



**GCTA Quarterly Meeting
January 23, 2018**

Convened 7:05 pm by Phil Diaz

Board Members Attending:

Ed Amos	Mark Anderson	Pat Anderson	Phil Diaz	Heath Elliott
Cindy Ferrera	Terry Finneran	Terri Jones	Mike O'Callahan	Rob Postma
Geri Schlegel	Brenda Toney	Les Varnado	Cathy Williard	

Guests:

Lori Brown Susan Storrer

January Meeting Minutes Approval – Phil Diaz

- Geri Schlegel motioned and Pat Anderson seconded. The motion passed. The minutes were approved as presented.

Treasurer's Report - Shirley Neibauer

	<u>January 17, 2017</u>	<u>September 17, 2017</u>	<u>January 17, 2018</u>
PNC Checking -	\$ 8,975.00	\$36,124.00	\$ 5,828.00
PNC Money Market -	<u>\$41,247.00</u>	<u>\$45,268.00</u>	<u>\$45,282.00</u>
Total	\$50,222.00	\$81,392.00	\$51,110.00

Grant Committee – Jane McMeekin/Terri Jones reporting

- Since our last meeting, the Grant Committee has approved three grants:
 - Buddy Up - \$2,000. The request from Beth Gibson was for twice that much but the budget committee discussed our grant budget and suggested that we cap our grants at \$2,000.
 - Champions Middle and High School Summer Tennis Camp - \$2,000. This summer program has been highly successful and we are happy to support it again this year.
 - Columbus High School Winter Tennis Program - \$1675. This weekly program at Olympic Tennis pulls players from all over Columbus.

Wolfe Park Tennis Association Project – Ed Amos

- Ed reported on his current Aces with Love program including Outstanding Report Card Awards that went to 14 students with straight "A's". Students are required to thank their parents publically and give their mother a rose. Program has 45-55 students, and the outreach extends to area elementary schools. Nine of the coaches that work with Ace with Love are PTR certified and six coaches are Net Generation certified. Projected completion date is June 2018.
- Beatty Park recognition will be the combined efforts of Wolfe Park Tennis Association and the Columbus Rec & Parks Department. Courtside signage will include the history of the park and the celebration of the African American community and its rich history with the sport of tennis.

Website – Scott Gerber

- Scott's report is attached to the end of these minutes.

Women's League – Erin Ortman / Cindy Ferrera reporting

- A Rules Committee met at the conclusion of the year to adjust the women's league rules to be in line with the implementation of the USTA ratings into the GCTA Women's summer league play. Final minutes of this meeting are pending. The Committee consisted of a nice mix of club representatives, Women's Board members, team captains, and interested parties. Members were: Erin Ortman (Women's Chair), Cindy Ferrara (Women's Membership Chair), Penny Boes (Gold Level Chair), Kari Vaugh (Special Events Chair & Dublin Club Rep), Patty Axelrod (Elysium Club Rep), Kelly Needleman (Worthington Hill Club Rep), Brenda Toney (Club Rep Champions), Sally Sutton (Club Rep Westerville Lazelle Tennis), Kristin Reed (New Albany CC Rep), Guy Parks (Racquet Club Rep), Vickie Bayes (Jefferson Country Club Rep).
- Winter parties will be January 27th, February 3rd (Mixed Doubles), and February 24th. The parties in February are full with waiting lists.

Men's League – Terry Finneran

- Terry reported that two of his long-term board members are retiring and he is looking for replacements. He thanked Howard Humphrey & Mike Hardesty for their service to the Men's League.
- Bill Curry has signed on for one year on the board.
- The Men's Board is looking to change the current 3rd set rule. The new rule will allow each court to make a decision to play a full third set or a super tie break for the match.

2018 GCTA Board Meetings

Tuesdays

April 17th
July 17th
September 18th
UA Municipal Bldg.

Columbus CCCC
August 10-12, 2018

Columbus Recreation & Parks – Denica Bruce / Terri Jones via post meeting email

- The Adult League rec programs will run from April 26th through June 21st. A second session will run from July 2nd through September 6th. The cost for each session will be \$20.00.
- There will also be a 3.0 – 4.0 Mixed Doubles League. Registration for this league begins April 1st.

USTA Junior Team Tennis: Brittany Rings

- Brittany reported that there will be two leagues again this year – Advancing & Non-Advancing.
- Coaches must complete the background check process prior to the start date of June 1st.

Executive Directors' Report – Terri Jones

- Three member gift and prices for 2018 were presented for consideration:
 - Micro fiber cloth #3000 for .74 each,
 - Silicone credit card phone sleeve #3000 .99/each or
 - Hand sanitizer #3000 for 1.00/each.
 - The vote was Micro cloth 5 votes, sleeve 4 votes and sanitizer 3 votes. The group felt that men wouldn't use the sleeve or sanitizer. Some felt we should bring back the dampners. Terri will ask a few of the women's board members for their recommendations.
- Update on social media position: Both of our candidates fell through. Terri will email the job description to Mark Anderson, Geri S, Rob P, Terry F, Cindy F and Lori Brown.
- OVTA report: Cols had +52 Junior memberships, the next closest was Huntington with 1 membership, all other associations lost memberships. We had +88 Adult memberships, next closest was Springfield with 26. Cincinnati lost 88 junior memberships and 210 adult memberships.
- Midwest Annual Meeting February 1-4th
- Arnold Sports Festival March 3&4 just at the fairgrounds this year.
- Midwest section Junior Tournament Luncheon this Friday at the Winking Lizard: Scott Gerber would like to see Columbus host Level 1,2,3 tournaments so Juniors don't always have to travel.
 - Terri will ask Jim Amick what the new guidelines are.
- Midwest section Net Generation Tennis Night in Columbus Saturday, May 12 6-8 PM
 - All clubs invited to participate, Players Club, Racquet Club, Scarborough East Tennis, and Elysium have responded so far. \$200 from Midwest section for prizes, food, other expenses.
- Our Awards Ceremony in September had 120 in attendance. We are still looking to combine the CCCC party and the awards party to reach more, and benefit more of our membership.
- The Columbus Clay Court Championships will be August 10-12, 2018.
- The OVTA spring meeting in Chillicothe March 11
- Flex leagues needs a new computer scoring system. We are no longer supported by the USTA/Midwest Section. Terry Finneran will ask Nancy Biggs if this is possible using the Tenniscores website and what the cost would be.

Old Business – None

New Business –

Terri announced that the 2018 Quarterly meetings will be on Tuesdays again this year. April 17th, July 17th & September 18th.

The Columbus Clay Court Championships will be August 10-12, 2018.

The meeting was adjourned at 8:25pm

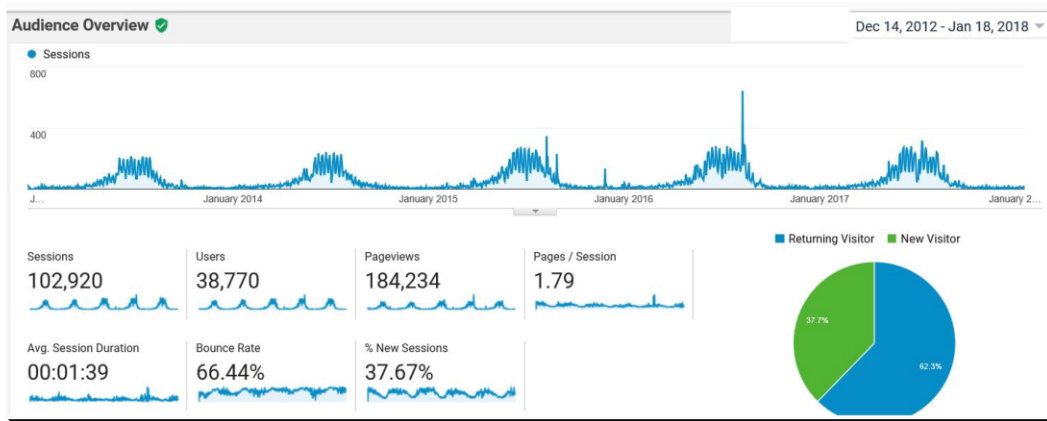
GCTA Web Site Usage

December 14, 2012 – January 18, 2018

Usage is still in slumber mode. More detail about usage from September to January is shown to the right.

Usage will begin to increase at the beginning of March.

Usage is down slightly versus last year by 3.4%.



January 2017 - January 2018

Page Title	Pageviews	% Pageviews
1. GCTA.net	20,437	54.69%
2. GCTA - Women	8,044	21.53%
3. GCTA - Men	3,627	9.71%
4. GCTA - Junior's	1,028	2.75%
5. GCTA - Photos	887	2.37%
6. GCTA - Contact Information	759	2.03%
7. GCTA - Links	625	1.67%
8. GCTA - Contact	524	1.40%
9. GCTA - About	452	1.21%
10. GCTA - Board	354	0.95%

January 2017 - January 2018	Acquisition		
	Sessions ↓	% New Sessions ↓	New Users
	22,618	35.49%	8,027
1 Organic Search	13,906		
2 Direct	7,820		
3 Referral	881		
4 Social	10		
5 (Other)	1		

2018 Budget

INCOME

1.	GCTA Membership Dues (Total)		\$51,400
1.a.	GCTA Men's League	\$17,400	
1.b.	Women's League	\$34,000	
2.	Girl's 16's Districts		\$2,500
3.	Interest Income		\$100
4.	OVTA Distribution (Grant)		\$15,000
5.	USTA Leagues		\$3,600
6.	USTA Jr Team Tennis		\$5,100
TOTAL INCOME			\$77,700.00

EXPENSES

1.	Executive Director		\$12,000
2.	Mens League Total		\$5,533
2.a.	Scheduling	\$200	
2.b.	Tenniscodes	\$1,000	
2.c.	Men's League Misc Expenses	\$4,333	
3.	Women's League Total		\$6,967
3.a.	Scheduling	\$1,000	
3.b.	Tenniscodes	\$2,300	
3.c.	Women's League Misc Expenses	\$3,667	
4.	Men's Chairperson Stipend		\$1,000
5.	Women's Chairperson Stipend		\$2,000
6.	Clay Court (from Men's and Women's programs)		\$2,000
7.	Kickoff Parties		\$4,000
8.	Girl's 16's District Tournament		\$1,500
9.	Ohio Valley Cup (Boys and Girls)		\$1,300
10.	USTA Adult Leagues Total		\$3,100
10.a.	Adult Coordinator	\$2,000	
10.b.	Miscellaneous	\$100	
10.c.	Adult Districts	\$1,000	
11.	USTA Junior Team Tennis Total		\$4,000
11.a.	Junior Team Tennis Coordinator	\$2,000	
11.b.	Junior District Tournament	\$2,000	
12.	USTA National Tournaments (\$500x3)		\$1,500
13.	Awards Ceremony		\$2,500
14.	Grants - Total		\$24,000
14.a.	Columbus Rec and Parks	\$11,600	
14.b.	GCTA Grants	\$12,400	
15.	Arnold Event		\$2,500
16.	GCTA Website Administration		\$1,500
17.	Bonding Insurance		\$2,600
18.	General		\$6,500
19.	Tax Returns		\$500
TOTAL EXPENSES			\$85,000
NET DIFFERENCE			(\$7,300)

2018 Slate of Officers

GCTA Board Officers & Trustees

<i>President</i>	<i>Jim Scowden</i>	<i>Ed Amos</i>	<i>Terry Finneran</i>	<i>Brittany Rings</i>
<i>Immediate Past Pres.</i>	<i>Phil Diaz</i>	<i>Mark Anderson</i>	<i>Scott Gerber</i>	<i>Sharon Rusk</i>
<i>Vice President</i>	<i>Geoff Bibo</i>	<i>Pat Anderson</i>	<i>Beth Gibson</i>	<i>Geri Schlegel</i>
<i>Treasurer</i>	<i>Shirley Neibauer</i>	<i>Brad Baker</i>	<i>Jim Hendrix</i>	<i>Rich Simpson</i>
<i>Secretary</i>	<i>Jane McMeekin</i>	<i>Denica Bruce</i>	<i>Paul Kobelt</i>	<i>Brenda Toney</i>
		<i>Bill Curry</i>	<i>Mike O'Callaghan</i>	<i>Mike Toomey</i>
<i>Executive Director</i>	<i>Terri Jones</i>	<i>Fred Duy</i>	<i>Aaron Ockerman</i>	<i>Les Varnado</i>
		<i>Heath Elliott</i>	<i>Erin Ortman</i>	<i>Cathy Williard</i>
		<i>Cindy Ferrera</i>	<i>Rob Postma</i>	<i>Dan Witteman</i>

GCTA Social Media Position Job Brief

We are looking for an experienced Social Media Specialist to attract and interact with the Greater Columbus Tennis Association membership and other tennis enthusiasts.

Our goal is to gradually achieve membership engagement and website traffic by strategically maneuvering all aspects of the social media roadmap. The candidate should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. The candidate will be responsible for joining relevant conversations on behalf of the GCTA and communicating our product/brand by providing support to current and prospective members.

Responsibilities:

Build and execute a social media strategy

Generate, edit, publish and share daily content (provided by the GCTA Executive Committee and the Executive Director) that builds meaningful connections and encourages community members to take action.

Continuously improve by capturing and analyzing the appropriate social data, insights and best practices and then acting on the information.

Collaborate with webmaster, the Executive Board members and the Executive Director to manage our reputation and coordinate actions.

Requirements:

Working experience in Social Media

Excellent consulting, writing, editing, presentation and communication skills

Positive attitude, detail and member oriented with good organizational ability

Attendance at quarterly board meetings is required