

# LCTA Board Meeting

## MINUTES

MAY 22, 2018

6P

FAMILY CIRCLE TENNIS CENTER

<b>MEETING CALLED BY</b>	Steve Wilson
<b>TYPE OF MEETING</b>	LCTA Board Meeting
<b>FACILITATOR</b>	Steve Wilson
<b>NOTE TAKER</b>	Dee Mack
<b>BOARD MEMBERS</b>	Steve Wilson, Nancy Pitcairn, Ken Edwards, Dee Mack, Meg Farrelly, Rob Eppelsheimer, Charlotte Gerber, Steve Speer and Bill Ennis, Tamara Hale, April Gift, Pat Smith, Bob Stevens (LYTA Ex officio)
<b>ATTENDEES</b>	Steve Wilson, Nancy Pitcairn, Ken Edwards, Dee Mack, Meg Farrelly, Rob Eppelsheimer, Charlotte Gerber, Steve Speer, Bill Ennis and Bob Stevens, LYTA, April Gift

### Agenda topics

WELCOME TO APRIL GIFT AND STEVE SPEER

STEVE WILSON

<b>DISCUSSION</b>	Welcome to LCTA Board Meeting	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

MINUTES FROM PREVIOUS MEETING

STEVE WILSON

<b>DISCUSSION</b>		
<b>CONCLUSIONS</b>	Motion granted to approve minutes.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

FINANCIAL REPORT

STEVE WILSON

<b>DISCUSSION</b>	Study on amount of teams going to State. Wild cards were up Spring 2018. We currently have 113K on the balance sheet. Can we raise the registration fees? We will need a plan on how to use the increase. Average registration fee in SC is between \$20-25. How many members do we currently have in the LCTA? (Approximately 4,400)We would only consider increasing Spring, Mixed and Combo.

<b>CONCLUSIONS</b>	Steve Wilson will not approve a registration increase unless a plan is completed to show how funds could be used.	
	Sub-Committee would include Bill, April, Meg and Rob.	
	Motion granted to approve Financial Report	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Follow up on study of teams going to State	Ken Edwards	
Establish a sub-committee to establish a plan on how to use any registration fee increase.	Bill Ennis	

LYTA REPORT

MEG FARRELLY, APRIL GIFT AND BOB STEVENS

<b>DISCUSSION</b>	JTT Summer Camps. Capacity Building Programs (Behavior vs. tennis skills). Creekside court renovations have begun – possible Fall completion. MOU in place states that the tennis community will have access to four (4) courts for three (3) years. LYTA has a meeting with Becky Stewart to discuss Foundations. LYTA sponsored leagues are doing well. Meeting Street group wants to participate and wants NC residents wants NC Rec to build and maintain tennis courts. LYTA received a SC Patrons grant.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

LEAGUE AND PARTICIPATION REVIEW

STEVE WILSON

<b>DISCUSSION</b>	We are down 325 players. 1 Unique players (players that play on multiple teams including Mixed) are also down. Nationally, USTA is down in total league registration and SC USTA is down as well. 50% of our total number of fewer spring teams is attributable to no 5.0 Men's teams. Mixed and Combo player participation is down. Should we give Captains some incentive to captain a team to help increase player participation? Has the Mixed Doubles season been shortened? Spring, Mixed and Combo seasons are eleven (11) weeks. Can registration be done before the end of December? Can we change the weeks for registration to three (3) weeks? When does State info for Combo have to be emailed? Combo playoffs are one (1) weekend, Thurs., Fri., Sat., and Sun. Senior Scheduler Committee will construct a new scheduling plan to maximize the number of weeks to play at the next Adult Local League Committee meeting. Would team size restrictions work? Can the Mixed season be lengthened?	
<b>CONCLUSIONS</b>	Mixed and Combo seasons are 83 and 82 days respectively. Registration cannot begin before ratings are published in TennisLink. Registration can be shortened to accommodate early Winter play in January, however, is this enough time for Spring schedulers to prepare and publish the Spring schedules? Combo information has to be sent by the first week of October. It is not a good idea to regulate the number of players on a team.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Captain incentives	Meg	
Senior Schedulers Committee Meeting	Dee	August 2018

FLEX LEAGUE REPORT

APRIL GIFT

<b>DISCUSSION</b>	Spring Flex League player numbers are down. Is this a marketing opportunity? Is April working with SC USTA? Has April spoken with Emily Russell?	

<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Contact Emily Russell	April	

SCHEDULER TRAINING UPDATE

DEE MACK AND NANCY PITCAIRN

<b>DISCUSSION</b>	There are (2) meetings scheduled for Sat., June 9 <sup>th</sup> and Thurs., June 14 <sup>th</sup> at the Calhoun Street Library. There are currently (6) coordinators planning to attend on Saturday and (8) on Thursday. The agenda for the Saturday has been completed and we are working on handouts for the meeting.	
<b>CONCLUSIONS</b>	We will use the outcome of the Saturday meeting to “tweak” the agenda for the Thursday meeting.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Update the TennisLink Instructions for Coordinators document with screenshots	Dee	Mon., June 4th

STATE CHAMPIONSHIP REPORT

STEVE WILSON

<b>DISCUSSION</b>	Seven (7) State Champions to Sectionals and (7) Finalists	
<b>CONCLUSIONS</b>	Reminder should be posted on the LCTA website so that captains/players are aware of the LCTA financial commitment.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Post information on the website	Steve and Pat	Done

DISCUSSION ON LOCAL VCO TICKET SALES

ROB EPPELSHEIMER

<b>DISCUSSION</b>	Ticket sales in the Low Country have seen a major decline, however, ticket sales in general are up. Marketing hasn't helped, however, food and beverages as well as merchandise are up. Is it due to the maturity of the tournament? Is it due to the lack of “Star Power”? Is there an opportunity for a player to practice with a tennis professional?	
<b>CONCLUSIONS</b>	The maturity of the tournament is definitely something to look into. Star Power is on point with all the up and coming young players that participate. However, to the average person attending the event, they may not be as familiar as a person who truly follows the players.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

Follow up on new marketing initiatives.	Rob	

MARKETING PLAN

BILL ENNIS

<b>DISCUSSION</b>	Meeting this week with Momentum Marketing – A full service advertising and marketing agency that offers traditional, digital media, public relations and sponsorship branding. They can offer a more proactive approach and modernize our LCTA brand. Create a better awareness of our completely volunteer base. Bill will also be meeting with Obviously Marketing next week and they do the VCO marketing and are familiar with LCTA and Bill should have plan pricing by early July.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Report to Steve Wilson	Bill	Fri., June 22 <sup>nd</sup>

COORDINATOR GIFT

BILL ENNIS

<b>DISCUSSION</b>	Motion presented to allow LCTA to contribute a \$50 Amazon gift card to anyone that coordinates and/or schedules. LCTA Playoff winner gifts are in route to Bill and Dee	
<b>CONCLUSIONS</b>	Motion approved.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Overall League Coordinators will send a list of all coordinators and schedulers to Steve Wilson	Judi, Jim, Nancy, Bill and Dee and Allison P.	

40 AND OVER FORMAT

STEVE WILSON AND DEE MACK

<b>DISCUSSION</b>	Do we need a survey? Send to all 40 and Over captains. Announce survey on LCTA website. Have Overall & Flight Coordinators send an email alert to all 40 and Over captains.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Submit a request for a poll to Pat	Dee Mack	July 2018
Notify all Overall Coordinators (1) week before poll is opened for use	Dee Mack	July 2018

NEW MT PLEASANT FACILITY

ROB EPELSHEIMER

<b>DISCUSSION</b>	Very ambitious in size, scope and financially. Completion date is Summer 2019
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<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**ATTENDANCE REQUIREMENT**

STEVE WILSON

<b>DISCUSSION</b>	Should there be an attendance requirement? Should Board Members attend at least 50% of the meetings? Bill suggested that we make a motion to say that Board Members are expected to (physically) attend two meetings a year.	
<b>CONCLUSIONS</b>	Motion was tabled until Steve can follow-up with Tamara. Bill is to prepare language for amendment to Bylaws	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Steve will follow-up with Tamara	Steve Wilson	
Bill Ennis to prepare language for amendment to bylaws	Bill Ennis	July meetin

**TERM LIMITS**

STEVE WILSON

<b>DISCUSSION</b>	Members are in agreeance with LYTA term limits and will use that planned rotation.	
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Steve to resned language from LYTA Bylaws to LCTA Board	Steve	July meeting

**INITIATIVE TO CREATE A NEW CTA IN MT PLEASANT**

BILL ENNIS

<b>DISCUSSION</b>	Define the new geographic location. Who would ask facilities to allow teams to play out of their facilities? There is currently no formal policy but a draft policy has been established but is currently not approved. Bill suggested that our current League Council create a sub-committee to SWOT (Strengths, Weaknesses, Opportunity and Threat). Steve reminded everyone that the idea was voted down at the 2015 Annual and Captains Meeting and couldn't be successful without the support of Senior League Coordinators and players. Bill believes that the Board should evaluate the possibility and potential of dividing the LCTA into two distinct geographic CTAs and local leagues. There are positives and challenges to doing so but it should be evaluated and go/no go decision should be made by the Board after a review and proposal. This would allow more teams to attend State Championships. Players would be able to play in bot CTAs. Is this something that the Board would support? Steve reminded everyone that
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	<p>flights are currently being split geographically for the most part. Senior and smaller flights would be impacted adversely. Bill states that the LCTA Board must support a new CTA for it to be successful. There are currently five (5) CTAs in the Low Country; LYTA, SC Jr. Tennis Foundation, The Giannelli Family, Courting Kids and LCTA. Meg believes that we must sell the idea to our players. Bill believes the outcome could be accomplished as early as late 2019. Ken suggested a marketing plan to get the message out to the players. Bill believes that this is an important discussion and that we need to have a separate Board meeting to further discuss.</p>
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<b>CONCLUSIONS</b>	

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Board meeting in July	Steve Wilson	

MEETING ADJOURNED

STEVE WILSON

<b>DISCUSSION</b>	

<b>CONCLUSIONS</b>	Motion made by Steve and seconded by Ken

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE