

July 10, 2013 ATA Meeting

Chugach Electric Association, 5601 Electron Drive

Present: Christian Dougherty, Dana Griffin, Ed Hendrickson, Jerry Kaplan, Peter Lang, Trena Rairdon, Andrea Rosenberg, Jody Wolfe, Scott Kohlhaas, Mona Yarnall

Excused: Stephanie Williams, Matt Henry

President Scott Kohlhaas called the meeting to order at 6:03 pm.

Minutes: The Board minutes from the June 5, 2013 meeting were approved with minor changes.

President Reports – Board discussion regarding the submission of Anchorage Daily New letters to editor. The consensus was for board members to submit letters, if desired. Board also discussed public relation (PR) activities regarding indoor facility and board's responsibility for any PR campaign.

Treasurer's Report – No committee meeting. Discussed expense categorization and walked through financial report presentation.

Committee Reports:

- **Facility** – Committee chair, Ed expressed the need to begin reaching out to potential corporate sponsors of indoor facility endowment fund.
- **Quick Start** – Third summer session under way with 52 kids, 257 total registrations for summer program. June Play Day attended by 17 kids and 29 kids registered for City Open Quick Start tournament. Two Play Days scheduled for August. Dana represented ATA in Good Morning Alaska interview. Board discussed upcoming school year program. Andi submitting paperwork for facilities usage.
- **Fundraising** –
- **USTA League** – One doubles on going with good participation. Dana in discussion with Alaska Club regarding league scheduling.
- **Membership** – Membership drive planned during tournament. Board identified need for future discussion regarding membership fees and benefits, i.e. discounts.
- **Programming:**
 - **Tournament** – Next tournament, City Open planning on track. Tournament deadline extended.
 - **Grand Prix** – No Report
 - **Summer Program** – No Report
- **Social Networking** – Quick Start video and pictures being added to website.
- **Holly Henry Fund** – No Report
- **Competition** – Written report sent to board for review.

Old Business:

- **Action Items list from March 4th meeting:**
 - List of Prize for raffle – Jerry
 - Balance Scorecard information under development – Peter
- **Action Items list from April 10th meeting:**
 - Peter working on Sharepoint
- **Action Items list from June 5th meeting:**
 - Clip pricing for next meeting – Trena

- Invoice to Mike for last year activity for next meeting – Jody
- Establish Competition Committee and draft mission statement for next meeting – Matt
- Add survey to website for next meeting – Dana

New Business:

- **Outreach to Matsu Tennis Association with potential of incorporating into ATA**
- **Tracking of Grand Prix points, who is responsible?**
- **Participants for AK Cup tournament on August 31st**
- **Scholarship motion made but withdrawn after discussion. Board requested information on more comprehensive scholarship program, i.e. levels of support for different regional tournaments.**
- **Action Items list from July 10th meeting:**
 - Revise Sponsorship Brochure – Finance committee
 - New membership – all board members
 - Quick Start Facilities application – Andi
 - Survey Questions to Dana – Membership Committee
 - Research PCI Compliance – Dana
 - Option of accepting credit cards – Finance Committee
 - Grand Prix Points tracking – Peter
 - Sharepoint Presentation – Peter
 - Scholarship proposal - Ed

Next Meeting: The next meeting was scheduled for Wednesday August 28, 2013 at 6:00 pm at Chugach Electric Association, 5601 Electron Drive, Anchorage, Alaska.

The meeting adjourned at 9:02 pm.