

RC Tennis Association Board of Director's meeting  
Thursday, October 19 at Reidsville Parks & Recreation Department, Reidsville

**Present:** Fred Thompson, Liz Luking, John Walker, Jackie Cantrell, Alyssa Mann, and Shelby Rhyne

**Absent:** Wayne Knight, Ann Fair, Garland Hilliard

**Guest:** Jeff Parris

Fred Thompson opened meeting at 6 pm. July Board Minutes were reviewed and approved by all in agreement.

**Treasurer's Report:** Shelby Rhyne presented the Treasurer's report and Balance Sheet

**First National Bank statement 9/31/17**

|                   |            |
|-------------------|------------|
| Beginning balance | \$3,662.28 |
| 4 credits         | \$1,484.66 |
| 23 Debits         | \$1,695.86 |
| Ending balance    | \$3,451.08 |

**Executive Directors Report** (attached)

Shelby Rhyne reviewed her September Executive Director Report with Board

**New Business**

Jeff Parris reported on his adult RC Tennis experience including Try Tennis and Meet, Greet, and Play

Shelby Rhyne shared the 2018 Program schedule

**Our next RCTA Board meeting is scheduled for Thursday January 18, 2018**

**UPCOMING EVENTS FOR YOUR CALENDAR**

**October 8** JTT Match Play at Jaycee Park 3pm

**October 14,15** RCTA Fall Junior Level 5 Tournament at Jaycee Park, Reidsville

**October 19** RC Tennis Board of Directors Meeting

at 6pm at Reidsville Parks & Rec Board

Room, 201 N Washington Ave, Reidsville, NC 27320 .

**October 21** Family Tennis Fun at the Wentworth Elementary County Fair 4-7pm

**October 25** Fall Tennis Fun at new Salvation Army Community Center

Submitted by Shelby Rhyne, Executive Director

January 9, 2018

## EXECUTIVE DIRECTOR REPORT TO BOARD OF DIRECTORS October 1, 2017 September PROGRAM HIGHLIGHTS (12 events 225 participants)

- Family Tennis Fun at Eden's RiverFest for the third year (35 dropped by)
- 4-week Kids Tennis Clubs begin at South End, Bethany, Williamsburg Elementary and Holmes Middle School. Robert Hogewood of USTA NC visited Bethany.
- Fall USTA Junior Team Tennis Play Day and first match (13 registered).
- PE Tennis with Community Baptist Schools 2<sup>nd</sup> and 5<sup>th</sup> grade (25)
- Fall Tennis Apprentice Class at RCC cancelled.

### PUBLICITY

- **September Constant Contact Newsletter** went out on September 1 to 419 contacts. 170 opens 41% open rate, 25% click rate
- **RCTA Website** analytics: 761 page views, 189 unique visitors
- **83 Facebook posts**. RC Tennis Facebook page has 612 likes 3 **Facebook boosts/ads** placed \$53
- **Eden's Own Journal October** edition features ad for Fall USTA Level 5 Junior Tournament sponsored by Allied Truck & Trailer Sales  
<http://www.edensown.com/>

### NETWORKING AND PARTNERSHIP

- Online meeting with USTA NC Awards Committee.
- Listened to USTA NC monthly webinar for Tournament Directors.
- Listened to ITA Roving Officials Tips Webinar
- Attended USTA NC Community Tennis & Development Workshop in Greensboro. Alyssa Mann and Jackie Cantrell also attended.

### FINANCES/FUNDRAISING/GRANTS

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Accepted Rockingham County Community Foundation grant for \$1000 to support after school Kids Tennis Clubs.