

RC Tennis Association Board of Director's Meeting
Thursday, February 22, 2018 at Eden Library, Carolina Room

Present: Fred Thompson, Garland Hilliard, Liz Luking, Jackie Cantrell, and Shelby Rhyne

Business Meeting

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

Treasurer's Report: Garland Hilliard

The 2017 Balance Sheet Summary and proposed budget for 2018 were presented and reviewed. Motion was made to accept 2018 Budget as presented. The motion was seconded and passed unanimously. (See attached Executive Director Report for Balance report ending 1/31/17)

Executive Director Report, Shelby Rhyne

Complete report is attached. Report highlights include:

1. Staff changes at partner facilities were reviewed.
2. There have been 13 events with 65 unique participants at programs hosted at the WR YMCA indoor courts.
3. Shelby will be serving as the USTA NC Board Area 8 Director.
4. Spring and Summer programs were reviewed. Grant of \$7,000 from NJTL Network to work with summer day camp partners was acknowledged.

New Business

Data was collected via a SWOT analysis per the request of the USTA Southern's Capacity Building Project. They will use this information as the basis for studying how best to help us grow our tennis community in Rockingham County. (See attached SWOT document).

RCTA will host the RCS County Boys Tennis Tournament on April 4th. RCTA member, Wayne Knight will serve as tournament director.

Funds are available for summer interns. Anyone interested should contact Shelby Rhyne (teens or adults).

Liz Luking will serve as RCTA secretary. Jackie Cantrell will serve as historian.

Old Business

Farris Memorial Park court renovation continues to be in the planning phase as officials are seeking funding and examining project details. RCS has indicated that funding received to renovate the courts at McMichael HS can be transferred to help fund the Farris Park project.

Meeting adjourned.

Respectfully submitted by Secretary, Liz Luking

EXECUTIVE DIRECTOR REPORT TO BOARD OF DIRECTORS
February 8, 2018

JANUARY PROGRAM HIGHLIGHTS (7 events 42 participants)

- Meet, Greet, and Play Adult social doubles twice a week at WR YMCA indoor courts. (42 participants/10 unique)
- Xerox Foundation MS/HS Clinics (157 participants/52 unique)
- Rally the Family Play Day at WR YMCA (15)

PUBLICITY

- **January Constant Contact Newsletter** went out on January 1 to 360 contacts. 173 opens (49% open rate), 12% click rate
- **RCTA Website** analytics: 813 page views, 155 unique visitors (double December 17)
- **85 Facebook posts.** FB post series feature our website, Net Generation, and Friend at Court. Our Facebook page has 658 page likes. 4 Facebook Ads/boost promoted Try Tennis, Coach Youth Tennis Workshop, Family Play Day, USTA Foundation grant (\$160)
- **Eden's Own Journal January** edition place 2018 Winter program add and article features in Sports Shorts section pp20-21 (\$200)

NETWORKING AND PARTNERSHIP

- Attended USTA Southern Annual Meeting in Atlanta GA January 19-21
- Online webinars: USTA CTA Webinar series: Evaluation Planning, Next Generation Lab
- Accepted into new 2018-20 USTA Southern Capacity Building cohort (9 CTAs accepted)
- RCS County Board Tennis Tournament scheduled for April 4
- Met with Asia Washington, Eden YMCA Regional Membership Director

FINANCES/FUNDRAISING/GRANTS

First National Bank statement 1/31/18

Beginning balance	\$7,472.75
4 Credits	10,313.22
3 Debits	3,892.81
Ending balance	\$13,893.16

- Received USTA Foundation check for \$7000 to support summer NJTL network and \$2500 USTA Community Coordinator Grant

UPCOMING EVENTS FOR YOUR CALENDAR

Friday, February 16, Coach Youth Tennis Workshop at WR YMCA, Mayodan

Sunday, February 18, Rally the Family Play Day, Youth gym, Eden Family YMCA, Eden

Thursday, February 22, 2018 Board of Directors Meeting at 6pm at Eden Public Library

Wednesday, February 28 Community Connections Lunch-n-Learn, Ag Center, Wentworth

RCTA S.W.O.T. Analysis
February 22, 2018

RCTA STRENGTHS

Passionate leadership

Volunteers

Community and USTA grant funding

Digital Communication - webpage, Facebook page, monthly Constant Contact newsletter, email list

Facility improvement - RCC, Jaycee Park, Farris Park, school lines grants for over 50 red ball courts

Indoor tennis courts for year-round play

RCTA OPPORTUNITIES

Farris Memorial Park resurfacing project for Western Rockingham schools and tennis community

Grow Eden Family Y tennis programming

Create transitional programming to connect Kids Tennis Clubs and NJTL players to USTA Junior Team Tennis

Adult tennis

Connect with Hispanic community

Develop programs with Faith community

Develop pre-school tennis program with Partnership for Children - Headstart

Training for Middle and High School coaches

RCTA WEAKNESSES

Coaches availability

Eden Y program

Volunteers

Facilities have to be shared with MS and HS programs

Transportation

THREATS TO RCTA

Sustainable funding

Dwindling youth population (schools closing/consolidating)

Economic downturn

3 mile comfort zone

Sedimentary lifestyle

Other sports - pickleball