



GCTA Quarterly Meeting April 17, 2018

Convened 7:00 pm by Jim Scowden

Board Members Attending:

Mark Anderson	Denica Bruce	Phil Diaz	Fred Duy	Terry Finneran
Scott Gerber	Jim Hendrix	Terri Jones	Jane McMeekin	Mike O'Callaghan
Aaron Ockerman	Erin Ortman	Geri Schlegel	Jim Scowden	Brenda Toney
Les Vernado	Cathy Williard			

2018 GCTA Board Meetings

Tuesdays

July 17th
September 18th
UA Municipal Bldg.

Columbus CCCC
August 10-12, 2018

January Meeting Minutes Approval – Jim Scowden

- Mike O'Callaghan motioned and Aaron Ockerman seconded. The motion passed. The minutes were approved as presented.

Treasurer's Report - Shirley Neibauer / Terri Jones

	<u>April 13, 2017</u>	<u>January 17, 2017</u>	<u>April 9, 2018</u>
PNC Checking -	\$ 6,295.08	\$ 5,828.00	\$17,419.14*
PNC Money Market -	<u>\$41,252.63</u>	<u>\$45,282.00</u>	<u>\$34,292.81</u>
Total	<u>\$47,547.71</u>	<u>\$51,110.00</u>	\$51,711.95

*Increase due to receipt of partial OVTA distribution of \$10,621.80 in March, 2018.

Grant Committee – Jane McMeekin

- Since our last meeting, the Grant Committee has approved one grant: Summer Tennis Leadership Camp for \$2,000 submitted by Nancy Hill McClary. We have supported this camp for the past seven years.
- Jane said that mentioned that we still have grant monies available and asked board members to spread the word to groups who might be in need of grant support.
- Terri also mentioned in her Executive Director's report that she has applied to the OVTA for grants to support some of our ongoing projects, as well as to fund our new Social Media position.

Women's League – Erin Ortman

- The Captains' Organizational Meetings will be on Wednesday, May 16th this year at Brookside Country Club. The two meetings will be at 10:00am and 7:00pm. Captains, club pros, and Club Representatives are expected to attend to turn in final team rosters and dues.
- The Women's League is offering a Platinum level this summer open to players 60 years and older. If there is enough interest, these teams will play on Tuesdays.
- The Women's Board welcomes Lori Brown as our new Daytime 3.5 Level Chair.
- Erin is still working on the Women's Chair Manual.

Men's League – Terry Finneran

- Terry said that two of the Men's Level Chairs, Mike Hardesty and Howard Humphrey, retired at the end of last season. Bill Curry has volunteered to be on our board, and he will be the chairman of the 4.0 league.
- We've had 2 teams move out of the 3.5Plus league, but 3 teams have moved into the 3.5Plus league, giving us six 3.5Plus teams.
- We have 25 teams committed right now, but the deadline is Thursday, and we expect more to commit by then.

Website – Scott Gerber

- Scott mentioned that the website visits have begun to increase as they normally do this time of year. There have been many requests asking where individuals can join a team.
- Scott had an issue with SPAM recently but was able to deal with it and all systems are running smoothly now.
- Terry Finneran said that he had been contacted about outdated pictures on the website. Scott mentioned that we do have a Photo section on the site that has pictures dating back to 2001, but that the home page pictures are of the Winter Parties. If anyone has pictures they would like posted, send to Scott.

Columbus Recreation & Parks – Denica Bruce

- CR&P kids programs will begin May 1st. Our camp registration began earlier and filled in the first 7 minutes.
- Adult lessons will be held this year at Schiller, Whetstone, and Woodward Parks beginning April 18th weather permitting.
- The Recreational Mixed Doubles League is also filled with 32 players. They will play at Woodward Park beginning April 26th (Thursdays) from 6:00-9:00pm. All levels are accepted.
- We are trying to field a team for the GCTA Men's Summer League and are in touch with Terry Finneran.

USTA Junior Team Tennis: Brittany Rings / Terri Jones reporting

- Our JTT program is the largest in the OVTA, with close to 500 players last year. The Non-Advancing program is growing, but the Competitive League is shrinking.
- The conference call for the Captains is either April 30th at 8:00 pm or May 6th at 6:00 pm
- League play June 1st-July 6th
- May 24th all team commitments are due
- Districts are Saturday, July 14th at Whetstone Park of Roses, rain date is July 15th.

Executive Directors' Report – Terri Jones

- Joy Albi is the new incoming Midwest section president
- OVTA has board openings and is in need of help. OVTA is re-defining the board at large positions and responsibilities. Contact Executive Director, Dave Engle for more information as to what being on the board would involve.
- Future of distribution money is questionable in the future since membership is no longer the main focus of the USTA. Therefore, as programs are created without requiring a USTA membership to participate, the fewer funds will be filtered back to local CTAs.
- OVTA 40K was distributed at the spring meeting. The GCTA received \$10,621.80. This is the distribution growth incentive from the Midwest section. Another \$45,000 is available in grant funding. Grant deadlines are April 1 and July 1. Terri submitted \$8,000 for 5 grant requests, and is waiting to hear results. These grants would fund the following programs: Southwest YTT, Westerville YTT, OVTA Schools Grant which will now be called Net Generation Team Challenge Coordinator, Social Media Position, and an equipment grant.
- USTA memberships are currently down, due to economic times, as well as the focus on participation rather than membership.
- OVTA Annual meeting is Sunday, November 4th at Brio at Polaris. New officers will be inducted at this meeting.
- The Ohio Valley Cup Team competition is June 16&17 in Parkersburg WVA. Tyler Stephen and Steve Metzmaier have agreed to coach again. We have won the cup 7 years in a row.
- The Girl's 16's tournament, sponsored by the GCTA, run by the Racquet Club, will be June 9-12th at Upper Arlington. This is the last year we will be able to use the school courts as they will be relocating them.
- Arnold Sports Festival: We only participated at the fairgrounds location this year, and had 978 kids come through our booth in 2 days. Volunteers from the Ohio State Club Team and Wilmington JTT kids made it possible to handle the volume of participants! Thanks so much to those individuals!
- The OSU Club team won the Tennis On Campus National Championship at Lake Nona last Saturday.
- We are adding a new High School league this summer to complement the existing middle school league in Westerville. This league will also play on Sunday evenings, beginning June 10th and run through July.
- Southwest and Westerville will remain our existing YTT markets. Some of the smaller markets will be hosting Red Ball Challenge one day events, hosting the same number of kids.
- Midwest Section is hosting Tennis Night in Columbus, Saturday May 12th from 6-7:30 at Elysium, Olympic, Players Club, Racquet Club and Scarborough Tennis. Each club receives \$200 from the Midwest to offset expenses. This event is open to families with or without experience. They asked if the GCTA could help promote the event by sending out an email blast to our membership.
- CCCC Tournament: Terri mentioned that because of her change of jobs, she will no longer be able to provide some of the printing services she has provided in the past. With the Awards Ceremony returning to late September, the Tournament will become a stand-alone, self-supporting event. More details to follow.
- Member Gifts – Terri shared with the Board members the microfiber cloth with our logo on that each GCTA member will receive at the beginning of the season. The clothes were well received.
- Social Media position remains open, and those Board members who have prospective applicants are reminded to send contact information to Terri. The job description is at the end of these minutes.

Old Business – None

New Business –

Mike O'Callaghan suggested that we should look at different banking institutions that might pay us better interest on our funds.

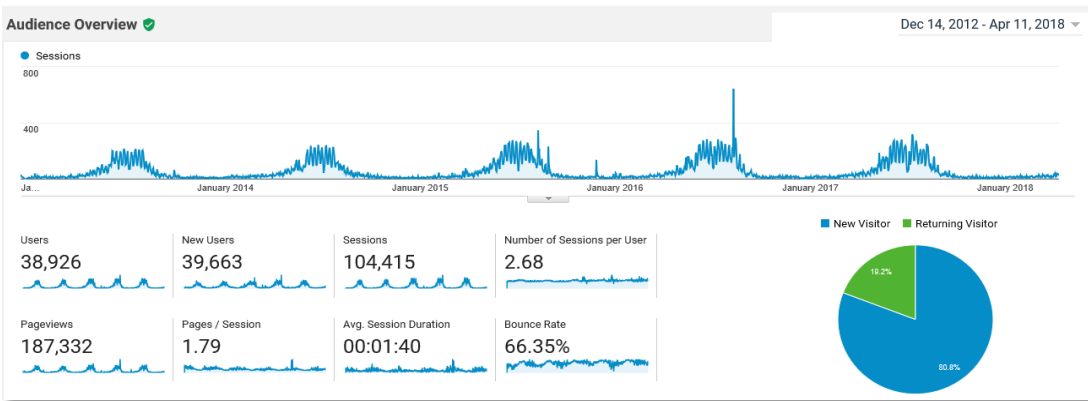
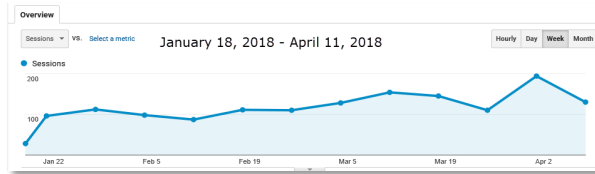
The meeting was adjourned at 8:05pm

GCTA Web Site Usage

December 14, 2012 – April 11, 2018

Usage is slowly picking up as the season nears but it trails last year ever so slightly. Pageviews for the period of January 2017-18 to April 2017-18 are down 1.4%. More detail about usage from September to January is shown to the right.

Spam messages from the GCTA Feedback feature increased and measures were taken to reduce them. Six legitimate requests for more information about central Ohio tennis programs were recorded since January.



April 2017 - April 2018		
Page Title	Pageviews	% Pageviews
1. GCTA.net	20,140	55.09%
2. GCTA - Women	8,022	21.94%
3. GCTA - Men	3,516	9.62%
4. GCTA - Junior's	931	2.55%
5. GCTA - Photos	825	2.26%
6. GCTA - Contact Information	685	1.87%
7. GCTA - Links	601	1.64%
8. GCTA - Contact	472	1.29%
9. GCTA - About	413	1.13%
10. GCTA - Board	336	0.92%

Acquisition			
April 2017 - April 2018	Sessions	Users	New Users
	22,402	8,020	7,904
1 Organic Search	13,636		
2 Direct	7,968		
3 Referral	785		
4 Social	11		
5 (Other)	2		

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