

BLTA  
Board Meeting  
April 5, 2016

Present: Christy Funk, Kristine Wymore, John Matkulak, Jeff Day, Sherri Elcano, Michelle Mckibbin, Matt Carpenter

The meeting was called to order at 6:05 p.m. at South Creek Pizza, Reno, Nevada

I. Approval of Minutes

- Motion to approve minutes made by Christy. Sherri seconded. Approved.

II. Treasurer Report

- Reviewed. Account balance totals \$24,842.57
- Kristine motioned to approve treasurer's report. Michelle seconded. Approved.

III. Reports from Special Programs

- Satellite Tournaments
  - Caughlin to host Orange Ball 12 and Under Tourney on Saturday, April 30
  - BLTA to provide lunch for satellite tournaments
    - Motion made by Christy to approve up to \$5.00 per player for lunch, Michelle second
    - Lunch to be determined by Tournament Director at site.
- End of Season High School Rally
  - 1:00 – 4:00 p.m. at Caughlin
  - Jeff to pick up pizzas.
  - Monies to be collected at event.
- Boys and Girls Club
  - May 14 11:00 a.m. – 2:00 p.m. at 9<sup>th</sup> Street location.
  - Michelle and Sherri to “man” table and promote summer program.
    - 2 weeks
    - Monday – Thursday
    - July 11<sup>th</sup> and July 18<sup>th</sup>
    - Need to secure instructors and one person to oversee program
- Clayton Middle School
  - Wednesdays 3:45 – 4:45 p.m.
  - An “assistant” or “guest/helper” would be appreciated.
- Big Brothers, Big Sisters
  - Sunday, May 22 1:00 – 2:30 at Caughlin Club
  - Fill plastic bags with clothes and balls
  - Give racquets
- RTC Jamboree
  - Saturday May 7<sup>th</sup> 1:00 – 3:00 p.m.
  - Start of Tennis 1-2-3
    - Step 1 – Jamboree
    - Step 2 – Offer discounted at a rate \$60.00/month
      - 1 month – 2 times a week
      - \$30.00 paid by player, \$30.00 from BLTA
      - Up to \$1,250.00 per year, per facility
      - Must say “funded in part by BLTA”
      - Notify parents that up front the cost is 1 month and then move to regular cost.
- School Programs
  - Veterans Elementary to put together an adaptive tennis program.
  - Need to get press involved.
- Marketing Update from Matt Carpenter
  - Created a Twitter Account

- Need to coordinate info so it appeals to right demographic – benefit to kids
- Double posting events inundates people’s timelines
- Suggest a “photo of the event contest” – parent to submit photo to facebook
  - Winner receives “prize”
- Radio Advertising – Runs approximately \$50.00 an ad
- Research newspaper advertising costs
- Albert Lewis is helping with branding
- Motion made to give social media control to Matt Carpenter by Michelle. Sherri second.
- Randy Reynolds Presentation
  - Proposed Junior Tennis League – along same vein as area t-ball, soccer, volleyball....
    - Locations to be determined – public courts? Clubs? Clubs donate courts?
    - USTA has informational books and videos, resources, racquets, balls
    - Start small clubs, high schools, Washoe County high schools
    - Co-op with Boys and Girls Club – Strategic Partnering
    - Survey post event? What would you be willing to spend on tennis for your child per month.
  - BLTA Federation? Implement steps that recipients would take in order to be part, or receive funding from Federation.
    - Quality is a necessity

IV. Board Members

V. 2016 Budget

VI. New Business

- Coaches clinic with Rosie Bareis on July 31<sup>st</sup>. Date may need to be revisited.
  - Find new presenter
- Next Meeting May 3, 2016 at 6:00 p.m. at Wild Garlic. Sherri motioned to adjourn. Michelle seconded. Approved. Adjourned 8:31 p.m.

Kristine Wymore  
BLTA Secretary