

**GCTA Annual/Quarterly Meeting
September 17, 2019**

Convened 7:04 pm by Jim Scowden

**2020 GCTA Board
Meetings**

Tuesdays

January 28th
April 21st
July 21st
September 15th

**Columbus CCCC
August 7-9, 2018**

**Awards Ceremony
September 17, 2020
Everal Barn**

Board Members Attending:

Ed Amos	Mark Anderson	Geoff Bibo	Denica Bruce	Bill Curry
Fred Duy	Laurel Elmore	Cindy Ferrara	Terry Finneran	Scott Gerber
Terri Jones	Paul Kobelt	Jane McMeekin	Shirley Neibauer	Aaron Ockerman
Rob Postma	Jim Scowden	Brenda Toney		



Guest: John Roberts

Annual Meeting

Nominating Committee – Jane McMeekin

- The Nominating Committee presented the following slate of officers to the Board for approval,
- Shirley Neibauer moved and Brenda Toney seconded that the slate be approved. The motion passed unanimously.

Executive Committee

Geoff Bibo - President
Aaron Ockerman - Vice President
Shirley Neibauer - Treasurer
Jane McMeekin - Secretary
Jim Scowden - Past President

2020

Bill Curry
Heath Elliott
Cindy Ferrara
Terry Finneran
Jane McMeekin
Shirley Neibauer
Aaron Ockerman
Rob Postma
Brittany Smolewski
Sharon Rusk
Jim Scowden
Rich Simpson
Les Varnado
Cathy Williard

2021

Mark Anderson
Denica Bruce
Phil Diaz
Laurel Elmore
Scott Gerber
Beth Gibson
Terri Jones
Paul Kobelt
Dan Witteman

2022

Ed Amos
Brad Baker
Geoff Bibo
Lori Brown
Fred Duy
Jim Hendrix
Mike O'Callaghan
Erin Ortman
Geri Schlegel
Brenda Toney

Treasurer's Annual Budget Report – Shirley Neibauer

- Shirley Neibauer presented the Budget Report for approval. (Attached)
- She indicated that the increased totals reflect the Women's League charging members to all teams they were registered on.
- The Budget Committee voted to give the Executive Director a \$3,000 raise in recognition of her performance.
- In increase in the cost of the Kick Off parties was due to offering four parties this year.
- Fred Duy moved and Laurel Elmore seconded to accept the current Budget report. The motion passed unanimously.

Adjournment of Annual Meeting

- Bill Curry moved and Aaron Ockerman seconded to adjourn the Annual Meeting. The motion passed unanimously.

GCTA Quarterly Meeting

Convened 7:13 pm by Geoff Bibo

Appreciation of Jim Scowden, Erin Ortman & Terry Finneran

- Geoff Bibo shared with the Board words of appreciation for the years of dedication served by our retiring President, Womens' and Men's Chairs.

July Meeting Minutes Approval – Geoff Bibo

- Rob Postma moved that the minutes be approved as corrected, Shirley Neibauer seconded and the motion passed.

Grant Committee – Jane McMeekin

- The Grant Committee did not receive any applications since the last meeting.
- Terri Jones explained that the Social Media position is funded by a grant from OVTA.
- The suggestion was made to include information about our Grant program through our social media outlets. Jane will work on getting information to John Roberts.

Treasurer's Report - Shirley Neibauer

	<u>September 14, 2018</u>	<u>July 10, 2019</u>	<u>September 13, 2019</u>
PNC Checking -	\$42,005.74	\$37,184.99	\$24,484.35
PNC Money Market -	\$44,307.28	\$73,355.34	\$73,378.13
Total	\$86,313.20	\$110,540.33	\$97,862.48

- Shirley Neibauer reported the above totals to the Board.

Women's League – Lori Brown

- The Women's Board met last week to refine the rules to deal with some challenges that arose due to members being allowed to play on multiple teams.
- The Board also discussed several other issues and plan on meeting with the Club Representatives to share the revised rules with them. (Meeting will be Nov. 4th at Brookside Country Club. The GCTA constitution requires that the GCTA Rules Committee review any proposed rule changes.
- The Awards for the Division champions have been delivered. Erin, Cindy, and Lori will divide the items into packages for the winning teams.

Men's League – Terry Finneran

- Terry Finneran reported that the Men's League had 1,060 members this summer bringing in \$19,215 to the GCTA. Many of these members played on multiple teams.
- The 3.5 and 4.0 Divisions were the largest.
- The Men's Board will be meeting in late October to discuss how to handle the issue of substitutes, questions about start times for age-related divisions, and the issue of allowing rated players playing on higher levels than their rating.
- Terry also reported that their Board needs to add a couple of board members and would accept recommendations.

Junior Team Tennis – Brittany Smolewski/Terri Jones reporting

- Our JTT program has two teams going on to Nationals in San Antonio – Racquet Club 14s and Wickertree 18s Advanced.

Columbus Recreation & Parks – Denica Bruce

- The summer program is over and went very well. The youth programs had 1928 kids participate and 383 adults took adult lessons. The total number of adults in programs is 524.
- The Columbus Recreation and Parks Mixed Doubles League had 14-15 teams participating.
- Next year they hope to add summer youth programs at Shiller Park, and possibly Indian Mound.
- Denica mentioned that any GCTA teams that would like to use their courts should send a request to her. DEBruce@Columbus.gov
- Denica expressed deep appreciation for the support of the tennis programs given by GCTA.

Website – Scott Gerber

- Scott's report of website usage is included at the end of these minutes.
- He pointed out that our numbers fairly consistent over the last six years.
- Scott directed the Board members to GCTA.net photo page, where pictures from the Awards Ceremony will be posted. http://www.gcta.net/gc_photos.php
The program from the ceremony that lists all the Award winners and team champions is also posted. http://www.gcta.net/gc_awards.php

Social Media – John Roberts

- John reported that we did purchase the \$100 package for advertising the CCCC and had 661 clicks on the link.

- Board members are encouraged to send information and pictures to John for sharing on our social media sites.
- Jane McMeekin moved and Aaron Ockerman seconded that a Social Media committee be tasked with coming up with ideas to utilize social media and advertise the GCTA. Once the committee comes up with some basic directions, John will give us strategies to best implement the ideas. The motion passed. Board Members interested in serving on the Social Media committee should contact Terri Jones.

Executive Directors' Report – Terri Jones

- Awards Ceremony is Thursday, September 26 at 6:00 pm at the Everal Barn. If you are on the committee, please arrive by 5:00 for setup.
- Phil Diaz sent the GCTA a thank you card of appreciation for the generous donation to the PanCan tournament. It is circulating around the room.
- Play Tennis Columbus is an event next summer that is in the planning stages. The Midwest Section will mimic the Play Tennis Cincinnati that was showcased at the Western and Southern tournament in August. All clubs will have to buy-in to guarantee the success of this program.
- OVTA Fall Meeting will be held at Brio Polaris on Sunday, November 3rd. If you would like to attend, please let me know so I can reserve you a spot.
- 2020 Meeting Dates: January 28, April 21, July 21, September 15.
- Brittany Rings Smolewski's name has been entered into the National pool of JTT coordinators for consideration for the national award. She was chosen by the Midwest Section as the Janet Louer Team Tennis Organizer of the Year for growing the league by 37%.

Old Business – None

Columbus Clay Court Championships Wrap up – Rob Postma

- This year's tournament was the largest to date.
- Muirfield was a great host for the 104 teams (208 players) registered for the event.
- Everyone enjoyed the tennis and the venue.
- Rob gave each Board member present one of the tournament gifts – a Tervis Tumbler.
- The only negative aspect was that the Tenniscores.com site did not inform us of a per player cost when using their website for the tournament, therefore, the CCCC committee will be looking for another site to use in tournament administration.

New Business – None

The meeting was adjourned at 8:20pm.

2020 BUDGET

		2019	2020
INCOME			
1.	GCTA Membership Dues Total	\$51,400	\$64,00.00
1.a.	Men's League	\$17,400	\$19,000
1.b.	Women's League	\$34,000	\$45,000
2.	Girl's 16's Districts	\$2,500	\$2,500
3.	Interest Income	\$100	\$100
4.	OVTA Distribution (Grant)	\$15,000	\$13,000
5.	USTA Adult Leagues	\$3,600	\$2,800
6.	USTA Jr Team Tennis	\$5,100	\$6,000
	TOTAL INCOME	\$77,700	\$88,400
EXPENSES			
1.	Executive Director	\$12,000	\$15,000
2.	Men's League Total	\$5,533	\$5,200
2.a.	Scheduling	\$200	\$200
2.b.	Tenniscoros	\$1000	\$1000
2.c.	Men's League Misc Expenses	\$4333	\$4000
3.	Women's League Total	\$6,967	\$7,200
3.a.	Scheduling	\$1000	\$1000
3.b.	Tenniscoros	\$2300	\$2600
3.c.	Women's League Misc Expenses	\$3667	\$3667
4.	Men's Chairperson Stipend	\$1,000	\$1,000
5.	Women's Chairperson Stipend	\$2,000	\$2,000
6.	Kickoff Parties	\$4,000	\$6,700
7.	Girl's 16's District Tournament	\$1,500	\$1,500
8.	Ohio Valley Cup (Boys and Girls)	\$1,300	\$1,300
9.	USTA Adult Leagues Total	\$3,100	\$3,100
9.a.	Adult Coordinator	\$2000	\$2000
9.b.	Miscellaneous	\$100	\$100
9.c.	Adult Districts	\$1000	\$1000
10.	USTA Junior Team Tennis Total	\$4,000	\$4,000
10.a.	Junior Team Tennis Coordinator	\$2000	\$2000
10.b.	Junior District Tournament	\$2000	\$2000
11.	USTA National Tournaments (\$500x3)	\$1,500	\$1,500
12.	Awards Ceremony	\$3,500	\$3,500
13.	Grants Total	\$24,000	\$24,000
13.a.	Columbus Rec and Parks	\$11600	\$11600
13.b.	GCTA Grants	\$12400	\$12400
14.	Arnold Event	\$2,500	\$2,500
15.	GCTA Website Administration	\$1,500	\$1,500
16.	Bonding Insurance	\$260	\$260
17.	General	\$6,500	\$6,500
18.	Tax Returns	\$500	\$500
	TOTAL EXPENSES	\$81,660	\$87,260
	NET DIFFERENCE	-\$3,960	\$1,140

GCTA Web Site Usage

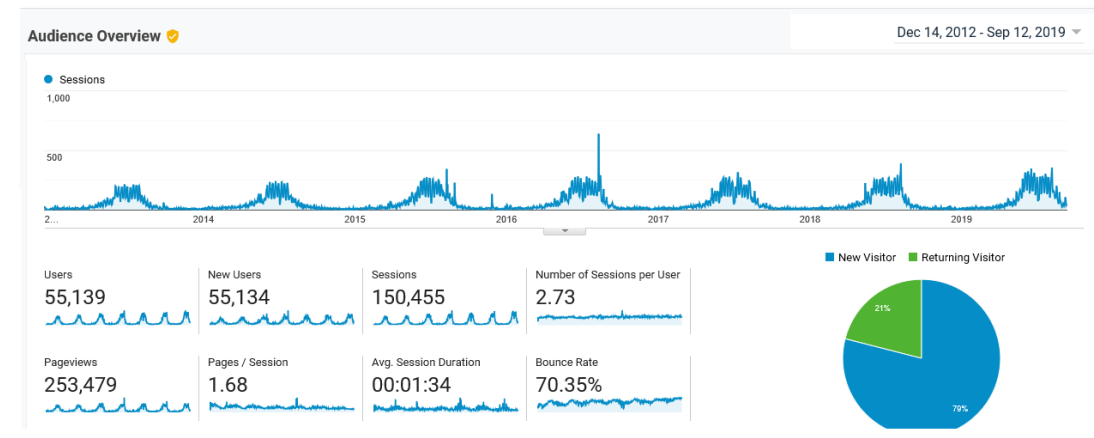
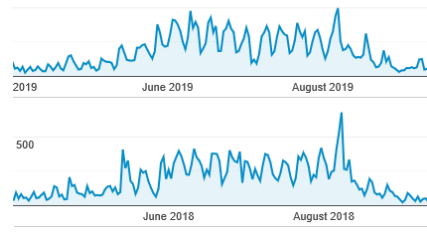
December 14, 2012 – September 13, 2019

Web site usage remained strong this season, but in comparison to last year, it went down slightly. Refer to the graphs on the right to compare the 2019 (above) and 2018 seasons. Pageviews for 2019 were 30,193 versus 31,520 for 2018. That is a 4.2 percent decrease.

It would be very interesting to know what our traffic is like on Tenniscores.com. That traffic would be much higher than what we generate and it would be a much better indicator of our overall activity.

Most users are accessing the web site by Directly (51.6%) going to the site or by first going through a Search engine (46.2%) (i.e. Google). Access via Referrals (4.3%) and Social Media (0.7%) (Twitter, Facebook, and Instagram) is low.

Season Comparison 2018 vs 2019



	Acquisition		
	Users	New Users	Sessions
Sept 2018 - Sept 2019	9,358	9,199	26,185
1 Direct	4,826		
2 Organic Search	4,320		
3 Referral	400		
4 Social	66		

July 2019 - Sept 2019

Page Title	Pageviews	% Pageviews
1. GCTA.net	8,317	69.90%
2. GCTA - Men	1,430	12.02%
3. GCTA - Women	1,385	11.64%
4. GCTA - Links	186	1.56%
5. GCTA - About	104	0.87%
6. GCTA - Awards	89	0.75%
7. GCTA - Board	83	0.70%
8. GCTA - Photos	82	0.69%
9. GCTA - Junior's	75	0.63%
10. GCTA - Contact	68	0.57%