

**GCTA Quarterly Meeting**  
**July 17, 2018**

Convened 7:01 pm by Jim Scowden

**2018 GCTA Board Meetings**

**Tuesday**  
**September 18<sup>th</sup>**  
**UA Municipal Bldg.**

**Columbus CCCC**  
**August 10-12, 2018**

**Awards Ceremony**  
**September 13, 2018**  
**Everal Barn**

**Board Members Attending:**

Geoff Bibo	Fred Duy	Cindy Ferrara	Beth Gibson	Paul Kobelt
Jane McMeekin	Shirley Neibauer	Aaron Ockerman	Rob Postma	Brittany Rings
Geri Schlegel	Jim Scowden	Brenda Toney	Les Varnado	

**April Meeting Minutes Approval – Jim Scowden**

- Shirley Neibauer moved that the minutes be approved as corrected, Brenda Toney seconded and the motion passes.

**Treasurer's Report - Shirley Neibauer**

	<u>July 17, 2018</u>	<u>April 9, 2018</u>	<u>July 14, 2018</u>
PNC Checking -	\$45,824.00	\$17,419.14	\$67,526.34
PNC Money Market -	\$35,281.00	\$34,292.81	\$34,301.36
PayPal (CCCC \$)	\$1,677.00		\$2,046.61
<b>Total</b>	<b>\$82,782.00</b>	<b>\$51,711.00</b>	<b>\$103,874.31</b>



- Shirley reported that we are on course with last year's spending.
- Shirley also mentioned that the amount of money that we have really doesn't qualify for higher interest rate placements which often require a longer term commitment than we are able to do.

**Grant Committee – Jane McMeekin**

- Since our last meeting, the Grant Committee has approved one grant: \$1,000 to Buddy Up Tennis to help defray the cost of sending athletes to the US Open demonstration in September.
- Beth explained that the demonstration would occur on September 1<sup>st</sup>, and could possibly be on Arthur Ashe Stadium – quite an honor for the program that has spread from Columbus to 21 locations in 11 states.
- Brenda Toney reported on a successful Champions Summer Tennis camp. The camp used all 6 courts the whole week with participants from Grove City, Beechcroft, Jonathan Alder, Big Walnut, Westerville, and Gahanna. Participants were given a T-shirt, a can of balls, and lunch everyday.
- Terri Jones reported that our \$6,725 were used for YTT (\$1,800), Storage Shed rental (\$800), Net Generation Team Challenge Coordinator – formerly OVTA school coordinator, (\$2,625), and Social Media position – not yet filled (\$1500). **The Social Media job description is at the end of the minutes. Please share any potential candidates with Terri.**

**Columbus Clay Court Championships – Rob Postma**

- Rob reported that we have 38 teams signed up already. He has already gotten the shoestring bags from Babolat. Paul Kobelt will check with his connections to see if we can get other goodies.
- Draw sheets are still needed, and we haven't yet arranged for a website to notify players of tournament information.

**USTA Summer Leagues –Terri Jones reporting**

- The spring session of the FLEX league finished with about 19 women and 25 men participating. The summer FLEX numbers are at an all time low with only 5 women and 8 men. Susan reported that early technical difficulties and the spring leagues not finishing matches may have caused interest to wane.
- Summer Mixed/Combo has 30 teams and 7 leagues. 8.5 Combo finished on July 12th, and the 7.0 65+ and 8.0 65+ leagues are finished. The other teams will finish in August.
- Districts are September 7-9 for Mixed and Adult 65+. No location determined as of yet.

**Columbus Recreation & Parks – Denica Bruce – no report**

**USTA Junior Team Tennis: Brittany Rings**

- We are running the two JTT leagues again this summer. The Championship league has 31 teams and 301 players. Thirteen teams are advancing to Indianapolis for the Championships. GCTA has paid their entry fees for this event. The Non-Advancing League showed an increase in teams and number of players with 29 teams and 239 players. The increase of 52 players and 2 new teams from last year were all in the Non-Advancing league. Terri mentioned that Brittany increased her league participation by 37%!
- All fees have been collected.

**Website – Scott Gerber via email**

- Activity is clicking along. The busiest day of the week is Monday. Friday and Saturdays are the slowest in terms of usage. While the web site continues to grow for this season, overall usage is down by approximately 3% versus the same time period last year.
- It took several days of work, but the GCTA web site has been upgraded to a faster system. Users should

- see an improvement in speed.
- See chart at the end of these minutes.

#### **Women's League – Erin Ortman**

- The Women's League has 162 teams this summer including 3 teams in the new Platinum (60+) division.
- Erin is working on the gifts for the Championship teams.
- The transition to using USTA ratings is going well with few issues. There are just a few teams that have not entered ratings for their players. Cindy & Erin have worked hard on assisting teams with this, and feel the addition of ratings has improved league play.
- Erin is asking Level chairs to keep track of issues and concerns that can be reviewed by the Women's Board following the season.
- Rob Postma brought up Universal Tennis Rating (UTR) since that system is being used by many tournaments. More research is needed to determine how, and if, UTR will affect our leagues.

#### **Men's League – Terry Finneran – Fred Duy reporting**

- Fred reported that there are 71 teams in the Men's League this summer.
- Almost all of the dues from the teams have been collected.

#### **Awards Ceremony – Terri Jones**

- The ceremony is scheduled for the Everal Barn in Westerville again this year. The date is Thursday, September 13th beginning at 6:30pm.
- The board agreed that the dinner last year was wonderful, and Terri will go ahead contacting the caterer. Terri will investigate the beer and wine options.
- The Awards Committee will be meeting following this evening's meeting to discuss annual awards.

#### **Executive Directors' Report – Terri Jones**

- Youth Team Tennis had 140 registrations in Westerville and 80 in Grove City.
- The Middle/High School league run by Brian Baker had 62 participants.
- Terri asked for Board approval for a \$250 donation to the PanCan tournament. The request was approved.
- The OVTA Cup tournament was held in West Virginia. The Columbus team won for the 8th straight year. Congratulations to the team and coaches, Steve Metzmaier and Tyler Stephen. Photo and story available at [GCTA.net](http://GCTA.net).
- JTT Championships were held this past weekend at Whetstone Park of Roses. We had approximately 130 participants, along with 150 parents and guests. The following teams will move on to Indianapolis at the end of the month: 12's Scarborough East Tennis, 10 A Racquet Club (I), 14 I & A Racquet Club, 18 I & A Racquet Club.
- Terri reported that the Nominations Committee and Budget Committees will be meeting in August.

#### **Old Business – None**

#### **New Business – None**

The meeting was adjourned at 7:40pm.

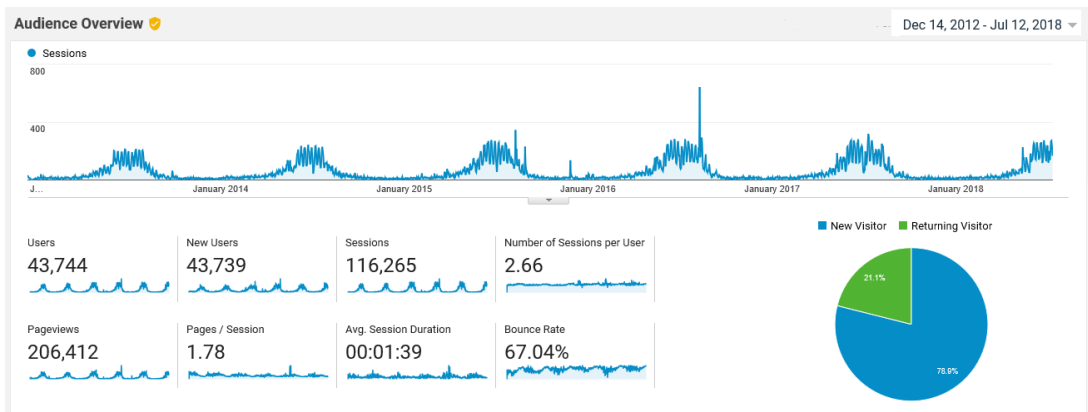
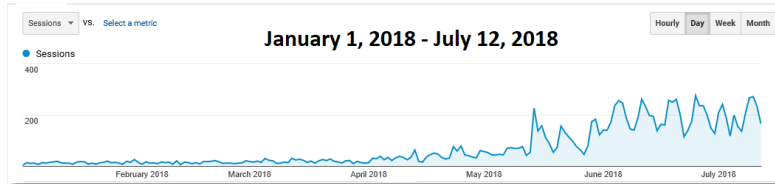
## GCTA Web Site Usage

December 14, 2012 – July 13, 2018

Activity is clicking along. The busiest day of the week is Monday. Friday and Saturday's are the slowest in terms of usage. While web site usage continues to grow for this season, overall usage is down by approximately 3% versus the same time period as last year.

It took several days of work but the GCTA web site has been upgraded from PHP 5.6 to PHP 7.0. Notify Scott

Gerber if anything looks amiss. The site should run a bit faster now.



### July 2017 - July 2018

Page Title	Pageviews	% Pageviews
1. GCTA.net	19,607	52.78%
2. GCTA - Women	7,937	21.37%
3. GCTA - Men	4,179	11.25%
4. GCTA - Junior's	899	2.42%
5. GCTA - Contact Information	840	2.26%
6. GCTA - Photos	810	2.18%
7. GCTA - Links	768	2.07%
8. GCTA - Contact	533	1.43%
9. GCTA - About	462	1.24%
10. GCTA - Board	388	1.04%

Acquisition	July 2017 - July 2018		
	Users	New Users	Sessions
1 Organic Search	5,329		
2 Direct	2,838		
3 Referral	542		
4 Social	20		
5 (Other)	3		
	8,385	7,976	22,564

## **GCTA Social Media Position Job Brief**

We are **STILL** 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