

New Orleans Metropolitan Area Tennis Association – Board Minutes

January 18, 2011

Meeting called to order at 1:09 by Carla.

In Attendance: Chris Dazet, Carla Catalano, Pedro Docampo, Henry Crocker, Lynda Santopadre, Joey Kuchler, Elizabeth Hamlin, Lori Ochsner, Lana Whitlow and Kathy Hinrichs.

Minutes: No motion made regarding November minutes.

Motion made by Kathy to accept 2011-2012 Slate of Officers, seconded by Pedro; unanimously adopted. They are as follows:

President – Henry Crocker

Vice-President – Carla Catalano

Secretary – Lana Whitlow

Treasurer – Pedro Docampo

Opening remarks made by Henry: to use this as a building year, invite board members to offer fresh ideas, asking people to take responsibilities for the building process, asking to meet monthly with individuals/committees to stay abreast of issues, and always focus on the growth of tennis as our objective.

Treasurer's Report: given by Pedro. Current balance sheet presented to board members. Official approval as a 501c3! 85% of work needs to be with underprivileged class/children. Lana to assist in application to Secretary of State for approval to do business under NOMATA. Pedro has sent all 1099's to coordinators. Carla motions to accept report as noted, Lana seconded; unanimously adopted.

Adult League Report: given by Kathy. While number of teams has increased, still down 85 players at last report. Registration closes in April. Numbers are down on men and day women players. But teams are up by 11.

Junior Team Tennis Report: given by Kathy. Leagues will begin at end of March. In cooperation with the 10&Under initiative, Jr. Team Tennis Coordinator, Diane

Simpson, suggests a Jr. Team Carnival 2 weeks prior to beginning of league. Kathy will discuss dates with Diane as there are several potential conflicts.

No State Tournament Report

Marketing Report: given by Lynda. Lynda asking for budget guidelines or parameters for marketing expenses. Lynda suggested, and Elizabeth agreed, that Marketing and Media would work together to establish objectives and take initiative to brain storm ideas together. Henry to meet with them as scheduled.

Media Report: given by Elizabeth. Elizabeth met with individual at the Times-Picayune to include current events. T-P suggested a picture of teacher assembly (will send photographer). T-P agreed to do story of 10&Under program, as it is a new program. Lori suggested also getting advertisement in Lagniappe section.

Website/Facebook Report: given by Carla. Facebook has many 'likes' 😊 Planning to upload video Breaking News: The Rules of Tennis Have Changed. Henry to check at CTA workshop about facebook blasts. Carla wants to work parallel to LTA site.

Chris suggested linking QuickStart birthday party info to NOMATA website.

New Business:

- Pop-Up Banners – Henry suggests ordering 1 for League and 1 for Junior Team Tennis at cost between \$125 - \$200 each. Carla motioned to accept, Kathy seconded; unanimously approved. Henry to place order.

- CDW (Community Development Workshop) – Mandatory attendance, as CD/LM grant requirement of State Workshop in Lafayette on January 29th. Carla will attend.

- 10 & Under update – Kathy passed around new promotional info cards. 5000 cards available for use. Jana Fogleman has been hired to head initiative. Will have plan in place by February 1st. Still trying to get into schools, clubs, and reach out to pros. City Park still obstacle in use of appropriate courts.

Carla suggests using UNOs 6 unused courts as possibility for QuickStart.

Lana suggested possible WWL QuickStart introduction.

Carla suggested Mackie Shilstone promotion.

Lori recommended visual on website demonstrating ease of QuickStart.

Kathy reported that there will be a Teacher's In-service Training on February 5th at EJHS gym from 9 – 12. Will be recruiting volunteers once count is in. NOMATA is sponsoring lunch and some prizes for the shoot out court. Bill Phillips will be the instructor.

Kathy reports Tennis Night in America is February 28th. Event is to be hosted in March of 2011 but requires registration by January 31st. Kathy to register event.

Next meeting date February 8th at 1:00 at Royal Blend, unless otherwise specified.

Motion made by Carla to adjourn meeting, seconded by Elizabeth. Meeting adjourned at 2:01.