

**GCTA Quarterly Meeting**  
**July 18, 2017**

Convened 7:07pm by Jim Scowdon



**Board Members Attending:**

Geoff Bibo      Fred Duy      Terry Finneran      Beth Gibson      Terri Jones  
Jane McMeekin      Shirley Neibauer      Erin Ortman      Jim Scowden      Brenda Toomey

**Guests:**

Cindy Ferrara

**April Meeting Minutes Approval – Jim Scowden**

- Minutes will be read & approved at September meeting since we did not have a quorum.

**Treasurer's Report - Shirley Neibauer**

	<b>July 19, 2016</b>	<b>April 13, 2017</b>	<b>July 17, 2017</b>
PNC Checking -	\$26,846.00	\$ 6,295.00	\$45,824.00
PNC Money Market -	\$31,239.00	\$41,252.00	\$35,281.00
Paypal Account* -	\$2,916.00		\$ 1,677.00
Total	\$61,001.00	\$47,547.00	\$82,782.00

\*Paypal Account – Money received from the Junior Team Tennis.

**Columbus Clay Court Championship/Awards Ceremony – Terri Jones**

- The committee met last week and plans are progressing.
- The participants will each receive a towel and a string bag.
- The all member party will be Saturday, August 12<sup>th</sup> at Brookside CC from 5-9 with a cash bar & grill.
- Sign up is on the GCTA website. Geri Schlegel's sons are working on a temporary website dedicated to the tournament for communications about the event. Registrations will still be handled on the [GCTA.net site](http://GCTA.net).

**Grant Committee – Jane McMeekin/Terri Jones reporting**

The Grant Committee has not received any new grant applications since our last meeting. Brenda Toney reported on a successful Champions Summer Camp (July 10-14) for MS and HS athletes that was partially funded by the GCTA. Beth Gibson also reported on the Buddy Up program that has grown to over 17 locations nationwide. GCTA funds a portion this program here in Columbus. Beth expressed thanks for the support we have shown her program through the years.

**Adult USTA Leagues: Susan Storrer / Terri Jones**

- Flex League Summer leagues had 15 women and 30 men participants. There are six Combo leagues and two Mixed leagues had 360 participants.

**Columbus Recreation & Parks – Denica Bruce**

- No report provided

**USTA Junior Team Tennis Championship: Brittany Rings / Terri Jones**

- Columbus hosted the JTT District competition on Saturday, July 15<sup>th</sup> at the Park of Roses. The event was well received with moving the event to Columbus and the timing to the weekend. More than 300 people were here with participants, fans, and parents attending. The Racquet Club won the 12 Advanced, 12 and 14's Advanced and Intermediate, the 18 Advanced and Intermediate. New Albany won the 10 Advanced division but decided not to advance, so RC will send their team in that division. Scarborough East will represent the 12 Intermediates in Indianapolis.
- Congratulations to all the teams and the individuals who put on the event.

**Executive Directors' Report – Terri Jones**

- The Western & Southern tournament
  - Kids Day – Sat., Aug. 12
  - High School Day – Sun., Aug. 13
  - Buddy Up – Sun., Aug., Aug. 20
  - NetGeneration training for USPTA pros – Fri., Aug. 18
  - Show your USTA card to get ear buds and carrying case
- YTT programs end this week. We had 5 markets this years with grant assistance from OVTA we were able

**2017 GCTA Board Meetings**

**Tuesday**

**UA Municipal Bldg.  
Annual Meeting  
September 19<sup>th</sup>**

**2017 CCCC –  
August 11-13<sup>th</sup>**

**Awards Ceremony  
Thurs. Sept. 28<sup>th</sup>**

- to staff the programs with OSU club players. Parent volunteers are getting more difficult to come by.
- Friday, September 22nd at Brio Polaris, Jim Amick will be hosting a NetGeneration training for the entire tennis professionals Columbus. We are in the process of updating our email database for that promotion.
  - We have partnered with the Midwest section of a Diversity Coaches Summit on September 30th. Details are still being worked out. (Did you mention this?)
  - The Awards Ceremony will be Thursday, September 28<sup>th</sup> returning to the Everal Barn in Westerville. League winners will be recognized along with our individual award winners. The Awards committee has scheduled a meeting next Thursday evening to finalize the details of the event.
  - The Westerville Middle School league had 50 participants and a waiting list in its first year. The kids really enjoyed the competition format Coach Brad Baker set up for the league. Terri thinks the success of the league reinforces the need for a program between Youth Team Tennis and middle school tennis.
  - Our Ohio Valley Cup team, coached by Steve Metzmeier and Tyler Steven, won the tournament for the 7<sup>th</sup> year in a row.

**Website: Scott Gerber / Terri Jones**

- Scott reported that usage continues to creep up. See attached report.

**Women's League – Erin Ortman**

- Erin reported that we have 157 teams with 2,267 paid memberships, some of these payments representing women playing on 2 or more teams. Erin commended Cindy is doing a great job tracking down unpaid members.

**Men's League – Terry Finneran**

- Terry noted the jump in membership from 2015 (904 members) to the current 960 members on 69 teams.
- Terry said that he and Erin are working on a Commissioner User Manual to clarify the duties and responsibilities of the Men's and Women's League Chairs. They are hopeful that they will have draft manuals completed by the end of the summer season.
- Geoff Bibb added that we need to figure out how to recruit volunteers to step into leadership positions for our Men's, Women's, and GCTA positions.
- The Men's League may discuss adding more waivers allowing higher level players on lower level teams.

**Old Business – None**

**New Business –**

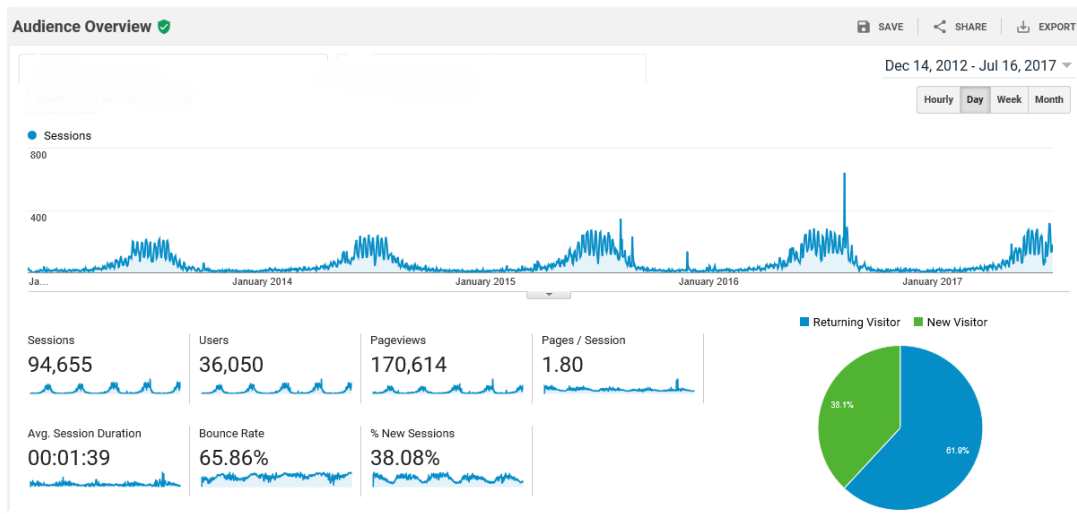
- Number of email blasts to membership – in discussing communications with our members, the board felt that we need to find a more effective method. We need to broaden our social media presence. To that end we would like to find a younger, more tech saavy person to administer these various avenues that would allow us to not only communicate with our membership, but also let the community know the broad reach of our programs.
- Beth Gibson announced that the Columbus Challenger Qualified Tournament will be held at the OSU Varsity Tennis facility September 18th through the 24th. She encouraged the GCTA to publicize this great event as best we can.
- A general discussion was held concerning general giving or donation guidelines in reference to when an individual need arises. In a recent case, Columbus pro, Cary Vaughn, suffered a stroke and will be sidelined for the foreseeable future. Various fundraisers have been held in the area, and the question arose as to whether or not the GCTA should donate to his support. The general feeling of the board was that aside from alerting the membership of the [YouCaring](#) page started on his behalf, the GCTA does not provide funds for individuals.

The meeting was adjourned at 8:25 pm.

## GCTA Web Site Usage

December 14, 2012 – July 16, 2017

Site has been updated to include State Qualifier photos and season kick-off updates. Usage continues to slowly creep up year by year. Usage breakdown is: desktop – 61%, mobile – 27%, tablet – 11%. The iPhone is the most popular mobile device.



Page Title	Pageviews	% Pageviews
1. <a href="#">GCTA.net</a>	86,549	50.73%
2. <a href="#">GCTA - Women</a>	32,988	19.33%
3. <a href="#">GCTA - Men</a>	18,017	10.56%
4. <a href="#">GCTA - Junior's</a>	7,938	4.65%
5. <a href="#">GCTA - Photos</a>	5,298	3.11%
6. <a href="#">GCTA - Contact Information</a>	3,472	2.04%
7. <a href="#">GCTA - Links</a>	3,203	1.88%
8. <a href="#">GCTA - About</a>	2,516	1.47%
9. <a href="#">GCTA - Contact</a>	2,447	1.43%
10. <a href="#">GCTA - Board</a>	2,114	1.24%

Acquisition	
	Sessions
1 <span style="color: blue;">■</span> Organic Search	23,057
2 <span style="color: green;">■</span> Direct	13,986
3 <span style="color: red;">■</span> Referral	8,026
4 <span style="color: yellow;">■</span> Social	988
	57