

Secretary notes from Board Retreat 7/18/2019

Reviewed Past Objectives from 2015 retreat and noted successes as well as continued challenges regarding:

- Target Programs toward children ages 6yrs – 12yrs
- Support Middle School Programs
- Create a Tennis Hub for the community
- Create Adult Learn to Play opportunities
- Fundraising
- Assist in the improvement/creation of courts

Shared need to Set a Vision for 2 years out that can be reviewed and tweaked as needed. This will provide framework for future RCTA endeavors.

Noted communality between all the groups sharing at Blue Print for Success Conference in Atlanta - a passion for serving those who are underserved. Shared an overall feeling that “I can do more”.

Continued need for community collaboration. We’ve had success using the “taking us the them” approach in our county, while communities with tennis centers are more likely to focus on the “them to us” strategies.

Need to develop our “elevator speeches” that include about 3 key points in less than 2 minutes that are adapted to our audience.

Points identified include: accessible, adaptable, partnership with schools/community, part of a bigger movement (USTA), etc.

Need to identify engagement strategies and who to reach out to.

Targets identified include: community leaders, PTSO parents, teachers, students, children, community groups (youth councils, centers, social media and churches).

Board development: Looking at skill sets and needs.

Future member qualities identified: youth, Hispanic, parents, fundraisers, not necessarily tennis players, etc.

Past and Future Funding Sources identified:

- Grants - USTA, others
- Membership
- Fees for programming (cities and community partners).

L. Luking, RCTA Secretary