewhere.

Diane agreed, on behalf of NOMATA, to attend State Community Development Workshop in Baton Rouge February 21 & 22. ☺

NEW BUSINESS: Unanimous vote to accept Kelly Spear as a board member for Marketing/Media Director. Welcome Kelly ☺ !!!!!

New Orleans was the only CTA in the state to meet the target goal for Community Development Grant. However, all CTA's were awarded the same grant amount as the previous year. (Please ask Kathy for her opinion on this) ☺

Consideration of following the lead in Baton Rouge for Groupon for Tennis Apprentice. Kelly will follow and report on this next meeting.

Tri Level & MXD League - Consideration of following lead by North Carolina for incentive to offer \$10 gift cards to players recruiting a new player to league.

ADJOURNED: The next 3 NOMATA board meetings are scheduled for March 11, April 8, and May 13, at 12:30 at Metairie Country Club. The meeting was adjourned at 2:07.