

LCTA – Board Meeting - Minutes		
2.11.2019	6:00 PM	Family Circle Tennis Center , Daniel Island, SC
Facilitator	Steve Wilson – President	
Note taker	Pat Smith - Secretary	
Board Members Present	Nancy Pitcairn, Steve Wilson, Dee Mack, Rob Eppelsheimer, Charlotte Gerber, Pat Smith, Ken Edwards, Steve Speer	
	<p>The Meeting was opened by the President, Steve Wilson at 6:00 PM Steve welcomed our Guests; Jennifer Gregg -USTA-SC - Executive Director , Kara Anderson - USTA-SC Marketing and Communications Coordinator and Sheryl McAllister - Associate Executive Director, USTA South Carolina</p>	
Presentations	<p>Sheryl McAllister gave an overview of the changes at USTA- SC some staffing changes and updated us on some of their partnerships such as SC high school leagues and coaches association. Parks and Recs Assoc. Partnerships and JV invitation tournaments.</p> <p>Jennifer Gregg talked about changes in leadership such as Mary Goins retired and Jessica Harrell taking over as Director of Adult Leagues. Susan Turner will now be a paid employee and will be manager of adult leagues. Jennifer also commented on the direction of USTA funding methodology.</p> <p>Bob Stevens gave a brief overview of happenings in the LYTA including their work with middle and high school leagues. LYTA will hose 1st Saturday at the VCO to offer tickets to lots of school kids. They will also be holding a Champions Package at the VCO raffle to support the LYTA. Tickets are \$20.</p>	
Reading of Minutes	<p>Steve Wilson reviewed the minutes of the 2019 Annual Meeting. Pat Smith made a motion to approve the minutes as read. The motion was passed. The 2019 annual meeting minutes were approved as read.</p> <p>The Minutes of the November 2018 Board Meeting were reviewed and approved also.</p>	
Presidents Report	<p>Steve reported that we set up a 40+ 2.5 Ladies “non-advancing” league this year which was very successful.</p> <p>We are #1 in SC growth in Registrations. Registrations increased by 103. YTD registrations and unique players are up slightly from 2018.</p> <p>Creekside courts could be ready by May weather permitting.</p> <p>Cane Bay will open four courts for league play</p> <p>LCTA participation in the VCO USTA tent was discussed with Jennifer Gregg. Our concerns regarding the presence of the LCTA brand at the tournament and our chance to meet/greet our players was the main topic. Jennifer assured the Board members that USTA only wants to help us and by playing a larger logistical role in no way wants to exclude LCTA leadership from participation.</p> <p>We agreed to have a senior LCTA member present along with our regular volunteers in the USTA tent this year at VCO.</p>	
Treasurer's Report	<p>Steve went over the 2019 Financial Reports. The reports were received for information.</p>	
Old/New Business	<p>Bill Ennis suggested we discuss developing our own Newsletter as a means of expanding our Brand and communicating directly with our members. We would still use USTA SC for some communications but we would have the ability to reach our member quicker and under our Brand not USTA SC's logos, The board discussed this suggestion and Ken Edwards presented costing information for using Constant Contact mailing service for this purpose. Steve made a motion to spend up to \$100 per month to establish a membership for LCTA with Constant Contact. The motion was seconded and approved.</p> <p>Ken Edwards agreed to set up the membership and draft the first newsletter.</p> <p>There being no further business, the meeting was adjourned.</p>	