

Northwest Louisiana Community Tennis Association

Board Minutes – February 2, 2022

Before the meeting began, Courtney Dugas, LTA Junior Director, 2021 pro of the year for STA, and Bill Phillips, TSR, shared information about LTA efforts to increase the participation in JTT and Net Generation 10 and under tournaments. For the last 10 years, Louisiana has come in last in JTT participation among the STA states.

Call to Order – Pam Haley, Secretary

Attendance – Board members: Brian Bernard, Steve Craig, Pam Haley, Albert Hardison, Chris Dudley, Grady Wilson, Philip Campbell, Willie Paz, Bryan Armstrong. Others: Rhonda Rubben, Jill Zimmer, Hassan Abbas, Courtney Dugas, Bill Phillips, Kaye Cochran, Bob Patterson, Veronica Anderson, Randy Rossi, Amy Dudley, Tammy Harris, Kirita Windham, and Rodrick Arterberry.

January minutes were approved. Motion by Chris Dudley, second by Albert Hardison.

Executive Board Reports

Treasurer– Steve Craig

- Assets: \$211,778.52 including \$128,990.09 cash/savings, \$12,500 Sports Commission, \$70,288.43 RJ Investments.
- Liabilities: \$16,979.21, including \$2272.43 credit card, \$14,706.78 other liabilities.
- Income for January: \$7970.42 from adult spring leagues, \$82.42 Love Twice and interest.
- Expenses for January: \$4,546.25, including \$1090.49 CTA laptop, \$1813.99 other.
- Balance Sheet and P & L are available for review.

President – Brian Bernard

- QTC lighting is almost completed.
- Bids for resurfacing of courts at SHills and Cockrell have been released. LED lights will be part of the bid.
- Bill Phillips indicated that USTA has facility assisting funding grants available to help with resurfacing.

USTA/LTA/STA - Grady Wilson

- LTA Director, Diana Beauregard, retired Monday.
- JTT initiative is to provide match play opportunities, including 10 and under. Courtney Dugas can help with the new system for running tournaments.
- USTA is focused on building JTT.
- STA meeting next week to talk about tournament sanctioning for juniors.

Public and Private Facilities -PRO Updates

QTC –

- Progress on lighting is 90% completed.
- 70+ in afterschool program which began last Monday.
- 10 in Off Campus PE.
- Michael Shaft, 23, is new assistant pro and is pursuing USPTA Certification.
- Daniel Stuart is also pursuing USPTA certification.
- Amy and Chris arrived two years ago yesterday.

Cockrell –

- Lighting is Ok.

Natchitoches –

- In process of raising funds to resurface 4 courts. City will help. Approaching businesses for financial support, and has applied for USTA grant funds.
- JD and school programs are in progress.
- TA will begin in April.

STCC –

- Randi Rossi represented STCC to gather information and report back.
- Pickleball courts are being painted.
- Open house next week to share information.
- Painting one tennis court.
- Mint Julep tournament is on the calendar.
- LED lighting is completed on pickleball courts.
- Adam, one of assistant pros, has a visa hearing on Feb 14th and should be able to return to work soon.

BTC-

- BLT season begins Feb 7th for Monday levels (3.5 and 2.5) and Feb. 18th for Friday level (3.0)
- JR, Red Ball programs are in progress.
- Off campus PE in progress.

POTC –

- Level 6 JR tournament this weekend, 10 and under through 18 and under, with 56 players.
- 70 students in Off Campus PE.
- JD in progress and working toward an avenue to continue to play.
- All courts are lit with LEDs.
- SALT began today.
- Many USTA teams.
- Lance Dryer is in memory care, with no family. Planning a fundraising tournament to help with finances.
- JTT tentative date to start is March 1. Format is determined locally but will follow LTA guidelines. Area pros will be notified. Registration will be on Tennis Link.

- JTT State tournament is June 11th in Baton Rouge.
- Rhonda reported that Ken Lantz had a stroke and is in rehab. Cards to send to Ken are available at SHills and BTC. A team event may be planned in Ken's honor.

SHills –

- Polar Bear tournament this weekend.
- 70 tennis players and 40 pickleball players registered.
- Courts 7 and 8 unusable because of lighting.

Committee Reports

Adult League –

- +8 teams and +136 players compared with 2021.
- 9 ladies' teams at 2.5 level.
- Informational meetings for 2.5 Captains and players were held at BTC and POTC. League Coordinators, pros, and experienced Captains also attended. A pamphlet containing basic rules of play was distributed and discussed. Meetings were a great success.

Community Partner/Fundraising –

- CTA has secured one Grand Slam (\$2500) partner to date with more CP's in process.
- Seeking additional partnerships, with Board members taking the lead.
- February is target month so sponsor names/logos can be included in promotional materials for the annual CTA BO Tournament.

CTA Tournament –

- 5th year of the Bill Oliver tournament, which will be held March 11-13th.
- Email has been sent to board to volunteer for tournament committees. Rhonda is looking for someone to serve as co-chair.
- Responsibilities should be shared among Board members and others.
- Volunteers are needed. Let Rhonda know if available.

Marketing-

- 2 marketing grants were submitted for 2021 and report for reimbursement has been submitted.
- Audrey Robinson handles newsletter with input from Rhonda. Social media and flyers are still primarily done by Rhonda.
- Another marketing person is needed to manage social media and newsletter.
- Executive Director Admin position will be created in partnership between LTA and CTAs and may begin with a pilot program using our CTA.

Bill Phillips: LTA has a partnership with Ochsner, which employs about 30,000 people throughout Louisiana, to promote healthier lifestyles by providing opportunities for Ochsner employees to participate in Tennis Apprentice at public facilities throughout the state beginning in April for a discounted price. Ochsner will take care of marketing. Tennis Apprentice curriculum and standards are being revised, and the program will be administered locally. Ochsner wants a partnership marketing

agreement, maybe using trainers and physios at tournaments and/or marketing through advertising, with a goal of reducing obesity, heart disease, etc. over a 10-year period. A goal is to increase adult participation in tennis, which will lead to more kids participating in tennis.

Outreach & Special Programs/Grants –

- The CTA Community Coordinators work closely together but each has their own special duties. Kirita Windham is Outreach & Special Programs Coordinator and Kaye Cochran is Grass Roots Adult and Junior Coordinator. Both are working to increase junior and adult numbers.
- Adaptive programs at SHills recreation center will begin in March, led by Kirita Windham and Kaye Cochran and hopefully the SHills pro.
- Community Renewal may be interested in partnering with outreach programs, possibly beginning with the Friendship House in Bossier City.
- Tennis courts at A.B. Palmer Park will be resurfaced and could be the site for another program.
- Rhonda, Courtney, and Bill met with the Arterberrys and some Cockrell parents to review the point systems for juniors and how to get them connected with sanctioned tennis opportunities.
- SALT volunteers and the CTA Coordinators will resume the Creswell after-school program in March.
- LSU Med students, EB Stoner Hill, CMHS, and the CTA have partnered together for an outreach tennis program that meets once a month. The CTA will supply the equipment and curriculum and advise as needed.
- Rhonda Rubben: Applications for pros at SHills and Cockrell are due on Feb. 8th and Feb. 15th, respectively. Interviews will follow, with a goal to have pros in place by April 1st.

Bill Phillips: There is a nationwide shortage of tennis pros, and average age of USPTA pros is 49. USTA is seeking new and diverse pros, but the certification pathway is much more stringent and takes longer to complete. USTA "Find a Pro" website is being changed.

State Tournaments –

- **70 & Over Tournament**
 - March 25-27, 2022, in Shreveport/Bossier.
 - Expecting 80-100.
 - Bossier Ladies Tennis will coordinate food.
 - The tournament will include bingo and pizza party.

Other New Business –

- CTA can provide wind flags for facilities with playtennisb.com printed on them.
- CTA takes over the operation of Tennis Apprentice this year. Rhonda will meet with facility pros to discuss the program and fee structure.

Meeting was adjourned. Motion by Grady Wilson, second by Albert Hardison.

Respectfully submitted,

Pam Haley, Secretary