

New Orleans Metropolitan Area Tennis Association – Board Minutes

April 12, 2011

Meeting called to order at 1:04 by Henry.

In Attendance: Chris Dazet, Carla Catalano, Pedro Docampo, Henry Crocker, Lori Ochsner, and Lana Whitlow .

Treasurer's Report: (Pedro) Current balance reported. Kathy and Pedro now have debit cards. Pedro received IRS tax statement for delinquency for 2009. Pedro will be out in May for surgery. Please direct to him asap any items needing immediate attention.

Adult League Report: (sent to meeting from Kathy) Increase in participation in every league over last spring. Total increase of 180 players ,which equals about 8.3%. Greatest increase in participation came from the Night Women's League.

Junior Team Tennis Report: (sent to meeting from Kathy) Leagues began April 2nd, with 293 players. 100% increase in participation over last spring. Greatest increase in participation from the 10&under group, showing an 84% rise.

Marketing & Media Report (Lynda and Elizabeth were not able to attend)

Website/Facebook Report: (Carla) Research into redesigning the website shows it to be very costly. Facebook shows steady increase of people 'liking' the site. Carla posting current tennis events on facebook regularly. Consideration of advertising on facebook to be reconsidered at next meeting. Carla will also ask Joey for help with the Twitter option.

New Business:

- Lana researched the cost of car magnets displaying the NOMATA logo. Priced very reasonably and Lana will find out the cost of an order over 500.

Lynda has newly redesigned NOMATA logo (Play tennis New Orleans).
Lana will readdress at next meeting for input from group on design.

Old Business

-10 & Under update (sent to meeting from Kathy) Attended the NORD Bd of Commissioners meeting. Presented 10&under program offering training and equipment for the summer camps.

St. Martin's school assembly was successful.

Tennis Carnival at Audubon hosted over 150 kids 10& under. Received local, state, southern and national recognition. TV story scheduled for May.

City Park Community Day – 2 courts were set up and managed for the event.

Sacred Heart Conge introduced quick start tennis in the gym to the children attending the fair.

Kathy did not attend today's meeting in preparation for the meeting later today with the mayor 😊

-Online survey discussion to build database. Tabled until next month's meeting.

Next meeting date May 10th at 1:00 at Metairie CC.

Henry motioned and meeting adjourned at 1:45.