



Minutes from Board of Directors' Meeting

January 10th, 2021, 12:00 p.m., The Legacy Tennis Club (Meeting Room)

Board Members Present: Stephanie Le Grange, J. E. DuBois, Patricia Talbot, Rodney Terral, Shawna Gardiner, Troy Goings, Leslie Halphen, Mary Claire Hotard, Rusty Jabour, , Randy Ligh, , Marjorie Person, Jennifer Tolbert, Bee Vo,

Not Present: Ellen Martinez, Yvette Marshall, Jonathan Mitchel, Marty Engle

1) Orientation with New Members:

- o Introductions and went through Board of Directors Manual.

2) Main Board of Directors Meeting:

Stephanie Le Grange called the meeting to order at 12:06 p.m.

Consent items:

November 15, 2020 Minutes

Approval to grant customary authority for signing contracts & agreements to current officers, & authority to add new officers to GBRCTA bank accounts;

Committee reports (with no activity or just info): Finance, Grass Roots, Juniors, Marketing, Members Services, USTA Programming

MTN: The consent items were read, reports presented and approved as follows; Shawna moved to approve the minutes. Jennifer seconded the motion. Motion carried by an AYE vote of the majority of the board. No nay votes.

Budget Presentation: Rodney emailed the information to all board members and explained thoroughly. He also explained where GBRCTA revenue comes from. Goal is to spend our money on promotion and marketing of tennis in a strategic manner.

After some debate and clarification of spending authority, it was determined that funds, either from GBRCTA or USTA grants, could be used to upgrade facility lights such as BREC, and that this initiative would be added to our strategic plan for further exploration for feasibility.

Disbursement Report will be given to Board and will have a complete monthly spending report for full transparency.

Budget for 2021—was emailed to all Board Members and Rodney explained it thoroughly.

An idea come up during Budget planning to help increase participation in Tri-Level and City League—to give a trip to US OPEN or Indian Wells for those that sign up – add their name each team they register for a chance in the drawing.

Rusty let everyone know that the Cajun Classic in March is cancelled – can remove the \$5000 can be removed from our budget.

MTN: The 2021 budget was read and approved as follows; MaryClaire moved to approve, Shawna seconded the motion. Motion carried by an AYE vote of the majority of the board. No nay votes.

Major Events & Marketing presentation – Josh / Rusty

Rusty reviewed Tentative Major Events Calendar for 2021 (Back of binder) including discussion of the following;

Corporate outreach, Beginner Clinic right before league starts for that adult player to continue playing or have “Step Up League” to provide a safe environment to learn the game / rules. --- Fall & Spring

Junior Smash - had 100 signed up / 80 participated in last Junior Smash event.

GBRCTA “Presents” all these events on a consistent basis so GBRCTA is known for these events.

GBRCTA Coordinators Dinner: Exec Committee meeting with the league coordinators on a quarterly basis. All coordinators attend and it creates a wonderful relationship between the board and coordinators and wonderful ideas come out of it.

Some debate over the following ideas;

- o Whether parent/kids could both receive instruction at the same event, either on the same court or on a different one;
- o Whether/how Pros could also provide adult helper teaching tools/skills to coach their own children after the event, ie with giving tips of what balls, equipment to use to help their young child to develop the proper skills.
- o Suggestion to invite captains to the adult step up league/ beginner clinics. And give captains education to be a captain.

Rusty reminded everyone to please give their suggestions of improving these events in the committee break out sessions. The committee will try to incorporate all ideas into these events.

Josh spoke about the Marketing side of Major Events, including discussion of the following;

- o Main goal to elevate the brand of GBRCTA, including;
- o Overhaul of our website, to make it a hub for all tennis events/news. Prototype expected by end of month, to go live in February,
- o Josh showed samples of a) graphics to promote league play, b) GBRCTA apparel for outside players to purchase, possible use for state/sectionals, c) SMASH bag with racquet.

Jennifer gave Member Services Committee update on City League jackets, which are currently scheduled to come in around Jan 21st; and will ship directly to Marty’s home.

Board Action items:

The Grant Committee report was emailed to all board members & presented by Josh, including discussion of the following;

- o Procedure to change the December due date to give Grant Committee a little more time to work with High Schools in October / November & to move up accountability form to be submitted by 1st week of May.
- o Increase the current structure of tournaments (adult charity) in each level.
 - The issue of accountability was raised, specifically confirming that event proposed would be a charity tournament with profits to charity rather than administrator fees.

MTN: Troy moved to approve the Grants Committee recommendations as outlined in the report, but include that the board will decide on each tournament application for approval on a case by case basis. Jennifer seconded the motion. Motion carried unanimously.

*Rusty and Patricia recused themselves from voting due to conflicts as chairs of charity tournaments.

OTHER BUSINESS:

LTA – Louisiana Tennis Association Committees

- o Rusty discussed the opportunity for our board members to be involved on LTA committees. (CTA, Diversity and Inclusion, Marketing, and Awards committee) & asked for volunteers.

Marty's League report presented by Stephanie, including discussion of the following;

- o 2021 Adult League team registration ends tonight, overall numbers are looking strong for the lower levels but the upper levels numbers are down.
- o Coordinators have reached out to previous year's captains to encourage registration; Players looking for a team are being picked up; Levels that only have one team – coordinators work to get second team for them to play. This will happen after the initial deadline passes.
- o 55 & Over Leagues – overall no jump in number of teams with day of play change.
- o State Championships are currently being planned to be offered but subject to change due to covid.
- o Coordinators will be attending a 2 day virtual – USTA National coordinators meeting/boot camp this week.

Break-out planning sessions –

Split into groups for discussion & planning: Grass Roots / Juniors / League / Member Services

The meeting adjourned at 3:00 PM.
Minutes recorded by Patricia Talbot, Secretary

*Note: next meeting date is Sunday, March 14th – Location & Time TBD.