



**GCTA Quarterly Meeting
July 21, 2020**

Convened @ 7:02pm by Geoff Bibo

Board Members Attending:

Geoff Bibo	Lori Brown	Denica Bruce	Bill Curry	Fred Duy
Cindy Ferrara	Scott Gerber	Jim Hendrix	Jane McMeekin	Shirley Neibauer
Aaron Ockerman	Geri Schlegel	Brittany Smolewski	Brenda Toney	Les Varnado
Cathy Williard	Terri Jones			

2020 GCTA Board Meetings

Tuesday
September 15th
UA Municipal Bldg.
Location could be affected by COVID-19

Guests:

Susan Storrer

January Meeting Minutes Approval –

No April Meeting Minutes due to COVID 19

- Shirley Neibauer moved and Aaron Ockerman seconded a motion to approve the January minutes. The motion carried.

Treasurer’s Report - Shirley Neibauer

	<u>July 10, 2019</u>	<u>April 13, 2020</u>	<u>July 18, 2020</u>
PNC Checking	\$37,184.99	\$16,555.08	\$40,003.89
PNC Money Market	\$73,355.34	\$38,431.30	\$38,440.86
Total	\$110,540.33	\$54,986.38	\$78,444.75

- Shirley pointed out that the July, 2019 balance is much higher than this year because the dues for the Men’s and Women’s Leagues were collected and deposited prior to July 1, 2019.
- The decrease in income this year is related to the decrease in the number of players and teams. Totals will increase when the Men’s League dues come in, that total is an estimated \$16,000.
- We have been reimbursed for fees to the Arnold Classic which did not happen this year.
- Our deposit for the Everal Barn reservation has been applied to next year’s event.
- Scott Gerber asked if we could expect our annual funding from OVTA. Terri said that we had received \$10,837.40 of which we collect \$2000 in the fall and the rest of our allocation is based on the number of USTA memberships we have generated. These are our 2019 numbers.
- Les Varnado added that the USTA has set aside amounts for sections using one year reserve funds. Financial ramifications of the COVID-19 “season” will, no doubt, be felt in 2022.

Website – Scott Gerber

- We have seen about a 15% decrease in usage this year due to the unusual circumstances of our season and COVID-19.
- Scott has added numerous pictures to gcta.net to help keep tennis in the news and to show it is one of the safest activities that we can do this summer. Getting pictures of the women’s matches are a little more difficult due to scheduling conflicts.
- Website statistics are at the end of these minutes.
- Scott complimented the Executive Committee on their efforts this spring to get our summer leagues up and running.

Social Media Update – John Roberts via email

- John reports that while COVID may be affecting our communities and tennis, our numbers on social media appear to be very similar to pre-COVID. It can be logically concluded that many people are spending more time on social media interacting during the quarantine.
- John’s detailed report is at the end of these minutes.

Grant Committee – Jane McMeekin

- We received a grant application from Buddy Up Tennis for their fall program. This application is on hold at the moment until we have a clearer picture of our finances.
- Our grant for the Champions Summer HS clinic was successful. The Champions Tennis Club was able to conduct the clinic with lots of hand sanitizer and social distancing.
- Jane mentioned that the Grant Committee will be revisiting the grant application to make sure that we align our process more closely with the USTA, Midwest Section and the Ohio Valley. We will be adding Net Gen’s safe play background checks to the process
- Nancy Hill McClary was not able to conduct her summer program and will hold her grant funding for next year’s program.

USTA Leagues – Susan Storrer

- We have 29 teams this year, down only 1 from last year.
- The Flex Singles league has 11 women participating.
- Susan mentioned that the USTA waiver process has been difficult to manage and has not gone smoothly.

Columbus Recreation & Parks – Denica Bruce

- The CR&P program has been hit hard by the restrictions of COVID-19. The staff was not able to conduct any youth lessons, other than 4 weeks of tennis camps for youth 7-14 years of age. These camps saw smaller numbers and frequent cancellations.
- Although there were no adult lessons, we will conduct an adult recreation league beginning July 27th and running for 6 weeks.

Junior Team Tennis – Brittany Smolewski

- This year we only have the non-advancing league because USTA cancelled all tournaments associated with the JTT leagues.
- We have 9 clubs participating this year, with 24 teams and 142 players total. Collections for these teams and players have been excellent with only one team yet to pay fees.

Girls' 16 Tournament – Jim Hendrix

- Jim Hendrix said that the tournament did not occur this year due to COVID-19. He also expressed concern that the Upper Arlington venue probably won't be available next year and that GCTA will need to find a new location if we are to host the event in the future.

Women's League – Lori Brown

- Our season has been running very well considering all the challenges we faced getting started. Tenniscores implemented a site design overhaul that hit us at a very bad time, hitting Cindy Ferrara, our Membership Chair, very hard, as she spent a great deal of time searching for missing features that were used in her duties in the past.
- Lori thanked Cindy for her efforts to manage the roster changes and the collection of dues, both jobs complicated by the lack of a Captains' Meeting and the website changes.
- Lori shared with the Board that she has received many positive comments from clubs and members grateful for the opportunity to play tennis this summer. Although there were issues, none were unresolvable.
- Lori thanked the Columbus Recreation and Parks for stepping in at the last minute and reserving the courts at Whetstone Park for one of our 4.0 Career teams that had trouble getting the courts confirmed.

Men's League – Bill Curry

- Bill said that the Men's League had no major issues getting started and the season is going well.
- Kyle Burkholder (4.0 Level Chair) and Patrick McColgan (Open Level Chair) were added to the Men's Board this season.
- There was a slight reduction in the number of teams participating and fees are down about 15%. The individual waivers are still coming in from the team captains. Scott Gerber asked about the origin of the waivers. Geoff explained the process that the Executive Committee followed to produce the waiver. The committee consulted an attorney and looked at waivers from other entities in our area. Geoff mentioned that the committee was grateful for the help received from attorney Mark Stemm, and Board Members Aaron Ockerman and Jim Hendrix.

Executive Directors' Report – Terri Jones

- An email was sent to our board members whose term expires in September. Waiting to hear back from a few members about extending their term another 3 years. Once vacancies are determined, the nominations committee will seek out new board members.
- An announcement of the annual meeting on September 15th will go out the week of August 17th to the general membership per our constitution. Hopefully, the City of UA will be open by the announcement.
- The Awards Ceremony scheduled for September 17th has been cancelled due to the COVID-19 pandemic. Target date for next year's ceremony is Thursday, September 30th.
- The Ohio Valley is hosting the Jr. district championships this weekend. This event replaces the area qualifiers. The girl's event will be held in Cincinnati and Dayton, the boy's events will be held in Cincinnati.
- Only 2 areas in the Ohio Valley were able to run JTT leagues, Columbus and Dayton,
- Western & Southern tournament was moved to NY at the Billy Jean King National Tennis Center, August 20-28th. The US Open is scheduled for August 31-Sept 13th.
- The USTA White Plains offices in NY are being phased out. 23% staff reduction results in 120 positions. Some positions are being relocated to Orlando. We expect to feel the financial impact in 2022.
- Our Columbus Clay Court Championship is taking a gap year. There are 2 clay court events in Beavercreek, in August, if players show an interest. Senior Open August 14-16, Men's and Women's 4.0 August 22-23.

- Conference Call with Midwest Section Office indicated that some states are violating HIPAA laws by asking players to report COVID-19 cases. Terri to investigate further.
- GCTA liability and Board of Directors insurance have been renewed.
- GCTA taxes were filed.

Old Business –

- Paypal. Bill Curry suggested that we revisit this topic in the off-season to find a way to lessen the collections burden.

New Business - None

The meeting was adjourned at 7:52 by Geoff Bibb.

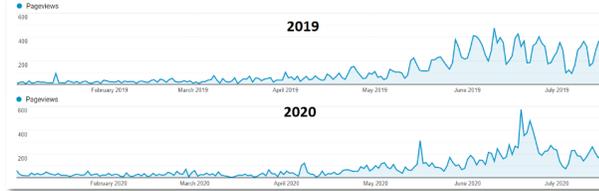
Annual Meeting: Tuesday, September 15, 2020

GCTA Web Site Usage

December 14, 2012 – July 19, 2020

Not surprisingly, the pageview numbers are lower versus last year's. The main GCTA page is down by 15%.

The new COVID-19 page continues to be updated as new information is released.



July 2019 - July 2020	Acquisition			Page	Pageviews
	Users	New Users	Sessions		
	8,627	8,080	20,285	/gcta.php	20,124
1 ■ Direct	5,083			/gc_links.php	821
2 ■ Organic Search	3,402			/gc_covid.php	630
3 ■ Referral	337			/gc_awards.php	574
4 ■ Social	77			/gc_about.php	512
				/gc_photos.php	468
				/gc_board.php	426
				./gc_contact.php	395

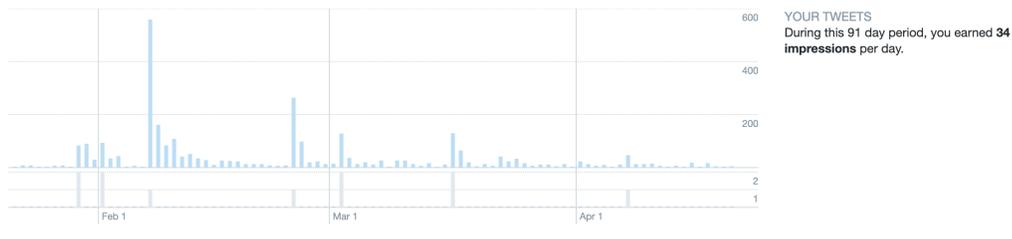
GCTA Social Media Report

January 28th, 2020 - July 21, 2020

While COVID may be effecting our communities and tennis, our numbers on social media appear to be very similar to pre-COVID. It can be logically concluded that many people are spending more time on social media interacting during the quarantine.

Twitter:

Your Tweets earned **3.1K impressions** over this **91 day** period



Currently, we are averaging 2.79% engagement on our Tweets (excluding retweets). For non-profits, this is exceptionally high as the average is just 0.06% on Twitter. Twitter continues to be a large strength for the GCTA.

Facebook:

Post	Type	Targeting	Reach	Engagement	Promo
Tennis is back!! Women's league begins Monday!	Text	Global	107	5 5	Boos
Just a reminder, GCTA league play starts as soon as this Saturday. The	Text	Global	128	9 9	Boos
The legendary Dan Wittman is retiring from coaching after 31	Text	Global	333	29 11	Boos
Important updates from the GCTA! Tennis is slated to "open" on May	Text	Global	159	17 19	Boos
While we all are dealing with the reality of the COVID-19 situation,	Text	Global	105	4 0	Boos
	Text	Global	114	2 0	Boos
The 12th Annual "Love for the Animals" tennis event is happening	Text	Global	119	5 2	Boos
The Columbus Challenger Tournament started this morning at	Text	Global	180	10 4	Boos
The Greater Columbus Tennis Association offers grants to help	Text	Global	488	33 36	Boos
The Wolfe Park Tennis Association started its indoor season October	Text	Global	126	4 12	Boos
Standing room only, Go Bucks! ... #614 #Tennis #NetGenerations	Text	Global	136	15 18	Boos

The average engagement per post for non-profits is 0.13% and the GCTA has a 9.27% engagement rate. Given the overlap of demographics of the GCTA membership and the average age of the typical Facebook user in 2020, Facebook is a valuable platform for us.

Instagram:

This platform has struggled compared to the other social media accounts. Much of our content is text-based which negatively impacts Instagram. As a result, more time has been invested into strengthening our other two more successful platforms.

Our engagement rate is 1.50% likes/comments per post, while the industry average is 2.40%