

NORTHWEST LOUISIANA COMMUNITY TENNIS ASSOCIATION
"To Promote and Develop Tennis in Northwest Louisiana"
Minutes – March 5, 2014

1. The meeting was called to order by President Kaye Cochran. Those in attendance include John Liles, Bob Patterson, Sue Allender, Phillip Campbell, Bill Phillips (STA), James Hunt, Shelly Naisbitt, Gay Greer, Connie Bodenheimer, David Kimball, Tammie Harris, Sue Watts, Dan Beedle, Elana Engleman, Grady Wilson, Bianca Schultz, Joe Sterkx and Robbie Gaiennie with the Shreveport Diabetes Tennis Classic.
2. A motion to waive the reading of the February minutes was made by Bob Patterson, John Liles second the motion. All were in favor. The February minutes stand as written.
3. Treasurer John Liles gave his monthly report. The Red River Bank account for the 10 and Under grant monies has a balance of \$49,637.47. This includes the North Bossier 10 and Under account (\$73.34). The Capital One Bank account has a balance of \$85,972.87. This includes the account of Play Tennis Bossier (\$1,964.89) and Team Louisiana (\$1,650.00).
4. President Kaye Cochran gave her report:
 - a. Kaye attended the JTT/CTA meeting in Baton Rouge on February 21 – 22 with John Liles, Shelly Naisbitt and Jay Boyd. There were about 35 attendees at the JTT meeting and 50 people at the CTA meeting.
 - b. Communicated with Richard Verzaal on the re-scheduling of the Strategic Planning Meeting. The new date will be April 9, time and location to be announced.
 - c. Received the job description for the 10 and Under Coordinator from Jay Boyd.
 - d. Working on securing a FFF coordinator and completing a FFF committee (staff or volunteer) at each club hosting an FFF event.
 - e. Discussed with the LTA's JTT Director and LTA President on updating our JTT Program.
 - f. Met with Executive Board members one week prior to the March 5 board meeting.
 - g. Still need to review/update and continue to put in place committee's and chairpersons.
 - h. Hire a JTT Coordinator and a 10 and Under Coordinator.
 - i. Will be attending the SALT Board meeting on March 10th.
5. Vice President Bob Patterson gave his report:
 - a. Met with the League Council on February 11 to finalize the local league regulations.
 - b. Met with Jay Boyd, Shelly, John Liles and Eddie Holman on the SBCS 10 and Under Fundraiser, the Bill Oliver Memorial Tournament. So far have 121 players registered.
 - c. Met with Stevie Schmidt and Phillip Campbell at Southern Trace in regards to the above mentioned tournament.

6. Kaye introduced Joe Sterkx and Robbie Gaiennie with the Shreveport Diabetes Tennis Classic. This tournament will be held at East Ridge on May 17 and 18 and is part of the Diabetes Golf and Tennis Classic Weekend. They handed out entry blanks and posters and asked that we place these at all our tennis facilities. Sponsorship levels are available. This is the first year that tennis is included in these events and would appreciate our CTA's backing.
7. John Liles reported on the CGPG numbers. The numbers have been revised. Our CTA needs to have the following participation numbers by November 30, 2014: USTA members (2,595), Ad/Sr/Sup Sr League Participant (3,817) and Jr Team Tennis Participant (579). These are our goal numbers; of course we can go beyond these numbers.
8. Bill Phillips, the tennis service representative from Southern, reported that the JTT meeting with the LTA will be held on March 19 at 11 A.M. at East Ridge Country Club. He would like every facility to attend and plan to form teams for the juniors.
 - a. A new program to bring adults (returning and new) into tennis is the Tennis Apprentice program. This is a segway program for Fun, Friends and Fitness. We have lost our numbers and are in need of a fresh marketing approach. Bill suggested Spring, Summer and Fall sessions for adults and juniors (maybe a summer camp for the juniors).
 - b. An incentive program for teaching pros is now available. Any pro who signs up a new USTA member or family will receive a \$25 incentive. A returning member must have let their membership lapse for 1 year. To participate in this program check out the LTA website.
9. Kaye Cochran was proud to introduce Connie Bodenheimer as our new Fun, Friends and Fitness Coordinator. Connie will be working with Shelly and we ask all the Pros to assist her when it is your facilities time to host FFF. The Spring Session of FFF will begin April 5th at Querbes. Posters and handouts are available.
10. Community Coordinator Shelly Naisbitt gave her report:
 - a. In Junior Team Tennis seven (7) Kids Tennis Clubs have registered. Elm Grove JTT has 13 participants and has played 3 matches. WT Lewis JTT has 60 participants and has played 4 matches. To date we have 319 JTT participants (our goal is 579).
 - b. In 10 and Under we had 6 Play Days last month. If you register for a Play Day in March you will get a Youth Tennis Banner, 50 wristbands and 50 copies of Bounce Magazine. So far Shelly has 5 Play Days registered for March.
 - c. A fundraiser was held for Team Louisiana. So far \$1,162.50 has been collected.
 - d. Shelly commented on the JTT Conference she attended in Baton Rouge. New Orleans is looking for an advanced 18 and under team to play before State. Also JTT is looking at a single gender format; this may be good for Girl Scouts, etc.
 - e. A reminder that Shelly will be needing help at the 10 and Under fundraiser this weekend.

11. Adult Women's Coordinator Tammie Harris reported that matches are being played and the biggest problem has been the weather (cold temps). Tammie and Bob met with the tennis league council and a website for weather is available on our CTA webpage plus the zip codes of host facilities sites. Captains have been told about this, but please take the time to check it out.
 - a. Tammie also wanted everyone to know that Trilevel sign up will be in mid March with play beginning in April.
 - b. Also, our thoughts and prayers go to one of our players, Rob Rangel who was recently diagnosed with oral cancer.
12. David Kimball wanted to know if it was alright to have a high school doubles division at his Novice Tournament in April. Everyone agreed it would be great!

**Next meeting Wednesday, April 2, 2014
Noon – East Ridge Country Club**