

## Northwest Louisiana Community Tennis Association

### Board Minutes – October 5, 2022

**Call to Order** – Brian Bernard

**Attendance** – Board members: Brian Bernard, Steve Craig, Pam Haley, Albert Hardison, Todd Killen, Chris Dudley, Grady Wilson, Phillip Campbell, Ken Myers. Others: Jay Boyd, Bill Phillips, Jeff Smith, Hassan Abbas, Judit Castillo, Kaye Cochran, Amy Dudley, Marilyn Myers, Tammie Harris.

August minutes were approved. Motion by Grady Wilson, second by Chris Dudley.

#### **Executive Board Reports**

**President Report** – Brian Bernard

- Increase in local league fees from \$ 9 to \$12 for all levels was approved by USTA.

**Treasurer** – Steve Craig

- Assets: \$ 284,368 , including \$ 214,069 cash/savings, \$ 70,298 Merrill Lynch investments.
- Liabilities: \$ 7,207, including \$ 2,207 QTC, \$5000 Sports Commission.
- Income for Sept: \$ 5,174, including \$ 1,093 league tennis, \$ 3525 Tennis Apprentice, \$ 556 Love Twice.
- Expenses for Sept: \$ 10,669, including \$ 554 tournaments, \$ 8,079 projects, \$ 2,452 general.
- YTD Unrestricted Net Income: \$ 14,384.
- Balance Sheet and P & L by MTH YTD are available for review.

**USTA/STA/LTA** – Jay Boyd, Grady Wilson, Phillip Campbell

**STA** – Grady Wilson

- STA may change allotments for Level 5 tournaments, and LA may get more.
- Submission process may be revised in 2023.
- May resurrect tournament director training and make it mandatory.
- Jr tennis is growing again. LA is improving, but behind in STA.

**LTA** -Jay Boyd, President.

- LTA dashboard numbers show adults 105% over 2022 goal for all programs. LA is only state in STA that has surpassed 2022 goal.
- Emphasis is customer service.
- LTA has a strong relationship with governing bodies at all levels in NWLACTA.
- LTA's Growth of Tennis press release cites 4.9 million new tennis players, and a [Community Tennis Advocacy Handbook](#) includes a case for tennis. Share with appropriate decision-making bodies and agencies in local areas.
- Two new LTA Nominating Committee members – Hassan Abbas and one other.

**LTA** – Bill Phillips, Executive Director

- USTA Mission is to promote and develop the growth of tennis.
- ATTRACT, ENGAGE, RETAIN to grow tennis. (USTA President, Mike McNulty)
- Old emphasis was learn to play; new emphasis is play to learn.
- To ATTRACT students
  - Partner with other organizations (Boy and Girl Scouts, Boys and Girls Clubs, YMCAs, school clubs, etc.).
  - NET GEN - youth branding product and turnkey resource for school PE. Training will be included in LA Association for Health, Physical Education, Recreation, and Dance (lahperd) convention in November.

- Emphasis is how to connect with schools. Instead of marketing to all, identify potential young players with special aptitudes and get them from the schools to the facilities.
- To ATTRACT adults
  - Use programs (i.e., TA, Ochsner's') and social media.
- To ENGAGE
  - All need a measure of success, communication, socialization, interaction. A new player needs 9 communication interactions within the first 30 days.
  - More live, partner, game-based scenarios.
  - TA alumni tournaments encouraged.
- To RETAIN
  - Social leagues for adults.
  - Serve Tennis includes Play Tracker which allows kids to progress from orange to green to yellow levels; one-half day or one-day tournaments with no fees and almost 100% profit for facilities.
  - More tournaments provide opportunities for kids to play.
  - Team concept- practicing playing.
  - LTA is a resource and available to help.

#### **USTA – Jeff Smith**

- STA pilot program (Fall 2022 only) with partnerships between schools and public facilities: \$1000 grant to connect facilities to nearby schools. Minimum 4- wk. level youth program following tennis unit in PE, concluding with a team challenge.

#### **Public and Private Facilities – PRO Updates**

##### **BTC –**

- 240 + players at 65 and Over state tournament; BTC was satellite facility.
- Bossier City Council meeting resulted in potential to build 6 new hydro courts and pickleball courts.
- 40 and Over 9.0 Mixed placed first at Sectionals. Nationals are in Orlando Nov. 11-13.
- Other teams did well at Sectionals.
- 65 and Over 3.0 ladies, 3.5 Men, and 4.0 Men placed first in State. Sectionals are in Dothan, GA Nov. 11-13.
- Resurfacing of hard courts has begun.

##### **BLT –**

- Fall season is in progress on Mondays and Fridays.

##### **POTC –**

- Busy. Tennis is booming.
- Two levels of tennis memberships; 50 on waiting list for one level; can take 725, but that is too many. Changing bylaws to lower membership numbers.
- JD has 180+.
- Hassan was a coach at Jr Southern Cup in Rome, GA. Team LA finished 6<sup>th</sup> out of 9 states and won Spirit Award.

##### **Natchitoches –**

- 10 new TA participants.
- JD has begun. Level 6 and 7 and 10 and under tournaments will be posted soon.
- USTA leagues in progress.

##### **QTC –**

- JD has 85 (at capacity). Need coaching help.
- Need another full-time, younger coach.

Bill Phillips – There is a nationwide shortage of coaches, including women, minority, young people. Main cause is long hours.

- TA player party and FTF-Serve for Fur mixer on Friday, Oct. 7<sup>th</sup>.
- Four 90-minute sessions worked better than six 60-minute sessions.
- 2<sup>nd</sup> annual Querbes Cup (one-day mixed level (5.0-8.0) team tournament) Oct. 21-22; teams chosen on Friday night, with tournament Saturday from 8 am – 4 pm.
- Additional Fall Tennis Fest through Serve Tennis events planned between Oct.1 – November 15.
- Would like to begin something like BLT for 2.5 ladies.
- Some lights are still in need of repair. Brian has a meeting next week with SPAR.

Cockrell –

- Full house for TA; 90-minute sessions worked well.
- TA party held Monday, Oct. 3.
- Excited for rebirth of Jr tennis because kids can bring adults along. Want to seek JTT tournaments.
- Offering a 3-day Introductory Youth Tennis Camp and a Intermediate Junior Skills Clinic during fall break in partnership with SPAR and NWLACTA NJTL Chapter. Participants can come to the introductory camp at no cost to them.
- Fall Tennis Fest –
  - Family school mixer will target students at Turner MS and Huntington HS. Students from other schools are welcome.
  - Family Trick or Treat Day is planned for Sunday October 23.
- The Inaugural Lueburda Jamison Myers HBCU Regional Women’s Tennis Championships & Jr. Clinic is scheduled Nov. 4-5 with competing teams from universities within the region. Kids can watch college-level players and bring a canned good for Food Bank of NWLA.

**Committee Reports** – Kaye Cochran

**Outreach –**

- Outreach programs are going well: Adaptive PE at SHills, SALT/VOA at Broadmoor MS, LSU Med/Stoner Hills at Caddo Magnet. Need additional volunteers.
- Report is available for review.

**Local League Coordinator Reports** – Rhonda Rubben, Tad Peters, Tammie Harris, Rhonda Terracciano, Kirita Windham

**Adult League Recap**

- Adult           2022   1667 players   2021   1429 players   UP 238 players (includes 65 registrations)
- Tri Level       2022   427 players   2021   378 players   UP 49 players
- Mixed           2022   781 players   2021   657 players   UP 124 players
- Combo          2022   1365 players   2021   1053 players   UP 312 players (still registering)
- Total           2022   4197 players   2021   3517 players   UP 680 players
- 65+            2022   77 players
  - 15 NEW Combo 18 & Over Women’s Day League in 2022
  - 96 Combo Teams total – 20 more than 2021
- Captains Gifts have been ordered and 1x Captains and Captains with 3+ teams Amazon Gift Cards have been sent out

**Community Coordinators’ Report** – Kaye Cochran

- Report is available for review.

Meeting was adjourned. Motion by Albert Hardison, second by Todd Killen.

Respectfully submitted,

Pam Haley, Secretary