

**Northwest Louisiana Community Tennis Association (NWLACTA)
Minutes from February 5, 2025, Board Meeting**

Call to Order- Brian Furqueron

Attendance – Board members: Rhonda Rubben, Ashley Price, Philip Campbell, Brian Furqueron, Michael Pereira, Grady Willson, Willie Paz, Ken Meyers, Katheryn Arterberry Others: Brian Bernard, Marylin Meyers, Hassan Abbas, Rodric Arterberry, Jay Boyd, and Jeff Smith

January minutes were approved. Motion by Brian Furqueron, second Rhonda Rubben

The nominating committee has nominated Grady Wilson for Vice President. Motion Brian Bernard, second Brian Furqueron, all approved.

Executive Board Reports:

President Report Brian Furqueron

- Review of CTA Purpose and Mission Statement
 - **NWLACTA Purpose**
 - To advise, govern, oversee policy and direction, and assist in the leadership with general promotion of NWLACTA to support the organization’s mission and goals for the community. The board will support the work of the NWLACTA and provide mission-based leadership, oversight, and assist in the day-to-day operations of the organization as specified by the committee or event board member is serving.
 - **NWLACTA Mission Statement**
 - To make a positive impact by providing support and resources in the development of tennis programs, leagues, and facilities as a healthy lifetime sport in Northwest Louisiana to all demographics and skill levels, and to offer scholarships to junior players and charitable assistance to tennis players in need within our locality. The NWLACTA will cooperate with the USTA and other associations and programs in the pursuit of these aims.
 - **Community Partners - update**
 - Raised almost \$11K, Our goal is to raise as much as possible. If anyone has any specific business or individual, please pass along to Brian and he will ask. Newsletter pushes for the community partners.
 - **Charity Tournament Sponsorships 2025**
 - Red Cross, Katy Build, The City, and St. Jude’s Tournaments
 - Motion to approve \$500 donation to each event by Grady Wilson, second Katheryn Arterberry

Treasurer’s Report Rhonda Rubben

- January 2025 & Year to Date Review
 - Assets: \$256,776, including \$154,338 cash (\$21,072 restricted), \$ 79,365 Merrill Lynch.
 - Liabilities: \$4,150, credit card 1,850

- Total income: \$31,294,
- Total expenses: \$6,927 including \$2,646 Junior Tennis, \$1,175 Adult League Expenses
- Balance Sheet and P & L by MTH YTD available for review.

Raise the stipend from \$50 to \$100 a month for IT/Newsletter help. Motion Rhonda Rubben, Second Ken Meyers

USTA/LTA/STA Reports: Jay Boyd/Grady Wilson/Phillip Campbell/Bill Phillips

- STA/USTA/Louisiana Tennis Association Updates
 - When you look at the Louisiana impact we have great representation. It's great that we have that many people willing to step up
 - Brian Vahaly: New USTA National President. There are a lot of organizational changes occurring that have slowed down some things so far this year, but the net result of these changes will be very positive. He is the first openly gay USTA President.
 - Jay, Phillip and Grady are all past presidents. Steve Craig is the LTA treasurer, Hassan Abbas NW Representative, and Brian Furqueron, board member at large, all are going to be a great asset. Also have several local CTA members on LTA Committees either as chairs or members.
 - It takes a lot of time but if you want to volunteer, he highly encourages anyone who can to get involved.
 - Brian F., Our 9 states (southern) make up 27% and the other 16 sections make up the rest.
 - Jeff Smith: For a long time, it was stagnant at about 25% so up to 27% doesn't make other sections happy but funding comes from membership so it's a good thing.
 - Grady: you'll hear 35by35 that means 35 million players by 2035 and were at 26 million now. That's the goal. 10% of the population is getting involved in tennis.
 - Jay Boyd: discussed the high number of players who try out for high school teams that do not make the team. They are cut. We need to find a way to keep these players in tennis. They obviously are interested and if we can keep them in the game they will remain players for many years. Big opportunity to grow the game.

Public and Private Facilities– PRO UPDATES

Bossier:

- USTA season has started. Taking most courts each evening.
- High school taking up hard courts in afternoons
- Tennis apprentice begins 2/20
- Some pipes burst from freezing, Courts should be back up by Thursday
- **BLT:**
League started this week and is going well.

Querbes:

- Last month a little slow compared to last January 2024 due to bad weather.
- Burst pipe, missed a handful of matches but are working on getting them made up.
- Trying to use marketing with Facebook ads and different kinds of ads that are targeting the general public
 - Trying to figure out what works and what is the most successful.
 - Using the internet and allocating the ads in a strategic way to target the right people that will grow tennis a lot faster
- 32 kids signed up for Querbes kids. One of the largest classes has 15 enrolled
 - Facebook ads seem to be targeting 3-7 year olds
 - Trying to do things differently, what they're doing hasn't been done before in this area. Letting the algorithms work
- Tennis apprentice has 3 courses. Video coming out soon
- Planning on shutting down the clay courts over spring break for resurfacing.
- Working with city on lights and hard-court surface repair.

Cockrell:

- Leagues are in full swing. Some make up matches
- First HS match next week
 - Evangel uses CTC as their home site
 - North Caddo, Northwood, Huntington and Woodlawn will come
- Tennis apprentice next month
- JD kids club started
 - Trying to get JD going - right now small. Due to the weather and the season. Pulling from kids from the fall and clinics. About a dozen or so

Natchitoches:

Tennis apprentice started Monday nights

- 2 and 3 level league started
- JD first week of march
- Hs program on going big time

POTC:

Lots of makeup matches but all courts playable

- 1 and 2 stayed down due to weather but they're opened backup now
- This past weekend for the Level 6 had 63 players
 - Junior circuit had 15 players
 - A lot from Monroe and local participants, Kids had a great time weather was great
- Superbowl tournament this weekend. Divvy everyone up into teams
- Next weekend Serving for Love mixer
- End of the month BOLD tournament

SALT:

- Emily Dickson doing great. She's a great communicator, good leadership
- Season is going well

Southern Trace:

- Great January besides the weather
- Kids at an all-time high even in Jan.
- Adult leagues and programs are going great
- Adam had hip replacement surgery two weeks ago. He's recovering well
- Tennis 101 will kick off in March
- Preparing for the Mint Julep

Committee Reports:

Adult

Community Partner/Fundraising

Marketing

State Tournaments

Awards

Grants

Outreach & Special Programs/Grants

Volunteer/Hospitality Committee

CTA Tournament

Junior Tennis

NJTL/Outreach Report – Rhonda Rubben/Dede Plette/Katheryn Arterberry

- Spring 2025
 - **Broadmoor VOA/SALT/CTA & Bossier After school Programs - Thursdays, 4-5pm**
 - Spring Program begins in March
 - **Adaptive CPSB School Year Program - Tue/Thur mornings 9-10:30**
 - Spring begins in March
 - **Spring Break Camps - March - Cockrell**
 - **BAFB** - Will meet this spring to discuss outreach with Adult/Children programs
 - **Bossier Adaptive** - Beginning Program in March - 6 weeks
 - **Caddo/Bossier Adaptive Tennis Teams Competition in May**
 - **2025 Foundation Grant Application** - Looking for in Feb/March
 - **2025 Southern Grant** - Submitted Adaptive Grant \$1k last week
 - **Outreach/NJTL Committee**
 - Working on NJTL Cockrell Specific Strategic Plan - Katheryn Arterberry
 - Should have meeting set in March for 2025 Goals
 - It's not the money, it's the manpower.
 - When starting new programs - need volunteers. During the day or after school
 - People want things but need people out there to grow it.
 - Reach out to Magnet high - get students service hours
 - Scholarship programs are open. Closes April 30th
 - One of the scholarships is completely on merit
 - Then one is need based
 - Highschool Assistance is need based and anonymous
 - In 2024, 10 recipients received awards. SALT and BLT are donating again this year. Tell parents of high school students to apply.
- **State Tournament**
 - 70 Tournament - March 21-23 BTC
 - Louisiana themed food. Working with BLT on players party, hospitality and food.
 - Last year we had 185 participants

- **Tennis apprentice**
 - Racket will be a little bit nicer
- **Adult**
 - Mixed and trilevel are switching seasons since they moved states
 - Starting a women's day trilevel 18 and 40 will be a 12-week season
 - Will take place in the summer between spring League, SALT and BLT
 - 55 isn't getting a team because they already have a day league
 - This will allow more day play
 - Mixed and Tri-Level Captains meeting is coming next on the 26th here at POTC
- **Other**
 - Jay Boyd: Award was for the CTA not just for state but for the section.
 - Rhonda: We have a great community and work together way better than most.
 - Jeff Smith: Help with southern initiatives spring into tennis with school and school partners
 - Do different activities associated with local schools
 - Choose up to 4. Funding \$300 for each
 - March 1 to April 30th
 - USTA southern park and rec grant: up to \$2k approved projects for new tennis programs.

Other New Business: Newsletter -

On Facebook when you see NWLACTA Post please **COMMENT, like, and share**

We're at 2,031 followers on Facebook.

The meeting was adjourned. Motion Grady Wilson, second Brian Bernard.

Respectfully submitted,

Ashley Price, Secretary