

NORTHWEST LOUISIANA COMMUNITY TENNIS ASSOCIATION
“To promote and develop tennis in Northwest Louisiana”
Minutes – January 6, 2016

1. The meeting was called to order by President Bob Patterson. Those in attendance include John Liles, Sue Allender, Jay Boyd, Mike Correl, Phillip Campbell, Tammie Harris, Bonnie Cox, Willie Paz, David Kimball, Debbie Blum, Ann Leonard, Grady Wilson, Elana Engleman, Robert Verzaal, Luke Ogren, Kaye Cochran, and special guests Bill Phillips (STA) and Liz Matrailer (LTA).
2. A motion to waive the reading of the December minutes was made by Jay Boyd, Bob Patterson second the motion. All were in favor, the minutes stand as written.
3. Treasurer John Liles gave the bank balances as of 12/31/15. The Red River Bank account for the 10 and Under grant monies has a balance of \$50,615.61 which includes the FDDOC account (\$792.33). The Capital One Bank account has a balance of \$87,671.05 and includes the Play Tennis Bossier account (\$1,964.89).
4. President Bob Patterson gave his report:
 - a. The USTA Adult league Captain’s meeting was held December 15. Around 50 captains attending with only 4 men’s teams represented. We are in need of 2.5 Men’s teams. The unofficial league regulations are on our web site.
 - b. Speaking of web sites, Chris Long has been working hard on ours and it looks great. Mike Correl and Kaye Cochran have been assisting Chris. Chris will also be updating our site for the next few months. If you have not checked it out, please do.
 - c. Bob and Mike met with Kathryn Waters from the Monroe CTA. She said they are in the process of hiring a part time Community Coordinator and want to get their programs up to where they can get out from under our umbrella. We are hoping both CTA’s can get together for a tournament this fall in Ruston (Squire Creek)? If this is agreeable, we need to check our calendar and get the date on it.
 - d. The CTA Workshop was held the same weekend as the LTA awards in December. Bonnie Cox took some great notes. Here is a brief recap:
 - i. Chris Walling (USTA Southern Director of Adult Tennis) – LA had more Tennis Apprentice programs than any other state; growth in leagues (Southern 1.7, National 4.0 average).
 - ii. Jordana Klein (LTA Junior Tennis Director) – 2016 free 10 and under membership will continue; holiday play days and jr. city championships.
 - iii. Liz Metrailer (LTA Marketing Director/Tennis Apprentice) – Step Up League after Tennis Apprentice; Tennis Apprentice party with Pros input for players in regards to level of league play.
 - iv. Freddy Bailey (LTA Director Adult Leagues) – Available to come to Captain’s meetings; Ekulo (singles, doubles, mixed or combo

- to fit into your group); website resources that the USTA has can be customized for your CTA's needs.
- v. Barbara Fisher (Junior Team Tennis) – to have a successful Junior Team Tennis league you need a coordinator, the Pros need to be involved and have a Fall and Spring League. At Junior Grand Prix tournaments have an unranked division to give new players a tournament experience. Parents should be team captains (back round check may be required) and if their child is playing, their fees could be reimbursed.
 - vi. Bobby Walker (High School Tennis) – High School Prep focuses on 11 – 13 year olds; flyers in schools; Pro contacts players and arranges weekly matches; personal contact and attention is essential.
 - vii. Bob Patterson (Tennis Apprentice) - CTA, Pros and tennis facilities all need to support this program. Online registration is a big asset, also have last minute registrations on first day; word of mouth marketing; win win for everyone (Pros, USTA members, league players); goal is to increase adult participation in beginner programs and adult leagues.
 - viii. Gary Mollere (Round Robins for Beginners) – For beginner players 18 and up held Friday evenings for 13 weeks; start with clinic at 5:30, play at 6:30; charge \$5 - \$7 per person; some sign up on line others walk up sign up; CTA provided \$500, whole program cost \$2,500; music in background and refreshments; CTA members show up to even numbers; bring a friend incentive the following week.
 - ix. Missy Higgins (From Something to Something else) – community involvement not just for tennis players; events just for fun; emphasis on getting all levels playing together; fundraiser for a school?
 - x. Marty Engle (Grow and Sustain Adult Tennis) – Tennis to company, workplace, before work, during lunch, after work; provide short courts, balls, racquets and snacks; make pathway to adult league play; web site list players who need a team.
5. Liz Matrailer from the LTA talked to us about the latest plans for Tennis Apprentice. She will be sending out a detailed letter of instructions to each of our Pros. After Tennis Apprentice there needs to be a follow up program, Step Up League. A way to get more beginner adults aware of this program is by dropping off brochures in the teachers lounge, break rooms in businesses.
6. Bill Phillips with Southern and the USPTA explained about the program that the USPTA have developed, a one day tournament. Matches are just sets and you can have singles, doubles, or mixed doubles tournament formats. Sign up is available in Tennis Link and is non-sanctioned and you only have to have drinks available. This is going to be our CTA City Circuit format for 2016. Elana Engleman at North Bossier will also be having a one day tournament format each month. For players new to tournament format (2.0) you might use green dot balls. You will need to have a USPTA Pro on staff at the hosting facility. Bob, Kaye and Mike will meet in regards to rules and points for our City Circuit.

7. Mike Correl presented an idea about using bus advertisement as a way to expose other areas in the city to the game of tennis. The cost is \$250 per month/per sign or \$6,300 a year. Another city is doing this and Mike is going to contact them to see what kind of response they received.
8. Grady Wilson will be attending the Southern Awards Meeting and will accept the STA Award for the "Serving For Eddie Tournament".
9. Jay Boyd challenged everyone on the CTA board to captain an USTA Adult League team that they are not playing on. And then teach the players how to captain their own teams. Let Tammie or Bob know if you are interested.
10. League Coordinators Tammie Harris and Bob Patterson mentioned that sign up is under way and right now the team numbers are down for the 18 and Up and up for the 40 and Up leagues.
11. Community Coordinator, Kaye Cochran will be working with David Kimball on finalizing the Junior Novice Tournament regulations/entry forms/pro responsibilities. The first Junior Novice Tournament is at North Bossier Tennis Center on January 23.
12. Elana wanted to introduce the new Tennis Pro at North Bossier, he is Bailo Ba from Senegal. He has 25 years experience teaching. We welcome him to our tennis community.
13. Robert Verzaal is having difficulty getting information for our CTA Facebook page. Tammie Harris will help get information. Many thanks to all who step in and help.

**NEXT MEETING WEDNESDAY, FEBRUARY 3
NOON – EAST RIDGE COUNTRY CLUB**