

RCTA BOARD of Directors Meeting Minutes

Thursday, January 21, 2016 at Eden Public Library

Attending: Jackie Cantrell, Liz Luking, Fred Thompson and Shelby Rhyne, Executive Director

With only three Board Members present, the Board Meeting was conducted as an informational meeting.

Shelby Rhyne presented the Treasurer's Report for Garland Hilliard.

- 2015 Total Expenditures were: \$21407.80 and income: \$24544.80.
- Our end of year balance in the Newbridge Bank account was: \$3490.04.
- December 2015 expenditures was \$2554.27 and deposits \$2673.79.
- The 2016 Budget was presented for review.

We all participated in a Tiny Tennis Tournament using the 10 ft net and foam balls. Fun for all.

Shelby Rhyne, highlighted items from her Executive Director report . The Complete Executive Director's Report is attached.

2015 Highlights:

- 4500 total participants, 1900 unique participants in 152 RC Tennis events.
- 42 playground courts at 6 elementary schools, 1 middle school, Boys & Girls Club of Eden and the Salvation Army, Reidsville.

2016 Preview:

- New events: Recess play days on the new playground courts, Senior Play Day with Parks & Recreation Department of Reidsville,
- New outreach: two new summer NJTL/Ace locations at Bridge Street Recreation Center and Boys & Girls Club of Eden.
- Two grants submitted to Southern Tennis Association to fund equipment and a Summer Kids Tennis Club at the Salvation Army in Reidsville and two field trips for summer NJTL participants to Precision Tennis Academy in Greensboro.

The next Board of Directors meeting will be April 21.

Submitted by Jackie Cantrell, Secretary

EXECUTIVE DIRECTOR REPORT TO BOARD OF DIRECTORS
January 21, 2016

NEED TO KNOW (Big Headlines, Key Challenges)

2015 YEAR IN REVIEW:

- **THREE** Blended Line grants for WR YMCA, Mayodan indoor courts, Jaycee Park, Reidsville outdoor courts and Williamsburg Elementary playground courts.
- **FIFTEEN** volunteer, parents and coaches attended the On-Court Coach Youth Tennis Workshop with Butch Staples at the Western Rockingham YMCA, Mayodan in June.
- **FORTY** Rockingham County Schools PE Teachers (Elementary, Middle and High) attended a USTA Schools Workshop in August.
- **FORTY TWO** new playground courts are painted at 6 elementary schools, one middle school, the Boys & Girls Club of Eden and Salvation Army in Reidsville.
- **SIXTY-TWO** new junior USTA members total played in our first two seasons of USTA Junior Team Tennis at Jaycee Park in Reidsville.
- **ONE HUNDRED FIFTY-TWO** RC sponsored tennis events including Play Days, Family Festivals, Summer Camps, Junior Team Tennis and after school Kids Tennis Clubs.
- **TWO HUNDRED** rackets and balls went home with young Kids Tennis Club players at five summer day camps.
- **THREE HUNDRED** youth tennis rackets have found their way into our county schools and youth programs.
- **FOUR HUNDRED** youth, age 6-12 will attend monthly after school Kids Tennis Clubs at 14 locations during the 2015-16 school year with support from a USTA NC Play Tennis NC grant.
- **ONE THOUSAND NINE HUNDRED** unique participants in 2015 RC Tennis Events.
- **FOUR THOUSAND FIVE HUNDRED** total participation in 2015 RC Tennis events.

DECEMBER HIGHLIGHT: Quality Seal Coating and Court Surfaces painted 42 Playground courts at 9 locations.

In Reidsville: Bethany, Monroeton, Salvation Army and Wentworth

In Eden: Douglass, Holmes Middle, and Boys & Girls Club

In Ruffin: Lincoln

In Madison: Huntsville

PROGRAM PREVIEW FIRST QUARTER 2016: **Recess Play Days**, Senior Play Day with Reidsville Silver Sneakers, 9 Family Play Days, 34 After School Kids Tennis Club, 4 Xerox MS/HS free clinics **SUMMER 2016:** **NJTL and Ace at BGCE and Bridge Street Rec.**

TRAINING: attended three Free Webinars provided by NC Non Profits “Your Benefits in a Nutshell”, with Firespring.org “Online Fundraising Best Practices” and “convert Supporters with Powerful Landing Pages”

PUBLICITY

- The **January 2016 RC Tennis Newsletter** went out via Constant Contact to 450 RC Tennis contacts and was opened to date by 168 for 38% open rate.

- **14 Facebook posts** in December. One Facebook ad about new Playground courts had 360 post engagements and 8800 reach for \$33. We now have 352 likes for our page.
- **2016 Rockingham County Showcase Magazine** published. An RC Tennis article on page 60 and advertisement page 59.
- **Eden's Own Journal** January – Tennis Talk column about playground courts and advertisement for 2016 Rally the Family Tennis Play Days on pages 24 and 25.

FINANCES/FUNDRAISING/GRANTS

Newbridge Bank statement 12/31/2015

Beginning balance	\$3370.52
6 credits	\$2673.79
12 Debits	\$2554.27
Ending balance	\$3490.04

2015 Balance Sheet (Attached)

2016 Proposed Budget (Attached)

GRANTS

- **Not Approved:**
 1. **Target Youth Wellness Grant**, not chosen for second round.
 2. **Robert Wood Johnson (RWJ) Culture of Health Prize Application**, not chosen to advance
- **Submitted:**
 1. **2016 Southern Tennis Association Diversity Grant – Salvation Army \$920**
 2. **2016 Southern Tennis Association NJTL Grant – Field Trips \$1675**

SPECIAL INITIATIVES/STRATEGIC PLANNING - 4 KEY OBJECTIVES

1. EVERY CHILD – Afterschool Kids Tennis Clubs, Playground Courts program, NJTL Summer 2016
2. MIDDLE SCHOOL TENNIS –YMCA/Xerox FREE middle and upper school clinics at WRYMCA. Holmes Middle School Playground courts
3. TENNIS HUB – JustServe volunteer website
4. FUNDING - \$434.85 from Giving Tuesday Online campaign (6 online donations total \$440 less PayPal fee); 2 end-of-year donations \$650
5. ADVOCATING FOR FACILITIES – McMichael Tennis Court bid shared with contractors. Bid Meeting January 21

NEXT BOARD OF DIRECTORS MEETING is Thursday, April 21 Time and Location TBD.

Submitted by Shelby Rhyne, Executive Director