

Columbus Regional Tennis Association

Board Meeting

Tuesday, August 4, 2015

11:30 AM

Twelfth Street Deli

Called to order @ 11:30 AM by Lauren Isom

Members present: Joe Adame, Bernard Francis, Chris McCalla, Michelle Fuller, Symantha Cook, Lauren Isom, Alpna Arora, Sabrina Bonner, Jennifer Pitts, Canyon Bowie, Hal Casion, Sandy Pirkle, Sarah Riddick

Co-Chairs present: Eve Kilpatrick, Susannah Haley

Absences: Sara Dismuke, Liz Dukes, Brian Worstell, Helen Martin, Cindi Freeman, Doug Gibson

Staff/ex-officio present: Judy Pearce, Cindy Williams, Cissy Sanders, Casey Franco, Jackie Dudley

Staff/ex-officio absences: Deby Caldwell, Charlie Clippinger, Hanane Toumi

Minutes were presented from June Board meeting and approved unanimously.

Judy Pearce for Liz Dukes (Treasurer's Report): The June financials were presented and approved unanimously.

Lauren Isom (Executive Committee Report):

Lauren reported on the expansion project. Clearing has begun. The estimated cost of the expansion project has increased to \$9 million; we still need to raise approximately \$1.9 million. The Public Phase of the Capital Campaign is in progress. No date has been set yet for the groundbreaking ceremony. Brasfield and Gorrie will be erecting the protective fencing in the next week. They will start site work on the parking lot area first in order to have construction trailers set up there. There will not be an entrance to the new courts from Milgen Road.

We received a \$4,800 grant from USTA Georgia. Funding was contingent upon submitting a plan outlining how the additional funds would be used to promote growth and participation. The plan included allocating funds for Marketing, Adult League Programs, Junior League Programs and Tournaments. Marketing funds will be used to promote CORTA at Healthy Columbus/Market Days in September. Tournament funds will be used for prize money for the Return to Server tournament, with the winner for each NTRP division receiving \$20. Adult League funds are being used to hire an Adult League Recruiter to contact new and lapsed players to encourage them to participate in our fall leagues. Team captains who are contacted and accept one of these players on their team will receive a CORTA Adult League registration voucher. Junior funds are being used to join Peachjar.com to promote CORTA programs internally and directly to Muscogee County School District parents. The entire grant must be used by the end of the year.

Sabrina Bonner (Sponsorship & Development):

We had a good group of sponsors for the Elvis Return to Server tournament.

Canyon Bowie (Public Relations):

Press releases and e-blasts have been sent out to promote events, tournaments, and programs. We appeared on the Dee Armstrong show, but we don't think we will do another one because the material we sent them wasn't included in the segment. We will set up a Sport Court at Tri-City Latino Festival on Sep 12 and at Healthy Columbus/Market Days on Sep 19. Jackie and Hanane met with Jean Klein with Marcoa Publishing regarding advertising in the Ft. Benning Tour Guide provided to incoming active duty personnel, employees, and families upon arrival to Ft. Benning. We are researching text messaging platforms that would allow us to notify players about changes, cancellations, etc (would be an opt-in program).

Bernard Francis (Community Outreach):

The Wounded Warrior program continues to meet on Wednesdays at 9:30 a.m. This program is going very well. Tennis 101 begins Aug 19, and Tennis 102 is in progress.

Alpna Arora (Junior Programs):

The Junior Academy will begin today, with 4 sessions running through Nov 19. There are two academy levels, Development and Performance/Championship. Elementary School Junior Team Tennis begins Wednesday, Sep 9. Junior Beginners Clinics will be held Sep 1 – Nov 19.

Sarah Riddick (Awards):

We are looking at the calendar for all programs to try to figure out how to better solicit nominees for awards.

Joe Adame (Facility):

Facility Committee met on July 7 to review the April 1-July 1 Facility Maintenance Contractor Report. Joe will remain working as an independent contractor on a part time basis to assist Cooper Creek Tennis Center staff with maintenance and management of the facility.

Chris McCalla (Adult Development):

We are looking at starting an introductory league for beginner players coming out of Tennis 101/102.

Sandy Pirkle (Adult Recreation):

Aces and Graces had 14 teams this year, up from 8 teams last year. We had 1 additional team for City League over last year. We are looking into hosting a mixer on 9/11 to kick off the fall league season. Jackie Dudley mentioned the Junior Teen Council is hosting an Ad-In mixer on 9/11 as well. An event honoring first responders was suggested due to the 9/11 date.

Jennifer Pitts (Adult Leagues):

Member survey results are in. The survey was sent to all active members and 340 inactive members. We had an insignificant response rate from inactive members. The demographics of survey respondents is similar to the Southern Section Survey. Jennifer will have a committee meeting to discuss action items and then we will discuss the committees recommendations at a future board meeting.

Hal Casion (Tournaments and Officials):

We had 202 players in the Elvis tournament, which was an increase from 198 last year. We did see a decrease in the number of players in the higher (4.0+) and lower (2.5) divisions.

Symantha Cook (Special Events):

Nothing to report.

Eve Kilpatrick for Cindi Freeman (Volunteers):

We had 55 individuals volunteer 443 hours at the following events: Young Professionals, two Tennis 101/102 mixers, and the Elvis Tournament. We need volunteers to assist with the Burger King Southern 16s tournament over Labor Day weekend, the Tri City Latino Festival on September 12th, and Healthy Columbus/Market Days on September 19th.

Judy Pearce (Staff Report):

Currently our Financial Policies and Procedures require checks in excess of \$5,000, other than those to another CORTA account, be countersigned by either the President or Treasurer. Judy requested that the board amend this policy to allow approval via text or email in lieu of the co-signature. This was approved unanimously.

Adjournment: There being no further business, this meeting was adjourned at 12:30 PM by Lauren Isom.

Next CORTA Board of Directors Meeting will be held October 6 at 11:30 a.m. at Twelfth Street Deli.

Motions:

To accept the minutes from the June 2, 2015 meeting	Approved, unanimously
To accept the Treasurer's Report	Approved, unanimously
To amend our financial policies and procedures to allow the President or Treasurer to text or email approval for checks in excess of \$5,000 in lieu of a co-signature	Approved, unanimously

Minutes respectfully submitted by Michelle Fuller.