



**GCTA Quarterly Meeting**  
**January 28, 2020**

Convened @ 7:03pm by Phil Diaz

**Board Members Attending:**

Mark Anderson	Lori Brown	Bill Curry	Phil Diaz	Heath Elliott
Cindy Ferrera	Terry Finneran	Scott Gerber	Jim Hendrix	Terri Jones
Mike O'Callaghan	Rob Postma	Brenda Toney		

**2020 GCTA Board Meetings**

**Tuesdays**  
**April 21<sup>st</sup>**  
**July 21<sup>st</sup>**  
**September 15<sup>th</sup>**  
**UA Municipal Bldg.**

**Columbus CCCC**  
**August 14-16, 2020**

**Awards Ceremony**  
**September 17, 2020**

**Guests:**

John Roberts

**September Meeting Minutes Approval –**

- Mike O'Callaghan moved and Rob Postma seconded a motion to approve the September minutes. The motion carried.

**Treasurer's Report - Shirley Neibauer / Terri Jones**

- Totals will increase as summer league dues come in.

	<u>January 8, 2019</u>	<u>September 13, 2019</u>	<u>January 26, 2020</u>
PNC Checking -	\$7,456.61	\$24,484.55	\$11,736.01
PNC Money Market -	\$45,332.56	\$73,378.13	\$43,417.72
<b>Total</b>	<b>\$52,789.17</b>	<b>\$97,862.48</b>	<b>\$55,153.73</b>

- Shirley included a 2019 a year end budget (attached at the end of these minutes) that includes actual numbers for budget comparison. Terri added explanations for the following:
  - Line item #4 in OVTA Distribution Grant under income, as we discussed at the annual meeting the budget committee has to best guess what our budget number will be. It is at the fall OVTA meeting that the actual % of the distribution funds are announced. These funds are determined by the number of USTA Adult memberships in our district. The OVTA has \$40,000 to distribute to 9 area districts within the OVTA. Each district is awarded \$2000, which reduces the funds to \$22,000. Of that, Columbus receives 40.17% of those funds or \$8837.40 for a total of \$10,837.40. The budget committee for 2020 reduced the budget number to \$13,000, being a little optimistic. Cincinnati receives 27.08% followed by Dayton with 12.05%.
  - Under expenses, 3c., the budget committee did not account for the additional expenses that the women's leagues incur after the budget process, this is simply a bad budget number and it has been noted to increase this line item next year, the income generated can certainly support the expenses.
  - #6 under expenses, we spent more in the winter parties in 2019, primarily due to the addition of a mixed doubles party. For 2020, the budget has been increased to support 4 winter parties.
  - #14 under expenses, we did spend \$2260.72, however, the Midwest section reimbursed the GCTA for \$1872.00, one-time only. Jim Hendrix asked why the jump in women's dues, was it a dues increase or more players. It was explained that the women's rules were changed, subs were eliminated, and women now pay for every league they play in.
  - The awards ceremony expense line item was questioned, and it was explained that we have also paid for the venue and deposit for 2020.

**Grant Committee – Jane McMeekin/Terri Jones**

- Since our last meeting, the Grant Committee has approved four grants:

September - January 2019			
Ace with Love	Ed Amos	10/4/19	\$2,000.00
Champions MS & HS Tennis Summer Clinic	Steve Hoffman	10/7/19	\$2,000.00
Ohio Wesleyan Fall Clinic	Rob Postma	10/8/19	\$1,875.00
Columbus HS Winter Clinics	Daphne Hess	12/19/10	\$2,485.00

- Ace with Love is part of the Wolfe Park Tennis Junior Development Program. Funds will supplement the cost of the winter indoor program.
- Champions Summer Clinic is a tennis camp open to Columbus area players in July and run by volunteers from Champions Tennis Club.
- The Ohio Wesleyan Fall Clinic is a collaborative effort of the university and the Delaware City Schools to boost interest in tennis in the Delaware are.

- Columbus HS Winter Clinics is a program at Olympic Tennis Center offering court time and instruction for Columbus area players.
- Brief discussion on how to better promote the Grant program on our website and social media outlets.

#### **Girls' 16 Tournament – Jim Hendrix**

- Jim and others raised the topic of the condition of the UA tennis courts. Jim felt it was a poor venue for the tournament and the cracks in the courts are not tournament caliber. Location is key when searching for other venues, it must be central and not far from the rain site of the Racquet Club.
- Mike O'Callaghan suggested Columbus Academy, but the group felt comfortable that the parents and players were okay with the UA courts, because of the anticipated future of the new tennis facility.
- Jim will secure the UA courts for another year and sanction the tournament ASAP.

#### **Website – Scott Gerber**

- Traffic is picking up as it will this time of year.
- Scott is redoing several of the banners that advertise the GCTA.
- There was also a brief discussion on including a “looking for a league” and how that information gets disseminated to the league and level chairs, is it effective, is there a better way?.
- Website usage chart attached at the end of these minutes.

#### **Women's League – Lori Brown**

- You can find all of the dates and deadlines on tenniscores.com.
- Winter parties are going great, is 4 hours too long, should they be shortened? All of these questions will be addressed after this year's parties. Joy Ruhe and Paul Froeschle are doing a fabulous job in their new social chair roles. The mixed doubles party on 2/29 still needs about 10 men and a few women, repeaters are allowed!
- The Rules Committee approved all of the proposed league rule changes. MOST of the changes will appear in yellow on the rules page, but not all, so read carefully. They will be posted soon.

#### **Men's League – Bill Curry**

- Men's rule changes are:
  - Rule #1 allowing players to play in up to three leagues. Previously, we had limited players to only playing on one team on the skill-level side.
  - Rule #2 clarifying some items that caused issues in the prior season; a. designated player rules b. substitution limits c. maintaining competitive skill levels. Bill was appreciated of the feedback that he received from Jim Hendrix and Heath Elliott regarding player ratings. This year's rules changes are more for clarification but the Men's Board would like to tackle player ratings for next year.
- The biggest problem we face in the new strength of the men's open league and the disparity between the open league and the next highest level league of 4.0. Where do our true 4.5 players play for quality competition?
- Bill is seeking more men's board members, currently have 4, and would like to get 6-8 on the board.

#### **Columbus Recreation & Parks – Denica Bruce**

- No report provided.

#### **Columbus Clay Court Championship – Rob Postma**

- The CCCC tournament will remain at the Country Club at Muirfield Village. Rob is considering a different, more effective format for some of the smaller draws.
- We discussed the challenges with the Tenniscores tournament functions, and is that the right choice for our players. We were charged \$3/player by Tenniscores, however, the USTA site charges \$6/player. We will consider the entry fee as we make those decisions.
- Terri to forward names of the tournament committee to Rob, recently renamed the Events Committee.

#### **Social Media Update – John Roberts**

- John reported that the social media committee met in December and that he put into place some tweaks that he had a better understanding of from Scott Gerber. This change has made quite a difference on our Twitter followings, and now considering moving away from Instagram and maybe Facebook.
- John to post Tweets on Men's OSU match this Saturday.

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

- Upcoming Events:
  - Arnold Kid's Expo event is at the fairgrounds on March 7&8. Still trying to secure our volunteer base. Dates fall on many universities spring break.
  - OVTA Spring Meeting on Sunday, March 15th in Chillicothe.
  - Westerville Youth Team Tennis June 1-29
  - Southwest Youth Team Tennis June 2-July 7th
- The GCTA has been invited back to the New Albany Summer Enrichment Camp from June 22-July 27th. Their organization will pay all of our expenses to staff, train and fingerprint our on court leaders for the duration of the camp.
- Past events:
  - Friday, December 13th there was a luncheon to unveil the new Junior tournament competitive structure. Guest speaker was Chad Docktor from the Midwest Section office. There were approximately 25 attendees. The intent of the new structure is to create a standardized system that will mean consistency for players, parents, coaches, officials and tournament directors. Attached you will find a sheet on the Top 10 Things to know about the new format.
- At that luncheon, Jim Amick announced the Play Tennis Columbus with a very underwhelming response from the audience. We currently have 4 indoor clubs on board for the event on July 13-16 at the Whetstone Park of Roses. There are 3 steps to the program and the 4 clubs must agree to all 3 steps..
  - Step 1 is held at the Park of Roses, where there are 4 nights of free youth tennis clinics put on by Columbus' best Directors and Pros.
  - Step 2 will be to funnel those kids to one of the 4 indoor clubs for 4 weeks of free clinics paid for by the USTA and Midwest Section.
  - Step 3 is to run a 4-6 week program for a very low cost to the player at \$40.
  - We provide marketing, administrative duties, registration, equipment, shirts and curriculum.
  - Court leaders are paid \$35/hour, assist pros are paid \$15/hr.
  - All on court personnel must be Safe Play Compliant.
- OVTA grant process is open until October. I have 4 grants to be submitted by the end of the week.
- The Northam Park Tennis Advisory Committee was nominated for the Community Enrichment Award. Although they did not win the award, there is great honor in being nominated. The award was given to the coordinators of the Jack Nicklaus Park.
- Shirley Neibauer and Fred Duy both serve on that committee.
- Both our liability insurance as well as our Board of Directors insurance have been renewed.
- Questions were raised about the GCTA submitting an application for the National award again. We will apply next year and see what happens.
- Another question was asked about the other sizes of CTA's. Terri does not have access to other's budgets but can inquire some information for the next meeting.

## **Old Business - None**

## **New Business**

- Ty Tucker contacted Geoff Bibb to ask if we could notify our membership to support the men's match on Saturday, February 1st at noon vs. University of Texas.
- Terri will broadcast email the event to the men's and women's league players.

The meeting was adjourned at 8:20pm by Phil Diaz..

**2019 Budget Including Actual Income and Expenses**

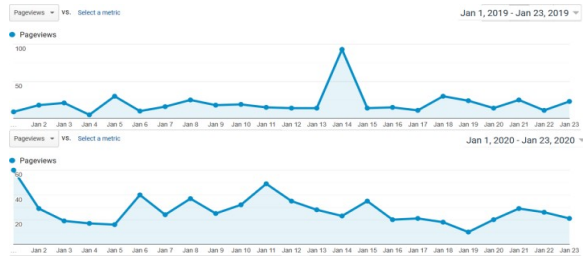
INCOME		BUDGET	ACTUAL	DIFFERENCE
1.	GCTA Membership Dues Total	\$51,400.00	\$63,375.00	\$11,975.00
1.a.	Men's League	\$17,400.00	\$18,720.00	\$1,320.00
1.b.	Women's League	\$34,000.00	\$44,655.00	\$10,655.00
2.	Girl's 16's Districts	\$2,500.00	\$2,655.10	\$165.10
3.	Interest Income	\$10000	\$85.16	-\$14.84
4.	OVTA Distribution (Grant)	\$15,000.00	\$10,518.40	-\$4481.60
5.	USTA Adult Leagues	\$3,600.00	\$2,825.00	-\$772.50
6.	USTAJr Team Tennis	\$5,100.00	\$7,550.00	\$2,450.00
	<b>TOTAL INCOME</b>	<b>\$77,700.00</b>	<b>\$87,011.16</b>	
<b>EXPENSES</b>				
1.	Executive Director	\$12,000.00	\$12,000.00	\$0.00
2.	Men's League Total	\$5,533.00	\$4,876.54	-\$656.46
2.a.	Scheduling	\$200.00	\$200.00	\$0.00
2.b.	Tenniscores	\$1,000.00	\$1,125.00	-\$125.00
2.c.	Men's League Misc Expenses	\$4,333.00	\$3,551.54	-\$781.46
3.	Women's League Total	\$6,967.00	\$11,230.95	-\$4,263.95
3.a.	Scheduling	\$1,000.00	\$950.00	\$50.00
3.b.	Tenniscores	\$2,300.00	\$2,670.00	-\$370.00
3.c.	Women's League Misc Expenses	\$3,667.00	\$7,610.95	-\$3,943.95
4.	Men's Chairperson Stipend	\$1,000.00	\$1,000.00	\$0.00
5.	Women's Chairperson Stipend	\$2,000.00	\$2,000.00	\$0.00
6.	Kickoff Parties	\$4,000.00	\$5,099.50	-\$1,099.50
7.	Girl's 16's District Tournament	\$1,500.00	\$1,423.00	\$77.00
8.	Ohio Valley Cup (Boys and Girls)	\$1,300.00	\$1,229.84	\$70.16
9.	USTA Adult Leagues Total	\$3,100.00	\$3,550.00	-\$450.00
9.a.	Adult Coordinator	\$2,000.00	\$2,000.00	\$0.00
9.b.	Miscellaneous	\$100.00	\$0.00	\$100.00
9.c.	Adult Districts	\$1,000.00	\$1,550.00	-\$550.00
10.	USTA Junior Team Tennis Total	\$4,000.00	\$4,525.58	-\$525.58
10.a.	Junior Team Tennis Coordinator	\$2,000.00	\$2,000.00	\$0.00
10.b.	Junior District Tournament	\$2,000.00	\$2,147.89	-\$147.89
10.c.	Junior Miscellaneous	\$0.00	\$377.69	-\$377.69
11.	USTA National Tournaments	\$1,500.00	\$1,500.00	\$0.00
12.	Awards Ceremony	\$3,500.00	\$4,120.17	-\$620.17
13.	Grants Total	\$24,000.00	\$21,290.00	\$2,710.00
13.a.	Columbus Rec and Parks	\$11,600.00	\$11,600.00	\$0.00
13.b.	GCTA Grants	\$12,400.00	\$9,690.00	\$2,710.00
14.	Arnold Event	\$2,500.00	\$239.28	\$2,260.72
15.	GCTA Website Administration	\$1,500.00	\$1,050.00	\$450.00
16.	Bonding Insurance	260	\$257.00	\$3.00
17.	General	\$6,500.00	\$5,714.75	\$785.25
18.	Tax Returns	\$500.00	\$450.00	\$50.00
	<b>TOTAL EXPENSES</b>	<b>\$81,660.00</b>	<b>\$81,556.61</b>	
	<b>NET DIFFERENCE</b>	<b>-\$6,300.00</b>	<b>\$5,454.55</b>	

## GCTA Web Site Usage

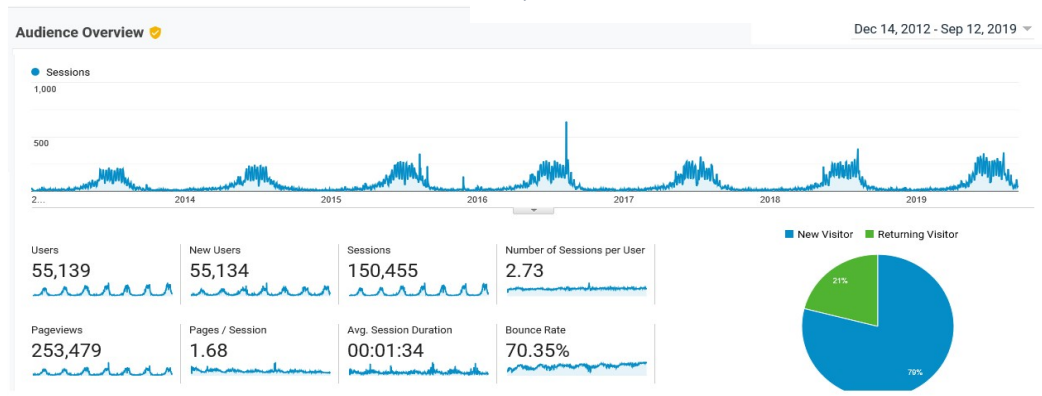
December 14, 2012 – January 23, 2020

This quarter marks the slowest usage point of the year for the GCTA web site. Things will pick up soon as players new to the area pursue summer tennis activities.

The web site was updated to include information about the GCTA Awards banquet, the state girls individual and team tournaments, and the GCTA winter parties. The site also now includes a variety of photos from the 2019 tennis year.



January To-Date 2019-2020



### Jan 2019 - Jan 2020

	Acquisition		
	Users	New Users	Sessions
	9,548	9,468	26,609
1 Direct	5,188		
2 Organic Search	4,279		
3 Referral	279		
4 Social	75		

### Jan 2019 - Jan 2020

Page	Pageviews
<a href="#">/gcta.php</a>	23,756
<a href="#">/gc_links.php</a>	998
<a href="#">/gc_about.php</a>	607
<a href="#">/gc_awards.php</a>	566
<a href="#">/gc_photos.php</a>	498
<a href="#">/gc_board.php</a>	446
<a href="#">/gc_contact.php</a>	306