

**Northwest Louisiana Community Tennis Association**  
**"Promoting and developing tennis programs and activities in Northwest Louisiana."**  
**Minutes – March 3, 2010**

1. The meeting was called to order by President David Kimball. Those in attendance include Richard Verzaal, John Liles, Jay Boyd, Sue Allender, James Hunt, Phillip Campbell, Don Johnson, Sue Watts, Bill Oliver, Elana Engleman, Jeff Bennett, and Elizabeth Craft.
2. The reading of the February minutes was waived. Corrections include item #8 in regards to the CDLM grant, " The LTA has discussed several options to offset the possible decrease in CDLM funds but the LTA Board of Directors has not been presented with any options yet." With this correction, the minutes stand as written.
3. Treasurer John Liles reported a balance as of 3/28/10 of \$44,800.10. This amount includes the Friends of Southern Hills account (\$1,212.00) and Play Tennis Bossier account (\$2,464.02). John will be depositing \$9,648.00 from the CDLM grants from STA and LTA.
4. Community Coordinator Elizabeth Craft reported on the Preseason High School Tournament. Thirty-nine players participated, with Magnet High School winning the team trophy. Each player received a T-shirt and pizza, plus great tennis for their \$10 entry fee. Richard Verzaal asked if the CTA could cover the \$100 cost for court fees for the tournament, all agreed.
  - Elizabeth is getting the dates together for the Spring session of Fun, Friends and Fitness. We will again have the \$25 promotion (bring a friend or refer a friend and receive \$25 - the cost of the signing up for the session.). We plan to have the first class on March 27th.
  - Elizabeth will also be going to all the tennis facilities to introduce herself to the area Pros.
5. Men's Coordinator Bill Oliver reported that 687 adults are signed up for the Men's and Women's Adult Leagues. This is a decrease of 46 players from last year (we still have the men's 4.5 team numbers to add). The senior players have increased by 5 from last year to 185.
  - The women are up by 19 players, the men are down by 65 players. Overall, league play is up by 3% over the state. It should be noted that the playing days for Women's Day League is Monday through Friday.
6. Flex League Coordinator Karen Jantz will have posters up at all the facilities. Sign-up is from March 8 - April 6. Play will begin April 12.
7. The Senior Olympics will be played in April. The date and other information will be coming soon. Our CTA will once again donate a case of balls for play. Seniors, get your single and double games ready !!!
8. The first CTA City Circuit tournament is March 12 - 14 at POTC. Sue Allender wanted to thank our web person Becky Berry for the great posters advertising the CTA City Circuit and Junior Novice Tournaments she printed and distributed to the tennis clubs. Also, many thanks for 'cleaning' up the entry blanks for the two events.
  - Bill Oliver displayed the car magnet that all players will receive. It is a tennis ball with the CTA City Circuit and our web address on it. No excuses now not to check out our site.
9. Speaking of Becky, she reported via letter on the work she has done on our web site. The City Circuit page now includes the entry form and player rules/guidelines. The entry blank for the Junior Novice tournaments are also available on line. Our calendar is updated through March and she will continue to update it throughout the year. The database for our web site now totals 401 contacts. More will be added when entry blanks are received from the different CTA tournaments. We do have a Facebook page with 81 fans. If you have any information you would like Becky to post, please contact her at [Becky.Berry@LSUS.edu](mailto:Becky.Berry@LSUS.edu)
10. Richard Verzaal reported on Junior Team Tennis School League. Middle School and Elementary School Jamborees were held at Querbes. This year 240 plus children have signed up to play. Richard and Elana Engleman have been visiting school in Shreveport and Bossier, respectively, introducing Quickstart to the children and Physical Education teachers. Our players for the future.
11. East Ridge Country Club hosted a Junior Novice tournament with 18 players. The next Junior Novice will be held at North Bossier Tennis Center on March 20, sign-up is 6 PM on March 17th. Phillip Campbell asked all the other teaching professions to encourage their students to participate in ALL the novice tournaments, not just the ones at their home courts.
12. Jay Boyd and Elana Engleman traveled to San Diego for the annual CTA Workshop in January. They reported that the "buzz" word for the workshop was 'Partnerships - Corporate and Public'. We need to brand our product (our CTA) and how to better use promotions and public relations. Other subjects included team building exercises for corporations; after school activities (NETS - nutrition/education/tennis); enrichment programs - not a freebie, but to be charged an enrollment fee and/or parent participation; using your web site, making things POP.
13. The LSU-Childrens Hospital Charity Tournament will be held at East Ridge on March 26 - 28. Look for additional information on the web or at your tennis courts.
14. Don't forget we will be hosting a session of the State Tournament (2.5, 3.5, 4.5 and 5.0) on June 4 - 7. We will be looking for sponsors and volunteers, so please mark your calendars.

**NEXT MEETING - WEDNESDAY, APRIL 7, 2010**  
**POTC - NOON**