



Alaska Tennis Association  
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## **Minutes –January 20, 2014 ATA Board meeting.**

Present: Allen Clendaniel, David Grashin, Jody Wolfe, Ed Hendrickson, Dana Griffin, Christian Dougherty, Stephanie Williams, Mallery Cox, and Peter Lang

Absent: Mitch Roth and Linda Van Goor

The meeting was called to order at 6:15 pm

**Minutes Approved.** The minutes from the December 2, 2014 meeting were approved.

**Treasurer’s Report:** Jody Wolfe provided a balance sheet and P/L for 2014.

### **Strategic Planning**

Diane Blakey facilitated a Strategic Planning session, which allowed all Board Members to participate and present their views and perspectives.

The session started with the Board unanimously reaffirmed the ATA Mission Statement: “To support and grow tennis in Anchorage and Alaska.”

The Board discussed an ATA Vision Statement. The Board unanimously adopted the following Vision Statement for the ATA: “A vibrant tennis community with quality year round recreation and competitive opportunities to learn, play, and develop regardless of age, ability, or income level.

Based on the Mission Statement and Vision Statement the Board then discussed strategic goals for the ATA over the next three to five years. The Board engaged in a vibrant and positive discussion. The Board noted that a few goals/areas were critical to tennis in Anchorage and Alaska, but were being adequately addressed by other entities. This included: Adult Leagues and Play to Learn (quick start). The Board noted that these were important areas to the ATA’s mission and vision and if circumstances changed, the ATA would need to address those areas.

After further discussion, the Board adopted the following strategic goals:

1. Junior Tennis
  - a. Competitive USTA Jr Tournaments
  - b. Middle School Tennis
  - c. Transition programs to bridge the gap from the recreational Play to Learn program and Competitive USTA Jr Tournaments
2. Facility Development: Indoor and Outdoor

3. Establish and Nurture Strategic Relationships
4. Adult Tournaments
5. Grants: Holly Hemry Fund and additional grants

### **Committees**

In order to achieve these Strategic Goals, the Board discussed the committee structure necessary to achieve the goals. Ultimately, the Board approved the following committees and chairs of those committees.

1. Junior Tournaments (Mallery Cox)
2. Adult Tournaments (Christian)
3. Jr Team Tennis/Middle School/Transition Development – (Allen Clendaniel)
4. Holly Hemry (Matt Hemry & Ed Hendrickson)
5. Fundraising and Grants (Jody Wolfe & Stephanie Williams)
6. Strategic Relationships (Ed Hendrickson & Allen Clendaniel)
7. Communication & Social Networking (David Grashin & Dana Griffin)
8. Membership Outreach (David Grashin & Peter Lang)
9. Facilities (Matt Hemry & Ed Hendrickson)

The Committee Chairs are to come to the February meeting with an action plan (including a calendar of important dates) and additional committee members.

### **Next Meeting**

The next meeting was set for February 18<sup>th</sup> at 6:00 pm at Chugach Electric.

The meeting adjourned at 8:50 pm.

Respectfully submitted,

Allen Clendaniel  
Secretary