

Northwest Louisiana Community Tennis Association (NWLACTA)
Agenda for March 6th, 2024, Board Meeting

Call to Order- President Brian Bernard

Attendance – Board members: Brian Bernard, Rhonda Rubben, Ashley Price, Chris Dudley, Grady Wilson, Philip Campbell, Matt Coeuer, Ken Meyers, Jill Zimmer, Katherine Arterberry. Others: Rodric Arterberry, Amy Dudley, Marilyn Meyers, Cotter Wilson, Hassan Abbas, Bob Patterson, Selwyn Ellis, Pam Haley, Jay Boyd, Leigh Ann Evensky, Mayor Tom Arceneaux, Jack Varsco, Jay Garcia, Jeff Smith.

February minutes were approved. Motion by Rhonda Rubben, Second Brian Bernard

Executive Board Reports:

President Report Brian Bernard

- Community Partners
 - Raised \$6500 to date. Working to reach a goal of \$10,000
- Bold Tournament
 - 168 Players
 - The weather was great and POTC did a great job hosting
 - Special thank you to all that financially supported, volunteered, solicited donations, baked desserts, etc. to make the tournament a great success.

Treasurer's Report Steve Craig

- Assets: \$ 226548, including \$ 148612 cash (\$22773 restricted), \$ 76261 Merrill Lynch.
- Liabilities: \$ 4140, including \$ 1933 credit card and \$2207QTC(restricted).
- Total income for Feb 2024: \$ 8111, includes \$1914 for spring league, \$3500 Community Partner, and \$1615 Tennis Apprentice
- Total expenses for Feb 2024: \$ 7817, including \$ 1000 donations, \$2079 BOLD exp and \$1470 captain GC.
- Balance Sheet and P & L by MTH YTD available for review.

- \$6,500 for community partners

Special Guest Speaker: Mayor Tom Arceneaux

- Bond Issue - Introduction by Leighann Evensky
- Where we are and where we're going
 - Now is the time to invest in the future
 - Renew Shreveport
 - See packet and chart - Property Tax Millages
 - We stopped making investments from the 90s and early 2000s. It was 2011 the last time Shreveport passed a bond issue.
 - We haven't been making investments in streets, water, etc.
 - Can't charge for debt they don't have. Normally if they know debt will drop off they would pass a bond to level out debt services but they didn't decide to do that. This bond issue will increase property taxes in 2027.
- How did this come about
 - The longer we wait the worse it will get.
 - Want to have as much community participation as possible
 - 5 appointed and 2 per council members equals 19 people on the committee. They have meetings open to the public and created a "needs" list
 - \$256 million total for the needs of the city
 - See report for what will be covered with what our tax dollars will cover
 - Each district is fairly evenly spread
 - example: water and sewer is technically in a council district but is city wide

- What the impact will be
 - Property tax increase in 2027. For example: for a \$100,000 house 6.40/month
 - In 2028 millage will go down and they will decide to keep or do away with the increase
 - Early voting 4/20-4/23. Vote on 4/27
 - If interest rates go down it will be less but usually can't refinance
 - If this passes it will begin with water and sewage. Haven't paid the money to design until the bond passes. For streets and sewage there will be a third party project manager to move the project along. Hope to have everything under construction in 5 years. Streets will take a little longer.
 - Estimates have assumed some inflation. Haven't received bids but they're hoping they've made correct estimates
 - Swimming Pool replacement at So. Hills and pool upgraded at Cockrell. Tennis and Pickleball court upgrades. Cargill park improvements. AC Steere Park Pickleball/tennis courts and playground resurfacing. Querbes Park demo of pool and rec center and construct a new multi-purpose room in the existing clubhouse.

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

Jeff Smith, Guest Speaker

- Communications with LTA staff - passing it along to us.
- **Tennis Apprentice Program Initiative**
 - LTA is strongly suggesting the use of red, orange, green and yellow progression for tennis apprentice for adults
 - Red ball learning side to side lateral movement
 - Orange ball their learning to move up and back
 - Green ball learning to play at the baseline slower
 - Yellow ball is much faster
 - Highly suggest incorporating into your program
 - Jeff Smith is available to meet either by phone or to come out to the facility
- Courtney is continually looking to add level 1-7 for junior and adult tournaments
 - If there is any availability to let her know
- Reminder about the high school grant - pass along to high school tennis coaches
- From Yvonne: upcoming May Tennis month - she is getting all the material together and distributing
 - \$300 for this initiative with the requirement that it be in serve tennis
- Caitlyn is working on 8 and under red ball challenges. If facilities have availability, please add.
 - Using Serve Tennis
- USTA Southern has an innovation grant starting this year. USTA Southern board has allocated \$400k for 2024 and \$400k for 2025 for a creative new way to get players into the game to apply for the grant.
 - There are four seasons, apply for the next season.
 - The next deadline is May 17th
 - Third round deadline August 16.
 - Fourth round deadline October 18 .
 - There is a 2-3 week turnaround. If not approved the committee will help with the application to try to get that funding
 - Using Serve Tennis
- **Educational opportunities for tennis pros – Bill Phillips**
 - Friday April 26th at LSU to have first pro meeting with lunch and a gift with high level speakers
 - New product that USTA has called Tennis connect sends in speakers and clinicians. In July in Lafayette. The morning will consist of talking about digital products for teaching pros focused on directors. Lunch at Top Golf followed by two hours of play at Top Golf and then a closing. Fun and informative time for the tennis pros. Only two are happening in the south. One is in Atlanta and one in Lafayette.

- Jay Boyd
 - Application for the position on the LTA board starting in December. Due date is August 22nd. Look on the website and submit an application. Looking for people with a lot of local involvement
- Grady Willson
 - Gearing up for first meeting for LTA will update more in April
 - New initiative for social play for red ball for adults
 - Have money to help fund some pilot programs. Part of social events and learning at the same time.

NJTL/Outreach Report – Rhonda Rubben

- **USTA Foundation Grant**
Submitted yesterday. New grant cycle should open at the end of next week
- Outreach community met
- Great programs coming up
- Adaptive program, VOA Bossier lighthouse starting March 6th. If available, stop by.
- **Broadmoor VOA/SALT/CTA After School Program – Thursdays, 4-5pm**
Starts this week March 3/7,3/21,3/28,4/4,4/11,4/18
4/25 @ Querbes Party
- **VOA Bossier Lighthouse**
Program beginning in March @ Bossier Tennis Center 1x week, 4-6 weeks
- **Winter Break Camp – February 16th - AB Palmer 1-3:30pm**
20+ Kids
 - Thank you to Grady, Philip, and Cotter participated.
- **Adaptive CPSB School Year Program – Tuesday and Thursday Mornings 9-10:30 at So Hills**
Spring Tuesdays - March 5, 19, 26 and April 2, 9, 16, 23
 - Eric Zimmer is heading up with Kirita Windham
- **Spring Break Camps – March 11-15th week - Cockrell**
 - Only at Cockrell because of So Hills status
- **BAFB – Met to discuss outreach with Adult/Children programs.**
 - **April 5th – Month of Military Child** – Set up table 3-5:30pm. Allowed to be onsite with flyers. Send flyers for that. The color is purple.
 - Expecting 200 parents there.
 - **1 Day Red Ball Camp** – on site May 29th
 - **Adult/Child Family TA Program @ Bossier Tennis Center**
Need help spreading the word to Military families
 - Rhonda can send a text with QR code
 - Only \$60 for an adult and a child to do tennis apprentice.
- **BAFB Summer Camp – On site – BLT Volunteers – Kaye Instructor**
Tuesdays June 6,11,18,6/25 – 9-11am
12-24 kids max, 3rd & Up
- **Outreach/NJTL Committee Met Thursday 2/8 and discussed programs for 2024**

Public and Private Facilities– PRO UPDATES

Bossier

- 70s tournament in march - almost 200 players right now
- Bossier VOA Lighthouse program begins tomorrow
- High school teams are playing matches
- Katy Build in April. April 12-14
- Junior tennis started in February 27th

Cockrell

- Spring break camp coming up
- Working with Hassan for tournaments as a satellite site
- Tennis apprentice starting mid March
- Tennis social next month
- Working with several High school teams
 - Five high schools using Cockrell - this has increased in two years
- Increased activity at Cockrell has increased league play and traffic at cockrell
- Middle school league in the fall.
 - Middle schools have reached out to come start practice

Natchitoches

- 2.0 and 3.0 adult league on Tuesday nights - began yesterday
- Beginner adult league beginning March 11th
- Junior development began Monday
- SMS High school invitational March 16th
- Adult tennis apprentice May 6th
- LC spring classic on the March 25th

POTC

- Very busy with weather being nice
- 35 league teams - morning and night
- Junior development going strong
- Alex Jayroe - came runner up in a level 6 in tennis at a High school invitational
- Connor Wilson - won level 6 tournaments last weekend and the weekend before
- Bold tournament went well- Great partnership with NWLACTA and POTC, thank you Rhonda
 - Friday night at BOLD had a junior expedition and was well attended
- Looking forward Junior Circuit this weekend, only green ball, 12 players
- April 6-8 national level 5 - hoping to fill that. Max players 28
- NFF tournament. March 22-24. Sign up now.
- This past weekend Cotter was selected to lead a team event called the Brewer Cup
 - Cotter only two national level 1 championship . Really good experience. Is able to bring back some good info from high performance tennis players to communicate to their junior tennis players

Querbes

- Tennis apprentice beginning in April
- Rhonda is meeting with the coaches to fill in for programs during the interim period
- Chris and Amy are passing along a solid foundation
- Saturday the 16th See you later Party
 - Free pickle ball and free tennis
 - Drip donuts, cash bar, food trucks
- Contract for the lights has been secured

So Hills

- Adaptive started the week
- Yellow and green ball- 100 kids
- Some off campus going on
- Lights still off at night due to winter freeze and no plumbing
- Pickleball - polar bear tournament went well. 135 players

Southern Trace

- February was great
- Junior program is exploding
- Match play days
- Tennis 101 started this week - 12 signed up
- Gearing up for mint julep April 26th
- End of March - Head demo day. Free to everybody

Committee Reports:

Adult

Community Partner/Fundraising

Marketing

State Tournaments

Awards

Grants

Outreach & Special Programs/Grants

Volunteer/Hospitality Committee

CTA Tournament

Junior Tennis

- Tri Level registration is open
 - Opened up an 18+ 2.5, 3.0, 3.5 for mens
 - April 4th captains meeting for Tri and Mix Leagues
- Junior Tennis
 - JTT Spring Tournament Weekend – Saturday April 14th @ POTC
Tournament set up and approved on Tennis Link
Flyers out to facilities
Pros please help promote to all your JD Programs
This league will have an opportunity to do a state tournament
Goal for the kids to enjoy a “team” experience and continue to play and they will become adult players
 - Junior Middle School League – Beginning FALL 2024
Met with BPSB Athletic Director 2/6-Following up in March
Lana Wray assisting with getting interest JotForm and information out to parents and children in Bossier
Dwayne Slack assisting with AD and Schools
 - Will have 2 leagues, Shreveport Middle Schools, and Bossier Middle Schools
Working on local rules/regs with State Jr Director

State Tournaments

1st Tournament – 70 Invitational – March 23-25

RECORD 192 TOTAL (Men 8 teams, 62 players -Women 15 teams, 130 players)

- Need donations for food and desserts
- People are coming from Mississippi, Texas, Arkansas and Louisiana

- Thursday night, bingo and corn hole and music
- Last year had a 91 year old woman on the court winning
- **Tennis Apprentice –**
 - Querbes has party Saturday
 - Winter TA @ QTC Thursday completed, Saturday TA finishes this coming Saturday
 - Bossier Tennis Center BAFB – Start 3/21 – 1 and BTC REG Spring – Start 4/4
 - Querbes Tennis Center – REG Spring – Start 4/6
 - Cockrell Tennis Center – REG Spring – Start 3/18
 - Natchitoches in May 6th

Adult League Recap AS OF 3/4/2024

- up 122 players

Coordinators' Reports-Community Coordinators Kaye Cochran, Kirita Windham, Valarie Thiels (Tennis Apprentice)

Facebook – **have 1885 Followers** in Facebook, **242 Instagram**- Want to get to 2000!!!

Go to NWLACTA Page-Scroll Down-See Community-INVITE FRIENDS

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

The meeting was adjourned. Motion Rhonda Rubben, second Brian Bernard

Respectfully submitted,
Ashley Price, Secretary