

## Northwest Louisiana Community Tennis Association

### Board Minutes August 5, 2020

Call to order – Rhonda Rubben

Attendees – Board members Rhonda Rubben, John Liles (by phone), Pam Haley, Jay Boyd, Bob Patterson, Chris Dudley, Tyler Semmes, Grady Wilson, Philip Campbell, Willie Paz, Albert Hardison. CTA members present - Kaye Cochran, Ann Allred, Gail Lowrey

No meeting held in July. The June minutes approved. Motion -Albert Hardison, second - Bob Patterson.

#### **Treasurer Report** - John Liles (see attached detailed report)

- 2020 income to date savings/checking \$126074.84 (includes Play Tennis Bossier and QTC Funds) and \$75,187.45 in investments with total current liabilities of \$20739.27 (Capital One Credit Card due and Sports Commission, Team Tennis, Querbes Income). July net income/loss was <\$4825.22> primarily due to no income made and the return of return of LTA funds for Pro Assistance not used and contributions made to local tournaments.

#### **President Report** – Rhonda Rubben

- Contributions/donations for past 2 months included \$ 500 each to St. Jude, Katy Build, and The City tournaments.
- 2020 Annual Calendar is posted on the website. Notify Rhonda about any needed changes.
- Online event and court reservation system with a player phone app, Play Tennis Connects, currently being used at STCC, is being implemented at all Shreveport public courts, and possibly BTC, in August and September. Activities for each facility can be posted and available to everyone who sets up an account. Announcements/events from CTA and area facilities can be posted and will automatically upload to CTA website. Courts at each facility can be reserved on the app.
- CTA website name will change to PlayTennisSB.com. NWLACTA.com will live under the new name and All facilities using PlayTennisConnects will have their events, etc., automatically go to this website. CTA Facebook page may also be renamed in the future.
- With approval of Board, CTA Tournament has been scheduled for March 25-28, 2021, and 2020 participant fees will transfer to 2021 and include additional incentives to play. After a brief discussion, the new date was approved.
- CTA Awards Committee submitted nominations in several categories for 2020 LTA Awards: Willie Paz (Tennis Professional), Querbes (Facility), City (Adult Tournament), Katy Build and St. Jude (Charity), Sip and Serve Tournament/Cinderella Project (Special Event), Dana Hicks (Spirit), Team Tennis (Program), and a few others.
- Deadline is Sept. 11 for nominations for two new CTA award categories: Facility Assistance, Helping Hands (see attached handout).
- Steve Polk, tennis player and friend to many, passed away. Notes/donations can be sent through CTA.

#### **USTA/LTA/STA Reports**

Jay Boyd

- USTA focus has been realigned from program based to service based.
- USTA experienced a 20% reduction in staff. More volunteer participation is needed.
- Strategic direction is to “attack and engage” new players. USTA membership is approximately 700,000 out of about 7 million tennis players.
- USTA is accepting applications no later than Sept. 22 for Southern committees/volunteers, and no later than Sept. 21 for National committees/volunteers.

- FREE Junior memberships will be added to USTA in 2021. Lifetime memberships will be eliminated with current lifetime memberships grandfathered in.
- Membership fees for 2021 are half price, and donations to USTA Foundation are encouraged. Adult organizations (i.e., Play Tennis Bossier) are eligible for free memberships (no voting power).
- USTA Southern has \$1.1 million reduction in revenue but additional expenses of \$2 million through Southern Cares for financial assistance to facilities/pros during COVID-19 shutdown. LA distributed the largest amount (\$87,000) with statewide participation.
- 2020-21 Southern budget is reduced by \$1.3 million contribution from USTA.
- Tournaments provide critical funding for USTA. US Open has made adjustments but is still scheduled with fewer spectators.
- Contact Jay to suggest names to submit to LTA nominating committee for 2021 state officers.
- LTA has formed a committee to explore ways to promote high school tennis, a timely and safe opportunity because of the eliminations/postponement of fall high school sports. Contact Jay with interest or ideas.

#### Grady Wilson

- USTA Southern facility grants have been awarded to BTC, POTC/ERCC, Natchitoches, SHTC, and Querbes to be used for facilities, pros, tournament directors, and other appropriate expenses.
- States and facilities determine when junior programs resume.
- All national junior tournaments are cancelled.
- New software will be launched in January 2021 but will not include shadow rankings for juniors.
- Grady is serving on a 10 and under task force (MS, ARK, GA, and others) to keep them engaged. Each state will get a specific number of tournaments. Rankings will be done manually to determine eligibility for camps.

#### Rhonda Rubben/Kaye Cochran

- Rhonda and Kaye participated in SERVE TENNIS webinar, part of webinar series. Kaye sent out link yesterday to others who may be interested in participating.
- SERVE TENNIS is a new platform, replacing Tennis Link, for tournaments and junior programs, and is better than Tennis Link. The change from TL to ST will happen in increments over the next year. A small amount is charged for fees to be paid on the site. It is available to all players, even if non-USTA members, but all participants must create an account.
- Pros please notify the local coordinators to add a Team Challenge at the beginning of junior tennis programs so they can be registered in SERVE TENNIS. CTA reports numbers of participants and must meet or exceed goals each year (3% - 5% increase is target but is tabled this year). CTA receives more per participant for juniors than adults. CTA can organize and oversee Team Challenge events or assist pros with incentives, snacks, etc. Essential data (parent names, age, gender, demographics, etc.) is collected online or on paper and reported.
- Grant are available to include/expand opportunities for underserved populations.
- Scholarships are available.

### Facilities/Pro Updates

#### POTC – Grady Wilson

- Junior Development begins Aug 25, including off-campus PE and after-school programs, subject to change based on adjustments in school calendars.
- USTA matches are played most nights.

#### Natchitoches – Willie Paz

- Team challenges began a few weeks ago, 4 days/week with matches on Fridays.
- Men's league is in progress.

#### Querbes – Chris Dudley

- Junior summer program was slow but growing and extended through Aug 17. Three time slots were offered, with 30 participants last week. Parents are asking for junior and after-school programs.

- Chris is networking with homeschool parents.
- Adult beginner ladies clinic on Tuesdays has grown to 15 participants, including 6 new players. Plans may include adding an in-house “step-up” social league to segway into USTA play.
- Focus is on customer service and interaction with players.

#### SoHills – Tyler Semmes

- Summer programs are OK.
- An in-house 4.5 men’s league, with 25-32 players, 4 teams, and weekly matches ended last week. Tyler wants to continue and expand this.
- Beginning next week, 8-10 players from Calvary will begin an after-school program.
- Several pickleball clinics and opportunities to play are available days and evenings.
- Pickleball was introduced at Stonebridge and included 25 new players.

#### League Coordinator Report – Rhonda Rubben

- A link has been created on the website, flyers have been posted at all facilities and information is on Facebook post that helps connect interested players to pros and league teams/captains. The link or barcode adds names to a CTA data base and the information is given to facility of their choice to assist them in finding a team.
- The number of players participating in leagues is 821 less to date in 2020 than in 2019: 89 less in adults, 322 less in mixed, 410 less in tri-level, which was eliminated in 2020 only due to COVID-19 and play suspension earlier in the year.
- Registration for mixed teams is in progress, but additional teams are needed for 18 and over (2.5 and 9.0) and 55 8.0 Teams. There are no 55 and over 6.0 teams. Registration may be extended until Friday.

#### Coordinators’ Report – Kaye Cochran, Rhonda Rubben (see attached report)

- For the Fall Programs - Red, Orange, and beginning Green Ball programs are offered at Querbes and Advanced Green and Yellow Ball programs are offered at SoHills.
- Private and public schools have been notified about these opportunities.
- Coordinators are exploring ways to grow high school student participation in tennis (e.g., off-campus PE) by adding Team Challenges and in-house tournaments.
- Scholarships are available to pay fees.
- SERVE TENNIS platform will be used.
- CTA paid pros to go to YMCA and run summer camp. Program went very well.
- Seeking one school site in Bossier and one in Caddo to host Adaptive Children’s Tennis program since field trips will not be allowed this fall.
- Adult Adaptive Tennis program is being developed with CTA/YMCA partnership using grant dollars.
- Adult Wheelchair Tennis program is being developed.

Meeting adjourned. Moved -Jay Boyd, second – Bob Patterson.

Respectfully submitted,

Pam Haley  
Secretary