

**Northwest Louisiana Community Tennis Association (NWLACTA)
Minutes for August 7, 2024, Board Meeting**

Call to Order- Rhonda Rubben

Attendance – Board members: Rhonda Rubben, Ashley Price, Steve Craig, Kathrine Arterberry, Grady Wilson, Philip Campbell, Ken Meyers, Brian Furqueron. Others: Dede Plette, Kaye Cochren, Eric Zimmer, Jay Boyd, Bob Paterson, Pam Haley, Ann Alred, Rodric Arterberry, Meghan Stuermann, Bianca Roge, Marilyn Meyers, Hassan Abbas, Maggie Gifford.

Changes to June minutes were read by Rhonda Rubben. Motion to approve by Grady Wilson

Executive Board Reports:

President Report Rhonda Rubben

- Community Partners
 - Welcome Dede Plette as our NEW Executive Director
 - John Liles - Visitation Saturday August 10 beginning at 10am visitation and service to follow., 1st Methodist Church, 500 Common Street
 - CTA would like to recognize John and his contribution to our tennis community in a permanent manner, ie., annual scholarship naming, but please let us know of other ideas.

Treasurer's Report Steve Craig

July 2024

- Assets: \$262,408, including \$ 183878 cash (\$16,622 restricted), \$ 77934 Merrill Lynch.
- Liabilities: \$1,922, credit card (Querbes primarily and will be reimbursed by city).
- Total income: \$36,191, includes \$8,760 league, \$1,000 (BLT/KK Donation), \$15,689 Querbes (to reimburse for expenses paid and management of facility), \$327 Love Twice, NJTL 10,000, \$327 interest income.
- Total expenses: \$14,675, including \$4,779 QTC (to be reimbursed) and \$7,000 Scholarships expense to date.
- Balance Sheet and P & L by MTH YTD available for review.

USTA/LTA/STA Reports: Jay Boyd/Grady Wilson/Phillip Campbell

- LTA - Jay Boyd
 - 2 weeks remaining to nominate board and/or committee positions at the state level. Applications online until Aug 22nd for the LTA. Contact Jay Boyd for more information.
- USTA/Louisiana Tennis Association Updates - **Grady Wilson**
 - Completed summer leadership program
 - Provided oversight of the future for USTA
 - Last year USTA had an extraordinary year, however, will probably not receive the same financial support as last year as the USTA getting ready to spend \$750mill on Arthur Ash Stadium which will use a lot of what was allocated this past year

- US OPEN ticket issues –USTA understands that 3rd parties buying all the US Open tickets and then selling at a marked-up price. USTA is trying to put stops in place to stop the ticket prices from skyrocketing.
 - Jay Boyd: suggested idea - if you're a national volunteer, put something out to make tickets available.
 - Trying to figure out how normal volunteers to get a \$90 pass like in the past
- Louisiana hosted the Southern Conference in New Orleans – Event went very well with the LTA party held in a New Orleans home in uptown on Friday and Saturday night, Southern held a party at the World War 2 Museum
- Grady: The president of Southern wants them to do a study to show how many volunteer hours there are and put a value on that. They're aware and trying to fix it.

NJTL/Outreach Report – Rhonda Rubben

- **USTA Foundation Grant**
 - 2024 Application Award \$10k
 - MUST complete surveys this year
 - Working on Fall Outreach Programs
 - CTC Fall and Winter Breaks, Adaptive Program, BAFB, VOA - Shreveport approved, VOA - Bossier meeting is on Monday

Public and Private Facilities– PRO UPDATES

Querbes

- New Director - coming from Gainesville, GA, arriving September 3rd
 - Masters in Sports Management, 15 years' experience with numerous certifications
 - He is very excited to work with the Juniors Program
- Tennis Apprentice - beginning Sept 11th in the morning and the other on Sept 14th evening
- Two different off campus PE classes this fall
- Hired Lacey McCullum to do the back of house - marketing /quick books
- Hired young man to take care of grounds
- Need one part time day or evening in pro shop, flexible hours

BLT

- Starts Sept 9th
- New website - made a few changes to stay current

Cockrell

- Start Tennis Apprentice after Labor Day
- First men's 2.5 team formed this fall, 4our teams total
- Mid July finished tennis camp. One day had 93 kids.
- Two juniors are playing JTT out of bossier. Labor Day weekend playing sectionals in mobile
- Red ball pilot program... being part of that initiative short court tennis. Making game a little easier for brand new players
- Part of the leadership program. Had a chance to go to Atlanta. Met with many other leaders
- Shared insight about programs in our community, participated in a kid's clinic at Atlanta Open
- Heavy discussions regarding NJTL and CTA working together, sharing resources

- Commented that the adult league in the city of Atlanta is bigger than some states
- NJTL sponsored a camp with kids from 6 different states
- Spoke with local activists, toured the city and participated in team building exercises
- Link between tennis and college and life skills
- Advocacy with juniors was big... Really involved trying to adopt a school
- Attended the American National Tennis Association. Had a chance to see some pros training. 4-6 teaching pros conducted teaching clinics for adults and kids. About 200 adults and kids
- Discussed some of the challenges. A lot of the challenges are similar all over. We as advocates can be asking people if they play tennis and if they want to and advocate for our area

POTC

- 4th of July mixer - 72 players followed by pool side BBQ
- USTA National Level 6 in July - 38 players. Many local players however, some traveled from Lafayette
- USTA Southern is hosting Southern 10 and under yellow ball grand prix championship - 2 qualified
- Looking forward, Natalie Sing, one of the 18U players, qualified for team Louisiana for the Ozaki Cup where all the southern states get together and compete. Karla Wilson will be a Louisiana coach
- Hosting St. Jude tennis and pickleball tournament in September
- Hosting members only tournament. Start play on Tue evening and final on Sat morning
- Started JD. Good numbers. Super-hot, great number of kids. Looking to get kids playing more
- Hard courts were resurfaced at East Ridge in July

SALT

- Registration is open. New website up and running
- Registration closes on 12th, Playday Aug. 20 and 21
- Captain meeting Aug. 15th, invite people to play
- Will have flex singles in fall
- If you have anyone looking for a team. Direct them there or to Valerie Thiels

Bossier

- Held July 4th mixer
- Middle school league started in September
- 12 and under team, out of Bossier, won first place
- Alexis Green's POTC team received the wild card so two Shreveport/Bossier teams going to mobile

Southern Hills

- Middle school starting 9/24,
- Youth tennis in process
- Pickleball is 60-70% of court play
- Paris Washington and Eric getting level two certifications
- Jill's commitment to Pickleball occupying her time, Eric is now full time and overseeing the tennis
- Tennis Apprentice is starting in 2025
- Adult tennis not so great but youth tennis great

Natchitoches

- Doing great

Southern Trace

- 18 kids participated in 12-week summer camp
- Fall program started this week
- Have a good amount of new junior tennis player
- Gearing up for the USTA and SALT season

Committee Reports:

Adult

Community Partner/Fundraising

Marketing

State Tournaments

- **LTA Awards**

- Submission deadline is August 15th
- Dede, Rhonda and Pam Diligently working on to finalizing submissions
- Outreach and special programs to meet soon

- **Awards - August Board Meeting Awards Ceremony**

- \$7000 awarded - \$2k from SALT – 1K from BLT
- Christlyn Ross – Renewable \$1k and William Li - yr 2 Renewable \$1k
- Hannah Burch \$1k each
 - Marshall O’Callaghan, Madden Sawrie, Mallory Benton, Markhaiva Niblett, Mary Elbersen, Sanders Graf and Melody Zamani \$500 each

- **Next State Tournaments**

- 40 Combo Tournament - October 25-27th - anticipate 375
 - BTC host with Cockrell and Querbes Satellite facilities

- **Junior Tennis**

- 2 12 U teams attending sectionals
 - Lana Wray with Bossier 1st place Winners
 - Alexis Green with POTC 2nd place Winners/Wildcard

Junior Middle School tennis league - Beginning Fall 2024

- Anticipating 2 leagues, Shreveport Middle Schools and Bossier Middle Schools
 - Meetings in August with coaches, parents and volunteers
 - No travel or USTA rankings. UTR won’t change. Grass roots 14U yellow ball and 14U green ball. It is a school league.
 - Anticipating 3 matches for middle school and 3 matches for JTT. A boy’s line, a girls line, a single girl and a single boy.
 - Pros let Rhonda know the times that work for Middle School League

Awards

Grants

Outreach & Special Programs/Grants

Volunteer/Hospitality Committee

CTA Tournament

Junior Tennis

Coordinators' Reports-Community Coordinators

Tennis Apprentice –

- Querbes - Fall Programs set to begin mid-September offering 1 morning and 1 Saturday

Local League Coordinator - Rhonda Rubben

- OPEN Tennis Fest is coming up, through Serve tennis
 - Sept to October
 - Registration link opening soon
 - If you're running an event/mixer and you can get an extra \$300

Adult league:

- We're growing and continuing to grow.
- Scheduled 600 matches for combo
- Had two Captains and NEW Player/2.5s meeting to go over rules/regulations and answer questions.
- Teams must show up at the designated time scheduled in Tennis Link. At Querbes, had a team that didn't want to start at 6pm so they started at 6:30 and that pushed people back till 10:30pm. Email was sent as this cannot happen. Going forward team may be asked to quit at 7:30 and finish match at another time should they show up late.

Other New Business: Newsletter - Pros please send all upcoming information for Newsletter.

On Facebook when you see NWLACTA Post please **COMMENT, like, and share**

The meeting was adjourned. Motion Rhonda Rubben, second Steve Craig

Respectfully submitted,
Ashley Price, Secretary