

**Northwest Louisiana Community Tennis Association
Board Minutes – Feb. 3, 2020**

Call to Order – Joey Lawler, President

Attendance – Board members: Rhonda Rubben, Joey Lawler, Brian Bernard, Jay Boyd, Grady Wilson, Phillip Campbell, Tyler Semmes, Albert Harrison, Jeanna Choi, Roy Thomas (via phone) Others: Kaye Cochran, Bob Patterson, Corey Dixon (KTBS), and Audrey Robinson (Idea Path)

January minutes were approved. Motion by Albert Hardison, second by Rhonda Rubben.

Executive Board Reports

Treasurer Report – Rhonda Rubben for John Liles

- Current Checking/Savings \$122, 627.95
 - Play Tennis Bossier \$1039.60
 - Raymond James Interest <\$241>, other interest income \$22
 - Other Current Assets \$74893.71 – Raymond James Investments
 - Total \$197,521.66
- \$10,422.50 received in spring league income and \$1847 in 2020 Adult League Refund Income
- Current total liabilities are \$20,165.62
 - CTA Tourn-\$4050, Sports Comm. \$8500, Team Tennis \$3989, Capital One CC \$464, QTC \$3162
- Primary expenses \$262 office supplies, \$145 printing, \$324 AL refunds cashed, contract services \$50

President Report – Joey Lawler

- Board Review Agreement and Committee sign up agreements distributed to board members for review and signature, each board member should be on at least one committee.
- Volunteer Committees: Additional volunteers are needed to join these committees.
- CTA Community Partnership: Reaching out this month to secure financial commitment for this year (current and new businesses).
 - Will send information to all the board, representatives, and others to assist in obtaining partnerships, both monetary and tangible.
 - Rhonda gave an additional incentive that anyone that brings in \$500 or more will receive a free registration for the upcoming Bill Oliver Tournament.

USTA/LTA/STA Reports – John Liles/Jay Boyd/Grady Wilson/Philip Campbell

- Grady: Serve Tennis is working on editing the software for the national junior ratings.
- Jay: LTA: Rhonda Rubben is CTA Chair, Bob Patterson is Chair of CTA Development.
- Jay: Southern Awards next month: 5 southern awards from the state of La., 4 of the 5 are coming from our area.
- Jay: Recognized and gave out a gift for Rhonda Rubben as past president of NWLA-CTA.
- Grady recognized the outstanding job Jay is doing as LTA President.

Public and Private Facilities-Pro Updates

- Cockrell: Adult Tournament-Feb. 26-28 (Pre-Spring Doubles Challenge)
- Southern Hills (Tyler Semmes): Polar Bear Tournament, Feb. 21-20 (fund raiser for Southern Hills Courts)
- POTC: SALT, USTA programs are ongoing. 72 after school program, 42 JD
- Bossier: BLT has started the spring session

Committee Reports

- Marketing-Rhonda Rubben, Audrey Robinson, Kirita Windham, Chris Long, Leighann Evensky
 - Presenter: Audrey Robinson (Idea Path Company): Find ways to achieve the goal of using PlaytennisSB.com as the “go to” destination for local tennis players to receive tennis information and understand the value of the CTA.
 - Install TV Monitors in prominent areas at local facilities increase visual information to players through use of electronic devices (TVs).
 - A motion to have CTA purchase a TV (\$300) at POTC as a pilot program was approved by Grady Wilson and seconded by Albert Hardison.
 - Photo Op and Hashtag Contests using giant cut out tennis racquets to drive players to playtennisb.com.
 - Favorite Captain Contests to post pictures and names of Captains to the website.
 - Set Up Text Alerts for all players that prefer this platform of receiving info.
 - Use content information across all platforms.
 - Identify club ambassadors at each facility to share photos and events across social media and tv monitors.
- Motion by Albert Hardison and seconded Brian Bernard to allocate monthly funding for CTA marketing by Idea Path (Audrey Robinson) to work with the CTA rebrand their name/information,
 - \$170 total month paid and \$170 donation as Community Partner (\$340 per month value) from the Adult and Junior Marketing budget.
- The playtennisb.com website will be up and running hopefully in March.

CTA Tournament Committee-Rhonda Rubben (Pre-tournament), Grady Wilson (tournament), Board and volunteers

- Bill Oliver Annual Tournament: March 26-28 at POTC (volunteers are needed)

State Tournament Committee-Rhonda Rubben, Bob Patterson, Tennis Pros of Host Facilities

- 70 & Over Invitational Tournament to be held at Bossier Tennis Center: March 26-28
 - State Tournament Committee is working with LTA and Tournament Director for additional guidelines and precautions that will be in place due to COVID and is also assisting with the prep work needed before the tournament.
 - A meeting with the BLT Group will be held next Monday to hopefully contract with them for food provided for the tournament and to also volunteer during the tournament.

Outreach Program-Rhonda Rubben Chair - Committee has been formed with Albert Hardison, Lyna Jackson, Dianna Watson, Chris Dudley, Tyler Semmes, Erik Graves, Kirita Windham, and Kaye Cochran as members to date.

- Creswell Elementary has reached out with a request to offer and promote tennis with Physical education classes. Rhonda has begun the initial contact and received a requested schedule of times for the program. Kaye Cochran will follow up for more details then will secure tennis instructors for this project.
- Rhonda met with Joe Mero, SPAR Athletic Director, to secure a Community Partnership with the city and tennis programs at the facilities and recreational centers for 2021 that are held through SPAR.

Local League Coordinator Report- Rhonda Rubben, Tad Peters (Adult Spring) Tammie Harris (Mix) Kirita Windham (Tri Level) Rhonda Terracciano (Flex)

- Up 67 players to date over 2020 with more to register.
- Total teams up 16 over 2020 with 14 being the new Women’s Day league teams.
- By facility breakdown on teams: BTC +2, SHTC +7, POTC +4, QTC+4, CTC +0, STCC -1
 - Each Tennis Pro will receive \$100 per increase in team over 2020 as previously approved by board.

Community Coordinators Report: Kaye Cochran (see attached report)

- After school and junior development are ongoing at local clubs.
- Team Challenges recommended at the culmination of junior sessions, Kaye will follow up and register.
- Adult Tennis Apprentice programs encouraged at all clubs.

New Business:

- Discussion on funding a tournament to help medical expenses for KK Birmingham (tennis player/cancer survivor) A motion to donate \$500 by the CTA was approved by Bob Patterson and seconded by Grady Wilson.
- Southern USTA: Run for Racquets (virtual run), see website, Facebook, and newsletter for more information.
- Requested that everyone check the newsletter, website, and Facebook page for updates on tournaments.
- Discussion and motion to approve Board Resolution for Past President, Rhonda Rubben, President Joey Lawler, and Brian Bernard, Vice President, and Treasurer, John Liles to have authorization, through signatures, to enter into any contractual agreements on behalf of our organization.
 - Motion by Albert Hardison and seconded by Grady Wilson.
- Marty Engle's has stepped in as "Interim" LTA Adult League Coordinator while Freddie Bailey is recuperating from surgery. A card was signed by all attending and a amazon card and plant will be delivered to Freddy when he goes home.
- Please keep John Liles in your thoughts and prayers as he is recovering. A card was signed by all attending and will be delivered by Rhonda along with some food of choice.

Meeting was adjourned. Motion by Rhonda Rubben, second by Albert Hardison.

Respectfully submitted,

Kaye Cochran, Substitute Secretary