

Northwest Louisiana Community Tennis Association (NWLACTA)
Minutes for June 5, 2024, Board Meeting

Call to Order- Rhonda Rubben

Attendance – Board members: Rhonda Rubben, Ashley Price, Grady Wilson, Philip Campbell, Ken Meyers, Willie Paz.
Others: Marilyn Meyers, Hassan Abbas, Tammie Harris, Jay Boyd, Maria Borodii

May minutes were approved. Motion by Grady Wilson, second Rhonda Rubben

Executive Board Reports:

President Report Rhonda Rubben

- Community Partners
 - Raised \$7000 to date plus \$5000 raised for outreach for a total of \$12000

Treasurer's Report Rhonda Rubben

May 2024

- Assets: \$ 238458, including \$ 161197 cash (\$20613 restricted), \$ 77262 Merrill Lynch.
- Liabilities: \$ 5668, credit card (Querbes primarily and will be reimb. By city).
- Total income: \$ 12453, includes \$4692 for mix league, \$2500 Community Partner, \$3986 Querbes, \$221 Love Twice
- Total expenses: \$ 17071, including \$933 QTC (to be reimb SPAR), \$3668 State Tourn, and \$2556 junior, and \$6318 Tennis Apprentice (program payout) expense to date.
- Balance Sheet and P & L by MTH YTD available for review.

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

- USTA/Louisiana Tennis Association Updates
 - **Grady Wilson** - Reset of CGPG funding. We will end up getting more because of participation (membership numbers and goals).
 - Membership numbers for CGPG are from 2012 - we should reset that. Don't know what the membership number was then
 - They're thinking about how to reset - should it be based on membership or goals
 - **Jay Boyd** - South Carolina and Tennessee really pushing for CGPG to be reset
 - All your budgets are based on what it's been for the past 10 years. Some want to go to what the numbers are right now. Some people think it should be performance based
 - A lot of money to be in the state's budget. Just trying to reconfigure it. Flat dollar fee for participation
 - State gets \$13.80 and has been proposed to be \$14 a person
 - Each summer there's a leadership meeting. This year in New Orleans in August and want everything submitted by then
 - We have way better performance than what is documented
 - How do we sort out tennis players/members versus nonmembers
 - Nobody wants to lose any money
 - We've gotten 3% increase every year. What part should that be used - goal or participation
 - 95% guaranteed but fading out to 85%

NJTL/Outreach Report – Rhonda Rubben

- **USTA Foundation Grant**
 - Received \$10,000 from the USTA Foundation
 - MUST complete surveys this year to be funded
 - Genesis and mom, Janica, are going to Tulane for NJTL leadership camp mid-June
- **BAFB – 1 Day Red Ball Camp** – on site Date May 29
 - Bianca ran it along with Kaye and BLT volunteers and the kids had a lot of fun
- **BAFB Summer Camp – On site – BLT Volunteers – Kaye Cochran**
 - Tuesdays June 6, 11, 18, 25, 9-11am
 - 23 kids enrolled for camp
- **CTC summer camp**
 - June 3rd-6th and June 10th-13th, 9:30-11am
 - 65 registered online to date

Public and Private Facilities– PRO UPDATES

POTC

- Summer Camp is in week 3 with 35-40 players each week
- Hassan and Cotter took 12 players to Lafayette for L5 Junior Tournament
 - Natalie Sin won the Girls 18s singles and her and her partner won 18s doubles
 - 4 players won consolation in each of their divisions. Jai Koticha, Connor Wilson, Nolen Graf, Kat Elbersen
- Memorial Day mixer - 76 players
- Was Host facility for the 18+ ODD State Tournament w/ 386 players
 - Tournament went well even with a little rainy weather
 - Cockrell and Querbes were satellite facilities
- Looking forward to level 7 June 15th and Junior Circuit just added 10u green ball where the players accumulate points and then players with the most points get to go to a camp in Atlanta
 - 10u yellow ball can accumulate points and then can qualify for a tournament in Rome or Chattanooga
- Level 6 July 13-14 Junior Circuit
- Maria Borodii new pro, was in Louisiana and came from Fresno

Cockrell

- Just finished Spring JD and high school program in May
- Virtual Leadership program - going off what Grady was saying everything goes back to the grass roots and not being able to measure those numbers. Some people join but never play and others play but aren't recorded.
 - How are we doing community outreach? Where are the partnerships - is it with cta, spar, city?
 - How do we measure the kids
 - Targets are new people coming in. But we need to be able to collect data and measure participation.
- 4 Parks/Recreation Tennis events set to happen in July, sponsored by Southern USTA
- Memorial Day: 16 kids and 24 adults
- Was a satellite for the 18-state tournament. It went well with Marilyn running the tournament desk while Ken was helping on the courts.
- CTA annual summer camp began this week and was good but had to be inside
 - 100 some kids

- Tomorrow will go outside and hopefully sunny next week
- Grady asked Ken as an Emerging leadership program how Ken felt Louisiana stacks up to the other states
 - Were ahead of the curve and most states because we have CTA
 - We have a good relationship with Shreveport
 - We are reaching out to under sourced and the grassroots community outreach
 - Other states can use us as a model

Natchitoches

- Several events for national tennis month were held
- High school tournament didn't take place because low attendance and it was the end of the season for school
- Memorial Day mixer 20 ladies play
- JD programs - Summer camps set up and running
- Level 7 coming up 12, 14, 16s and 10u on Jun 22

Southern Trace

- Summer Camp very busy with lots of kids

Querbes

- Began Summer camp
- Was a satellite for the 18-state tournament as well and it went very well
 - Mark Garcia and Valerie Thiels were site coordinators in training under Rhonda
- RFP should be closing soon and hopefully be interviewing within the month

Committee Reports:

Adult	Awards	CTA Tournament
Community Partner/Fundraising	Grants	Junior Tennis
Marketing	Outreach & Special Programs/Grants	
State Tournaments	Volunteer/Hospitality Committee	

- **Awards:**
 - Awards and scholarship – 10 total recipients, giving out \$7k
 - SALT donated \$2k and BLT (KK Birmingham donation) \$1k
 - Awards after August board meeting with a press release
- **State Tournaments** 18 odd
 - Tournament went very well. Almost completely missed the rain
 - Cockrell only 1 hour delay on Saturday and Querbes picked them up
 - Lots of complements
 - 386 participants

Junior Tennis

- 2 JTT teams going this year to state in Baton Rouge
 - Each team received a \$250 stipend
 - Last year we just had one so growing
- Junior Middle School tennis league - Beginning Fall 2024
 - Still working in the middle school league

Coordinators' Reports-Community Coordinators

Tennis Apprentice – All have finished except Natchitoches

- Val has been very helpful as the tennis apprentice coordinator

Local League Coordinator - Tammie Harris

- Still down 88 players from last year but did just register upper-level team 4.5
- Everything went smoothly - Received an email from a player that was disappointed in the number matches they had and wanted the local league to consider partial round robins.
 - Will send out an email in the off-season asking captains how they feel about partial round robin.
 - Partial round robins are randomly assigned
 - The idea is that you play everyone once and then only play half again instead of playing everyone once like a full round robin (you may play more or less than half of teams. It could be a full round robin and then you only play 2 more teams. It would depend on the number of weeks in a season and how many registered teams and if there was a bye week so you might change this language a bit)

Would like to hear how to others attending and pros feel about it

- Phillip - if you have for example 8 then you would have 4 in group A and 4 in group B and then winners of AB groups then play each other. One side could be heavier than the other side since its random
- Jay Boyd - With random play, one side can be harder than the other
- Makes a difference with how many teams are in the division on how many round robins you can have
 - Grady - 4 team round robin or a waterfall the division w/ playoffs
 - Then the two best teams go against each other
- Maybe player should play on more teams or player could captain own team and then get more matches if court time is reason- always need more captains
- Rhonda - Flighted Levels must be divided best to ability on separating facility teams, more experienced team vs new teams, with play offs.
- This player saw that it was a 12-week season, but their division only played 7 weeks due to odd number in level which caused BYEs to compound issue of how many matches they were able to play.
- Other issues are Mixed overlapping with Tri-Level and Combo, large charity and state tournaments, inclement weather and holidays all play a factor.
- Leagues overlap all the time, but it is getting more difficult as our leagues grow
- Tri level overlaps with spring and mixed and now it changes ratings so it's not just a fluff team
- For mixed leagues going to straight levels, the rule changes haven't seemed to hurt our registration
 - Mixed numbers across the section have increased
 - 55 and over increased
- Southern Hills were the only facility that didn't have a team but that was a facility issue

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

Respectfully submitted,
Ashley Price, Secretary

