

## LCTA – Board Meeting - Minutes

8.14.2018	6:00 PM	Family Circle Tennis Center, Daniel Island, SC
<b>Facilitator</b>	Steve Wilson – President	
<b>Note taker</b>	Pat Smith - Secretary	
<b>Board Members Present</b>	Steve Wilson, Pat Smith, Bill Ennis, Ken Edwards, Rob Eppelsheimer, Dee Mack, Nancy Pitcairn, Tamara Hale, Steve Speer, Charlotte Gerber	
<b>Guest</b>	Bob Stevens – LYTA      Jennifer Gregg – USTA SC	
	The Meeting was opened by the President, Steve Wilson at 6:00 PM	
<b>Reading of Minutes</b>	The minutes from both May meeting reviewed. A motion was made to accept and approve the minutes as read. The motions were approved unanimously.	
<b>Treasurers Report</b>	The report was accepted as information.	
<b>LYTA Report Creekside Update</b>	<p>Bob Stevens gave an update on happenings in LYTA; Mt Pleasant Rec. Youth Day, Maybank team went to Rome GA., They are also involved in charitable work.</p> <p>Bob also talked about the status of the Creekside project. The project scope has changed due to the discovery of drainage and electrical issues during excavation of damaged courts. LCTA has elected to withhold the \$5,000 balance of our donation to the project until the completion of the project.</p>	
<b>USTA SC Jennifer Gregg, Executive Director</b>	<p>Jennifer is the new USTA-SC Executive Director. She introduced herself and gave us an overview of her management style and her future goals and expectations for USTA-SC. She listened to our comments and concerns and promised to work with us to address them. She is going to investigate any policies or regarding splitting leagues and will share her results. We agreed to let her know how our player survey results come out.</p> <p>Jennifer is committed to improving the experience for the player/customer with USTA SC.</p> <p>She also told us that they are upgrading the “tennis link” software and hopes it will be more user friendly.</p>	
<b>Presidents Report Update on League Participation</b>	Steve went over the statistical reports (participation) with the Board. The reports were received as information	
<b>Marketing and Communication Plan</b>	<p>Bill Ennis presented his proposed Marketing and Communication plan to the board. He went over the goals and objectives of the plan as well as the 5 major proposed action steps. He asked the board to vote on accepting the plan and to approve each action item separately.</p> <p>The board unanimously approved the goals and objectives. The following action items were voted on as follows:</p> <p><b>APPROVED #1</b>– Hire LCTA Executive Director</p> <p><b>APPROVED #2- up to \$10,000 to</b> – Activate LCTA Brand Awareness Campaign</p> <p><b>TABLED #3</b> – Activate compensation pool to coordinators and schedulers</p> <p><b>APPROVED #4</b> – Activate LCTA wide survey to use a a guide to improve LCTA tennis exposure</p> <p><b>APPROVED #5</b> – Activate LCTA Board of Directors Exploratory committee to review opportunities/challenges of Bifurcation of West Ashley/Summerville and East Cooper Leagues</p> <p>The complete marketing and communication proposal is attached to these minutes.</p>	

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### Other Business

**A motion was made to approve additional language to be added to LCTA bylaws:**

As an active low country tennis association board member, it is important that your insight and guidance provides tangible, positive results. Therefore it is the Boards strong expectation that you physically attend at least two (2) meetings a year.

**The board approved this change to the bylaws.**