

NORTHWEST LOUISIANA COMMUNITY TENNIS ASSOCIATION
"To promote and develop tennis in Northwest Louisiana"
Minutes – January 7, 2015

1. The meeting was called to order by Vice-President Bob Patterson. Those in attendance include Sue Allender, Willie Paz, Phillip Campbell, Mike Correal, Tammie Harris, Don Patterson, Elana Engleman, Kristen McElroy, Grady Wilson, David Kimball, Bonnie Cox, Jay Boyd, and Bill Phillips.
2. A motion to waive the reading of the December minutes was made by Phillip Campbell, Bob Patterson second the motion. All were in favor. The minutes stand as written.
3. Sue Allender did the yearly application for registering our CTA/NJTL and we were approved by the USTA National, Section and State offices. We are a level 1 chapter and are entitled to the following benefits: affiliation with the USTA and NJTL; eligible to participate in Arthur Ashe Essay contest; access to purchase discount liability insurance; access to purchase discount directors and officers insurance; access to discount equipment ordering; access to facilities assistance program; access to free online life skills curriculum; and Coach Youth Tennis free online coaches education courses (6) and low cost face to face training.
4. Treasurer John Liles was unable to attend but did forward the bank balances. The Red River Bank account (10 and under grant monies) has a balance of \$50,764.34. This includes the accounts of FDDOC (\$792.33) and NBTC10U (\$73.34). The Capital One Bank account has a balance of \$72,833.95 including the account of Play tennis Bossier (\$1,964.89).
5. President Kay Cochran was unable to attend the meeting since she is having knee surgery. But she did send information concerning the upcoming Player Appreciation Party to be held Thursday, January 22 at East Ridge Country Club from 6 – 8 P.M. All are invited to attend and we will celebrate and recognize local tennis winner, adult and junior. There will be door prizes and appetizers. Beverage availability was brought up. Last year each person received two free drink tickets, nothing was determined for this year. Phillip Campbell made a motion to give each attendee one (1) free drink ticket, Sue Allender second the motion, all were in favor. Elana Engleman asked if she could get a head count from team captains so we have an idea of who is coming. Kay will be sending out additional information in regards to the party in the near future. We wish her a speedy recovery.
6. Bill Phillips, from Southern Tennis, has been working with Grady Wilson of POTC in regards to a Tennis Apprentice program in March. The curriculum will last 6 weeks for beginner adults beginning with the red ball and progress to the yellow ball. This curriculum was used in Lafayette with 24 participants and all continued to play tennis after the session. Bill would like to see the program extend from 6 weeks to 12 weeks which would include matches, maybe using the green dot balls. He would also like to see members of the NWLaCTA as well as league coordinators at one of the classes to meet and greet the new players. If you know anyone interested in participating in Tennis Apprentice, please go to the LTA website and sign up with the portal.
7. Jay Boyd reported that the 2015 USTA State/Sectional bids are in the works. We are looking to host one session of the 18+ Adult State, the 70+ Super Senior Invitational and the 18+ State Combo Tournaments. We may submit a bid for the Adult 40+ State Tournament as well. We will have more courts available this year thanks to POTC. Jay also mentioned he and Kay met with Joan Botts, the Marketing Director for Horseshoe Casino, who put on the fabulous player party for the Combo State Tournament last Fall. Since they were so helpful, we as a CTA would like to help Horseshoe if possible, maybe assisting them with signing up players who attend our

- tournaments for a Horseshoe card, etc. At this time Caesars International (which owns Horseshoe and Harrah's) has filed bankruptcy, so their marketing budget might be on hold until the bankruptcy is resolved.
8. Don Patterson will be our new 10 and Under Coordinator. Don handed out a program outline for 2015 and budget to everyone. He listed the programs goals for 2015 that includes having 2,000 prospective players hear about the 10 and under program and the NWLaCTA as well as having 200 new players for Team Tennis and 100 new USTA 10 and under memberships.
 - a. This will be done by scheduling four 10 and under Team Tennis events, which would include attending festivals (Red River Festival/Mudbug Madness), visiting schools (within 3 weeks of Team Tennis) and meeting with parents/PTA, etc., direct mailing and yard signs (CTA friends/businesses).
 - b. Team Tennis will last 6 weeks. Each participant will receive at the end of the session a racket, t-shirt and USTA membership. Each class will include basic instruction for the first 30 minutes and then they will divide into teams and play. Parents will be asked to assist as well as local Pros who will bring information regarding their facility and programs.
 - c. Future funding for the 10 and under program will include Mixers at each facility in Shreveport/Bossier
 9. Adult League Coordinators, Bob Patterson and Tammie Harris wanted to remind everyone that the last day to sign up a team for the 40+ and 55+ will be January 13, for a 18+ team, your last day for team sign up will be January 20. To date we have 487 players signed up to play Adult League for 2015.
 10. The first CTA Tournament for 2015 was to be held on January 9 - 11 at North Bossier, but due to weather the tournament will be postponed. Discussion was made about using Tennislink to sign up; this costs \$100 for a non-sanctioned event as well as an additional \$2 per event for the player. Querbes, Southern Hills and North Bossier will be accepting paper entries for all the CTA tournaments.
 11. Bill Phillips wanted to let everyone know that the USPTA will be holding Southern Adult Tournaments. The cost is \$20 per entry and will last 1 day. The only cost to the host will be that of tennis balls. This could be a great fundraiser for one of our programs.
 12. For future business Kay asked that we consider adding a Pro to our executive board as well as a Vice President for Youth Programs. All thought that this was an excellent idea.
 13. We also were sad to learn that Tim Shoptaugh has resigned from the LTA in the capacity of Junior Program Director. He will be sadly missed and wish him all the best.

**NEXT MEETING WEDNESDAY FEBRUARY 4, 2015
NOON - EAST RIDGE COUNTRY CLUB**