



January 19, 2017

Board Members Attending:

Mark Anderson	Olivia Audrey	Brad Baker	Geoff Bibo
Denica Bruce	Terry Finneran	Terri Jones	Mike O'Callaghan
Aaron Ockerman	Erin Ortman	Rob Postma	Brittany Rings
Mike Toomey	Brenda Toney	Rachel Tyo	Les Varnado
Dan Witteman			

Guests:

Jacqueline Boggs
Susan Storrer

2017 GCTA Board Meetings
Thursdays – UA Municipal Building
April 20th
July 20th
September 21st

2017 CCCC – August 11-13th

September Meeting Minutes Approval – Geoff Bibo

- Motion to accept minutes made by Dan Witteman, seconded by Brad Baker. Minutes from September were approved.

Treasurer's Report - Shirley Neibauer / Terri Jones reporting

	January 15, 2016	September 22, 2016	January 17, 2017
• PNC Money Market -	\$7,887.29	\$41,242.07	\$8,975
• PNC Checking -	\$41,230.88	\$33,692.58	\$41,247.70
o Total	\$49,119.17	\$74,934.65f	\$41,272.70

Grant Committee – Jane McMeekin/Terri Jones reporting

- The Grant Committee approved four applications since our last meeting.
 - o Champions Tennis Club Summer Clinic - \$2,000
 - o Buddy Up Tennis - \$4,360
 - o Ace With Love - \$2,000
 - o High School Winter Tennis (Olympic) - \$1,675

USTA Adult Leagues – Susan Storrer

- Emails will go out in March for flex and summer leagues registration.
- A Combo tournament is scheduled for Feb. 2017.

Website Report – Scott Gerber

- See report at the end of these minutes.

Women's League – Erin Ortman

- Winter Parties are Jan. 28 and Feb. 25 at the Racquet Club. Each party is open to 80 ladies and at this time both are full with 23 and 15 on the waiting list. Food, beverages, balls and fun are provided.
- Mixed Doubles Party is Feb. 11. Emails with more information are going out soon.
- Captains' meetings are scheduled for Wednesday, May 17 at Brookside CC at 10:00am-2:00pm and 7:00pm – 9:00pm. Team rosters and fees are due at this time.
- Erin, Terry and Fred are trying to get a response from Nancy Biggs, the Tenniscores.com developer to find out if members can pay their dues through Paypal this season.
- There was another lengthy discussion regarding the Women's League summer teams requiring the use of USTA ratings in determining team membership. Rob Postma mentioned there was some push back from the club reps that the decision was made without the issue being voted on by the reps. He mentioned that the outcome of the votes wasn't the issue, but rather that the club reps didn't get to vote is the issue. He suggested a strategic planning committee may help with the issue going forward. The consensus of the GCTA Board was to support the Women's Board's decision and perhaps the issue can be revisited by the Women's Board down the road.

Men's League – Terry Finneran

The Men's Board met and made some minor rules changes. The league will start the first weekend in June. The divisions will play through the 4th of July holiday which falls on a Tuesday this year.

Columbus Recreation & Parks – Denica Bruce

- CR & P are finalizing the summer programs and brochures.

Junior Team Tennis – Brittany Rings

- This year the district tournament will be held in Columbus at the Park of Roses on July 15th and 16th.

Ten & Under Tennis Report – Jacqueline Boggs

- Jacqueline spent 6 weeks in the New Albany school system. There are play days scheduled for Worthington and other districts. The program is well received by all districts.

Executive Directors' Report – Terri Jones

- Liability insurance has been renewed for 2017.
- All GCTA members will receive a bag tag as a gift this year. The gift selection committee has not complete its search for the right tag. Another option shown to the board was a ceramic car coaster.
- The Tennis Service Representative meeting here in Columbus last October was well received. The gift of Buckeyes (the candy) given to each participant by the GCTA was very much appreciated.
- The GCTA sponsored an ad in the Midwest Tennis & Education Foundation Hall of Fame program congratulating Scott Gerber on his Midwest award, The Fred Burns MEDIA Award.
- The middle school league is a “go” this summer in Westerville. The program is led by new board member, Brad Baker. It will be a 7-week league with cost per participant set at \$30 and is open to Grades 5-8.
- Terri is beginning to write grants to both OVTA and Midwest Section for funding to sustain some of our ongoing projects.
- The dates for the Arnold Festival this year are March 3-5.

Old Business -

- Columbus Clay Court Championships/Awards Ceremony
 - The committee needs more help! Please contact Terri if you would be able to serve.
 - The committee will evaluate the combining of the two events. The decision will be based on the number of divisions within the Men's and Women's Leagues that will have determined a champion by August 12th.

New Business

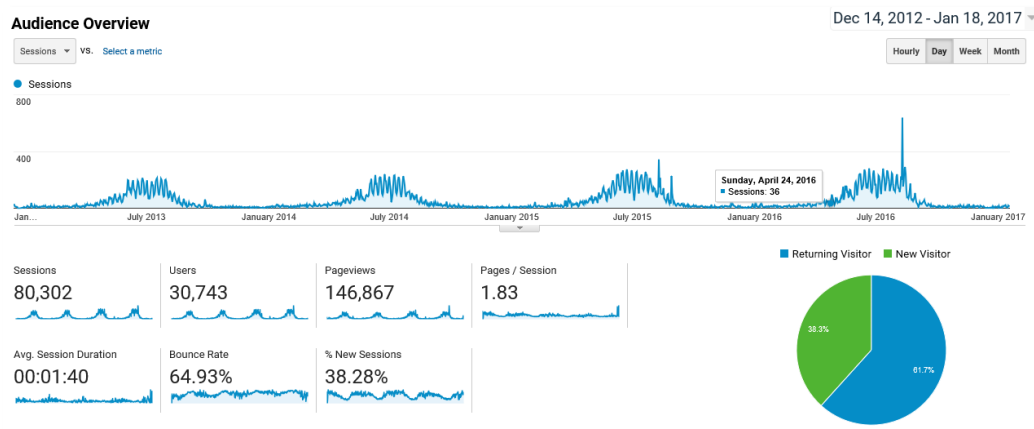
- Erin Ortman, Geoff Bibo, Les Varnado, and Jim Hendrix will be attending the Midwest Annual meeting, January 27th in Indianapolis.
- Geoff Bibo would like to survey the board to see if a different day/time would work for the quarterly board meetings.
- Wheelchair tennis was brought up as an option for the GCTA to support

The meeting was adjourned at 8:03 pm.

GCTA Web Site Usage

December 14, 2012 – January 19, 2017

Made subtle website appearance improvements during the last week. Would like to include more names with the photos - please provide if known. Overall usage continues to slowly increase year by year.



Page Title	Pageviews	% Pageviews
1. GCTA.net	73,806	50.25%
2. GCTA - Women	27,203	18.52%
3. GCTA - Men	15,750	10.72%
4. GCTA - Junior's	7,288	4.96%
5. GCTA - Photos	4,866	3.31%
6. GCTA - Contact Information	2,922	1.99%
7. GCTA - Links	2,828	1.93%
8. GCTA - About	2,235	1.52%
9. GCTA - Contact	2,221	1.51%
10. GCTA - Board	1,924	1.31%

Acquisition	
	Sessions
Jan '16 to Jan '17	
1 Organic Search	14,055
2 Direct	7,997
3 Referral	1,317
4 Social	56
5 Email	1