

**GCTA Quarterly Meeting
July 16, 2019**

Convened @ 7:04 pm by Jim Scowden



Board Members Attending:

| | | | | |
|------------------|-------------|-------------|---------------|----------------|
| Geoff Bibo | Phil Diaz | Fred Duy | Cindy Ferrara | Terry Finneran |
| Scott Gerber | Beth Gibson | Terri Jones | Paul Kobelt | Jane McMeekin |
| Shirley Neibauer | Erin Ortman | Rob Postma | Jim Scowden | Rich Simpson |
| Brenda Toney | Les Varnado | | | |

Guests:

Lori Brown John Roberts

2019 GCTA Board Meetings

Tuesday
September 17th
UA Municipal Bldg.

Columbus CCCC
August 9, 10, 11

Awards Ceremony
Thurs., Sept. 26th

April Meeting Minutes Approval –

- Shirley Neibauer moved and Les Varnardo seconded a motion to approve the April minutes. The motion carried.

Treasurer’s Report - Shirley Neibauer

- Added fees on the Women’s side have increased our income. No need at this time to increase dues for members.

| | <u>July, 2018</u> | <u>April, 2019</u> | <u>July 10, 2019</u> |
|--------------------|---------------------|--------------------|----------------------|
| PNC Checking - | \$67,526.34 | \$13,233.97 | \$37,184.99 |
| PNC Money Market - | \$34,301.36 | \$33,342.70 | \$73,355.34 |
| Paypal | <u>\$2,046.61</u> | | |
| Total | \$103,874.31 | \$46,576.67 | \$110,540.33 |

Columbus Clay Court Championships – Rob Postma/Terri Jones

- We are using the Tenniscores site for tournament registrations this year. There were a few glitches at the beginning as we were learning a new system.
- Currently we have 7 men’s teams and 7 women’s teams registered. Registration should increase as deadline nears. (As of 7-26-19: 38 teams)
- Rob mentioned that he was happy to have the site at Muirfield this year so that the tournament would not be the “tournament at Brookside.”
- Rob discussed with the Board the timing of email and social media blasts to increase interest in the tournament.
- A question arose about weather issues, and Rob reported that we have no indoor facilities and will delay play into the following week if necessary.

Website – Scott Gerber

- Website hits have increased as summer tennis continues. We have 5,000 users with mobile, desktop, tablets, etc., being counted as separate users. So probably 60% of that number is a more accurate accounting of our users.
- Full website report is attached to the end of the minutes.

Social Media Update – John Roberts

- John is planning weekly Columbus Clay Court Championship postings.
- Largest weakness is a lack of information to post. Please share with John any postings you would like him to put on Facebook or Twitter. jrobert1225@gmail.com.
- John proposed placing an ad on Facebook. The cost would be \$100 to “boost” our postings that are directly marketed to specific demographics. John can determine the frequency of the ad. Jane McMeekin moved and Geoff Bibo seconded a motion to cover the cost of the boost. The motion carried.
- John asked that the Level Chairs for the Men’s and Women’s Divisions email him the dates of the playoffs, teams participating, and locations so that he can send out the information on our social media platforms.

Grant Committee – Jane McMeekin/

- Since our last meeting, the Grant Committee has approved one grant:
 - 2019 Summer Tennis Leadership Camp – our grant supports the Tennis portion of Nancy Hill McClary’s summer program.
- Brenda Toney shared a report on the Champions Summer Clinic, recently finished. There were approximately 50-54 players each day of the week. In addition to GCTA funds, players paid \$5 for which they received a T-shirt, tennis balls and lunch each day. Leaders of the camp saw lots of enthusiasm and improvement of player skills throughout the week. Twenty of the Champions members volunteered and help to run the clinic.

USTA Adult Leagues – Susan Storrer/Terri Jones

- Susan's report indicated that in the spring Flex league there were 16 men and 17 women participants.
- Given this year's participation, Susan reported that she will run only one league, probably from May-July.
- The Combo/Mixed Adult program had 7 leagues with 30 teams. These numbers are lower than last year, and Susan speculated the Adult Leagues may be competing with the increased opportunities offered by the GCTA divisions.

Columbus Recreation & Parks – Denica Bruce

- No report provided.

USTA Junior Team Tennis Championship – Brittany Rings/Terri Jones

- Brittany's report indicated that there were 308 players in the Championship League and 258 in the local non-advancing league. The 566 kids total is up 26 players from last year.
- We added one new club this year for a total of 15 clubs participating.
- We sent 14 teams to the Ohio Valley district tournament held at the Columbus Park of Roses court facility. Over 400 players and spectators were in attendance, with four of our teams advancing.

Women's League – Erin Ortman

- Erin indicated that our summer leagues will be concluded by mid-August.
- Championship teams will be asked if they prefer a banner or a plaque. Teams requesting both will be charged \$50.
- The new rule not allowing any player to be designated a "sub," and having to join a team to play for that team encountered a few problems early, but were worked out. Erin feels that the change worked out well. Rob Postma observed that more players were playing more often.
- Rob Postma asked if the GCTA would consider dividing the Divisions in to Hard and Clay courts. Erin said she would bring it up at the September Women's Board meeting if Rob would submit the question to her in an email.
- Shirley Neibauer asked a question about enforcement of the GCTA rule that requires a player have a club membership for the team she is playing for. Lori Brown and Cindy Ferrara said memberships were not checked this year. Jane McMeekin suggested that the issue be discussed at the September Women's Board meeting.
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Men's League – Terry Finneran

- Terry indicated that the league was running smoothly even with the numerous rainouts that have occurred.
- Thanks for Fred Duy, almost all of the dues are collected.
- This summer the men had 75 teams and have broken the 1,000 mark with 1,063 members.
- Terry mentioned that the Men's League Chair manual is coming.

Executive Directors' Report – Terri Jones

- OVTA honored all of our grant requests in the amount of \$5525. Grants will be used for Midwest youth team tennis, social media position, and the red ball challenge coordinator.
- Tyler Stephen and Steve Metzmaier coached our Ohio Valley Cup Team to our 9th Championship in 9 years. (Scott has posted a picture on GCTA.net that has the names of the participants)
- Elementary schools trainings are back! From our initial project completed in 2011, we will again train the 270 and surrounding loop's PE teachers. Trainings are scheduled for August 9th in Westerville and October 18th in Columbus. PE teachers will now be directly shipped the Net Generation equipment.
- Terri attended the Midwest Section Industry Summit July 11 and 12th. Tracy Davies, Director of Youth Competition, has put together a 15 person team from around the country. Their mission is to simplify the Junior Tournament experience by streamlining all language, levels and point systems nationwide. In 2018, approximately 86,000 juniors played in 1 or more sanctioned tournaments. In 2018, only 20,000 juniors played in 6 or more sanctioned tournaments. The Committee is set out to eliminate advantages from being from a specific section and create incentives to play rather than requirements to meet. All 17 sections are in support for this call item at the Midwest Semi-annual meeting in September.
- Play tennis Cincinnati - Mason Ohio and the Western and Southern tournament have created "Play Tennis Cincinnati." Kids enroll to play in Mason Ohio and then have a 24 hour window to register for a 6 week program at one of 4 indoor clubs in Cincinnati. The cost is \$52,000 which covers pros pay, court time, goodie bag for the kids including a racquet. Terri asked if we could pull this off in Columbus? Yes, but all clubs will have to be in support of the effort. Funds would come from GCTA, OVTA and the Midwest section.

- Terri was approached by Steve Tier, Knox county and Mt. Vernon CTA asking upon his retirement, would the GCTA absorb his area. This doesn't mean that we would be responsible for growing tennis in Knox county but the area would use our CTA for liability insurance and other CTA perks. Les Varnado suggested that we get permission from Northeast Ohio, which is where Knox county is represented.
- Red Ball Challenge Coordinator: Seeking candidates to run red ball challenges in after schools programs. The pay is \$25/hour and the schedule is very flexible. Jacqueline Boggs may continue setting the appointments but isn't available to run the events. Please forward any interested candidates to me.
- Westerville youth team tennis and Southwest youth team tennis had 240 kids combined in this summer program.
- Awards nominations: Currently we haven't had any submissions. I will forward those who I think might be candidates to the awards committee members.
- GCTA Board seats: Waiting on 3 current board members to answer an email about remaining on the board, currently we have one seat open. I will contact the nominations committee once I hear back from the 3 board members.

Old Business

- The Girls' 16s Ohio Valley championships was held in Columbus on the Upper Arlington HS courts. The draw was around 56 players with central Ohio's Mattie Atwell participating.

New Business

- Phil Diaz was asked about the PanCan tournament which will be held in Columbus, celebrating the 15th year of the event. This year there will be a drills session held at Northam Park, free to the public, signup required. The tournament itself will be held at OSU. Geoff Bibb moved and Shirley Neibauer seconded that the GCTA donate \$500 to the tournament.

The meeting was adjourned at 8:25 pm by Jim Scowden.

***Dates to remember: Annual Membership Meeting, Tuesday, September 17th
Awards Ceremony, Thursday, September 26th***

GCTA Web Site Usage

December 14, 2012 – July 16, 2019

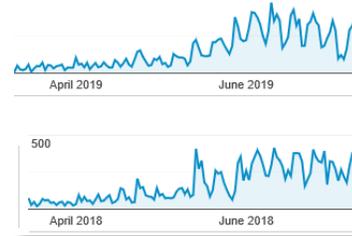
The season is full speed ahead. Usage really kicked in at the beginning of April.

To compare the 2018 versus 2019 seasons, refer to the graphs on the right. There is very little difference between the two years, but pageviews for 2019 were 18,612 versus 19,535 for 2018. That is a 4.7 percent decrease.

The Women, Men, and Junior areas were removed, but there are still apparently a few programs that are referring to those pages.

The web site was updated with high school tennis results. Columbus Academy's doubles team were State champions and Wellington was the State Team champion.

Early Season Comparison '18 vs '19



| | Acquisition | | |
|------------------------------|-------------|-----------|----------|
| | Users | New Users | Sessions |
| July 2018 - July 2019 | 9,238 | 8,696 | 25,409 |
| 1 Organic Search | 4,791 | | |
| 2 Direct | 4,159 | | |
| 3 Referral | 558 | | |
| 4 Social | 47 | | |

April 2019 - July 2019

| Page Title | Pageviews | % Pageviews |
|-------------------------------|-----------|-------------|
| 1. GCTA.net | 12,728 | 68.39% |
| 2. GCTA - Women | 2,919 | 15.68% |
| 3. GCTA - Men | 1,231 | 6.61% |
| 4. GCTA - Links | 554 | 2.98% |
| 5. GCTA - About | 281 | 1.51% |
| 6. GCTA - Photos | 243 | 1.31% |
| 7. GCTA - Board | 173 | 0.93% |
| 8. GCTA - Contact | 146 | 0.78% |
| 9. GCTA - Contact Information | 123 | 0.66% |
| 10. GCTA - Junior's | 103 | 0.55% |