

**GCTA Quarterly Meeting  
January 19, 2021**

**Convened @ 7:03pm by Geoff Bibo**

**Board Members Attending:**

Geoff Bibo	Lori Brown	Lenny Comeras	Bill Curry	Lois Dosky	Fred Duy
Heath Elliott	Laurel Elmore	Cindy Ferrara	Scott Gerber	Jim Hendrix	Terri Jones
Jane McMeekin	Mike O'Callaghan	Aaron Ockerman	Rob Postma	Geri Schlegel	Brenda Toney
Les Varnardo	Terry Finneran				

**Guests:**

John Roberts

**September Meeting Minutes Approval – Geoff Bibo**

- Lenny Comeras moved and Cindy Ferrara seconded a motion to approve the September minutes. The motion carried.

**Treasurer's Report – Fred Duy**

- Shirley Neibauer has resigned her position due to her relocation to Florida. Fred Duy has graciously agreed to take over the Treasurer's duties.
- Fred went over the report with the Board which included the Actual amounts for 2019 and 2020, as well as our budgeted items for 2021.
- Terry Finneran asked that the title of the 3<sup>rd</sup> column reflects our Budget numbers, rather than actual amounts.

**The full report is attached to the end of these minutes.**

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

- Since our last meeting, the Grant Committee put in place a new procedure for grant applications. The new process utilizes an online form for submissions, reports, and tracking.
- In keeping with USTA and Midwest guidelines, we will now require that applicants complete the USTA SafePlay course and submit to the background check which is also required to get SafePlay certification.
- Steve Hoffman from Champions is our first applicant and walking him through has helped us to refine and tweak the process.
  - For more on [SafePlay](#), [click here](#).
- For those interested in the new procedure, follow the links below.
  - [Application](#)
  - [Report Form](#)

**Columbus Clay Court – Rob Postma**

- Our hope is to hold the tournament this summer. Rob is looking at Aug. 13-14 and is looking for a host club. Rob feels that since this tournament a city-wide GCTA event, it would be fair to share the tournament with other clubs. If your club might be interested, contact Rob. [Rob\\_Postma@me.com](mailto:Rob_Postma@me.com)
- Rob discussed possible changes for the smaller draws. By using a Round Robin format, players could be given a specific time to play and would be able to complete play in one day.

**Women's League – Lori Brown**

- With Shirley's move to Florida, the Women's Board is looking for a new 2.5 Chair (Update: Marcia Friedli has agreed to take over the 2.5 Level. Now we are looking for a new Career 4.0 Level Chair).
- The Special Events Chair is also an open position with the relocation of Joy Ruhe and Paul Froeschle. With the uncertain COVID situation, filling this position is not a high priority at this time.
- Lori has had numerous questions from clubs about the # of courts the league will be fielding this summer. The Women's Board hopes that we can return to five courts in the divisions that have had five in the past. (Platinum – 3 courts, 4.5 Level – 4 courts). Of course, we will have to finalize that decision, as well as other COVID restrictions that may be necessary, at a later time.
- Lori and Cindy Ferrara will be contacting certain clubs who have consistently been unaware of procedures that need to be followed. They will be providing these club representatives with educational materials and be available to answer any questions.
- Rob Postma asked if any inquiries have suggested keeping the three court format from last summer, and Lori indicated that strong sentiment is favoring the return to 5 courts.

**Men's League – Bill Curry**

- Men's Board:
  - With Fred Duy stepping into Treasurer position, Terry Finneran will be taking over as the Men's Membership Chairman
  - Added Mike Jones to the Men's Board as the 3.0 and Gold Chairman
- Full board composition:

**2021 GCTA Board Meetings**

**Tuesdays**

**April 20<sup>th</sup>**

**July 20<sup>th</sup>**

**September 21<sup>st</sup>**

**Zoom? or**

**UA Municipal Bldg.**

**Columbus CCCC**

**August 13-14, 2021**

(date not final)

**Awards Ceremony**

**September 30, 2021**

- Bill Curry – Chair
- Terry Finneran – Membership Chair, Silver League Chairman
- Fred Duy – Platinum and Diamond Leagues Chairman
- Mike Jones – 3.0 and Gold Leagues Chairman
- Steve Ballmann – 3.5 and 3.5 Plus Leagues Chairman
- Kyle Burkholder – 4.0 League Chairman
- Patrick McColgan – Open League Chairman
- Very minor rule changes planned (will be reviewed with the Rules Committee prior to being finalized)
- Bill mentioned that there is strong sentiment to bring back the Champ of Champs tournament this summer. The Men's Board will be looking at this issue and knows that the C of C tournament should not compete with the Columbus Clay Court Championships.

#### Website – Scott Gerber

- Scott pointed out that website usage is down about 25% from last year.
- **Website usage chart attached at the end of these minutes.**
- Scott added that the Ohio Girls tennis season actually went off without a hitch, only a few players and matches were affected by COVID.

#### Social Media Update – John Roberts

- **John's report on our Facebook, Twitter, and Instagram accounts is attached to the end of these minutes.**
- John said that our numbers are healthy so far this year. The Instagram page has grown to include more followers than our Twitter page, and although our number of posts on Facebook are down, the number of people looking at the page has remained constant.

#### Executive Directors' Report – Terri Jones

- Summer Youth Tennis
  - JTT- we are moving forward with offering non-advancing leagues and bringing back advancing leagues this summer. There will not be a National competition this year and the Midwest is currently weighing the pros and cons of having a sectional championship-this is mostly a funding issue. We have moved forward with scheduling the district championships for July 17th at Whetstone Park of Roses with a rain date on the 18th. If the MW pulls their championships, the league will be completely revamped.
  - YTT- moving forward gingerly. This program is a little more complicated trying to get fliers into schools. Timing is critical. We may look at running a 4-5-day program all in one-week vs a 5-6-week program.
  - NA Enrichment Camp-waiting to hear back from their program leaders about their summer plans
  - "Tennis Weekend in the Midwest"-scheduled for May 21-23 for new adult and junior players. One day event, 1-1.5 hours.
    - We are looking at Saturday, May 22nd from 2-3:30 at Whetstone Park of Roses, depending on court availability. MW section will be unveiling a marketing plan by February 15th. MW will also contact the indoor clubs to ask for court volunteers.
    - Reach beginners
    - Events purpose is a Youth Team Tennis kickoff
    - Event is also used to help indoor clubs promote their summer beginner programs
  - 2021 Arnold Sports Festival-is postponed from the original March 4-7th dates until next fall. The event will be the body building competition only. The future of our presence is questionable in the future due to the Midwest eliminating their funding for this event in 2022. Need approximately 5K to run the event, currently the GCTA kicks in \$2500.
  - Our 6.5, 7.5 and 8.5 Combo women's teams competed in their districts earlier in December. All three leagues were won by Columbus teams. 6.5 WTC, 7.5&8.5 Olympic.
  - CTA of the Year Process
    - We must first apply for the Midwest CTA of the Year. If we win that award, we generally represent the Midwest section as their National nominee. The Midwest Section has not decided if they are going to give their award this year but will make that decision by the end of January. The application will require lots of program data that we would like to start tracking. Most of this information can be captured in past meeting minutes, however, if you already have a stat sheet that might save us some time, it would be greatly appreciated. We would like your earliest records, but especially from 2015 to the present. Brittany, Susan, Terry, Bill, Fred, Erin, Lori, and Cindy come to mind!
  - Memorandum of Understanding has been signed by the GCTA and Cols Rec & Parks.
  - Liability Insurance has been renewed for 2021. If you know of a program that needs to be named as additionally insured under our policy, please ask them to contact me so we can move forward with that paperwork. Usually this refers to teams playing at high school or middle school courts.
  - Board of Directors Insurance policy should be renewed any day now.
  - Committee Positions
    - Per our by-laws, we ask that every Board member participates on at least one committee. We have 7 committees for you to choose from. I will send out individual emails with the committee descriptions and what committee you are currently serving. If you are not on a committee, please choose one or let me know if you would like to make changes as well.
    - Awards 8, Budget 9, By-laws 4, Grant 6, Nominations 7, Rules 11, Events 10

- We will meet again in person when we are permitted to. UA meeting space costs \$90 and we currently have a \$270 credit for the meeting space that was canceled in April, July and September. We are recognized for UA residency, but not non-profit status.

#### **Old Business**

- Tenniscores/PayPal – Bill Curry has been working on connecting PayPal to our Tenniscores site. The site administrator is working on captains being able to pay for a whole team. At this time, Tenniscores is not charging to implement the use of PayPal by teams.
- Girls 16s Tournament – Jim Hendrix reported that there will be no tournament here this summer. The Midwest has changed the process by reducing the number of players (2) moving up to Districts. In the past we could have had up to 400 girls participate.
- Due to changes in the entire junior tournament structure, we will not be hosting a district championship this year. The Midwest decided that each MW champ event will accept 102 players strictly on the players' rankings. The other 26 players will be accepted into the draw from the districts ... 2 per district ... determined either by "waiver", or the top two finishers in the district tournament. The concern of the OVTA is that, with players playing for only 2 spots, the draws will be small (or very small). So, the OVTA decided to consolidate events. All of the boys will play in Cincinnati. Two girls' events will be in Dayton at one site, and the other two girls' events will be in Dayton at another site.

#### **New Business**

- Lori Brown has been contacted by New Albany CC about the GCTA organizing a Pickelball League. Jim Hendrix pointed out that there is a national Pickelball organization that could be contacted to help. Mike O'Callaghan mentioned that there are quite a few individuals very active in the Pickelball community that would be better suited to handle this issue. Geoff and Lori will get back to New Albany with these suggestions.

The meeting was adjourned at 8:25pm by Geoff Bibo.

**GCTA Funds Flow**

	<b>2019</b>	<b>2020</b>	<b>2021</b>
	<u>Actual</u>	<u>Actual</u>	<u>Budget</u>
checking acct	\$8,581	\$7,346	\$14,982
money market	<u>\$53,418</u>	<u>\$52,418</u>	<u>\$68,450</u>
<b>Opening Balance Total</b>	<b>\$61,999</b>	<b>\$59,764</b>	<b>\$83,432</b>
<b>Total Sources of Funds</b>	<b>\$87,011</b>	<b>\$71,122</b>	<b>\$84,500</b>
Membership dues			
Womens	\$44,655	\$32,775	\$45,000
Mens	\$18,720	\$16,275	\$19,000
Grants/Contributions - in			
OVTA distribution	\$10,518	\$10,837	\$9,100
OVTA YTT		\$1,850	
OVTA Media Specialist		\$1,500	
Midwest - YTT		\$250	
Entry fees			
Girls 16's Districts	\$2,655		\$2,500
USTA Adult leagues	\$2,827	\$2,318	\$2,800
USTA Junior Team Tennis	\$7,550	\$2,160	\$6,000
CCCC			
Bank interest	\$85	\$32	\$100
Other sources *		\$3,125	
<b>Total Uses of Funds</b>	<b>\$89,246</b>	<b>\$47,454</b>	<b>\$90,560</b>
Grants/Contributions - out			
Col's Rec & Parks	\$11,600		\$11,600
Other Grants	\$9,690	\$4,785	\$12,400
Arnold Event	\$239	\$230	\$2,500
GCTA League Expenses			
Tenniscodes service	\$3,795	\$3,420	\$3,600
Scheduling	\$1,150	\$900	\$1,200
Chairperson Stipends	\$3,000	\$3,000	\$3,000
Member Gifts	\$2,262		
Member parties	\$5,100	\$5,365	\$10,000
Awards Ceremony	\$4,120	\$141	\$3,500
Awards	\$8,164		
Other GCTA league expenses	\$736	\$293	\$7,600
USTA Adult League Expenses			
Adult Districts	\$1,550	\$500	\$1,000
Adult Coordinator	\$2,000	\$2,000	\$2,000
Other USTA Adult league expenses			\$100
USTA Junior Team Tennis			
JTT Coordinator	\$2,000	\$2,000	\$2,000
JTT District Tournament	\$2,148		\$2,000
JTT Other	\$378		
Tournaments			
USTA National Tournament	\$1,500		\$1,500
Girls 16's District Tournamen	\$1,423	\$50	\$1,500
Ohio Valley Cup	\$1,230		\$1,300
CCCC			
Other Tournaments			
YTT		\$57	
Administration			
Exec. Director Stipend	\$12,000	\$15,000	\$15,000
Website Administration	\$1,050		\$1,500
Social Media		\$1,500	
Insurance		\$1,035	\$1,060
Tax Returns	\$450	\$450	\$500
Other Administration	\$5,972	\$3,374	\$5,700
Other Uses *	\$7,689	\$3,354	
<b>Total Net Funds Flow</b>	<b>-\$2,235</b>	<b>\$23,668</b>	<b>-\$6,060</b>
<b>Closing Balance Total</b>	<b>\$59,764</b>	<b>\$83,432</b>	<b>\$77,372</b>
checking acct	\$7,346	\$14,982	\$8,922
money market	\$52,418	\$68,450	\$68,450

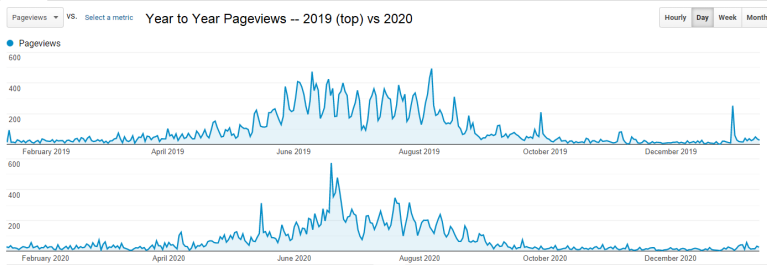
\*outstanding and prior year checks

## GCTA Web Site Usage

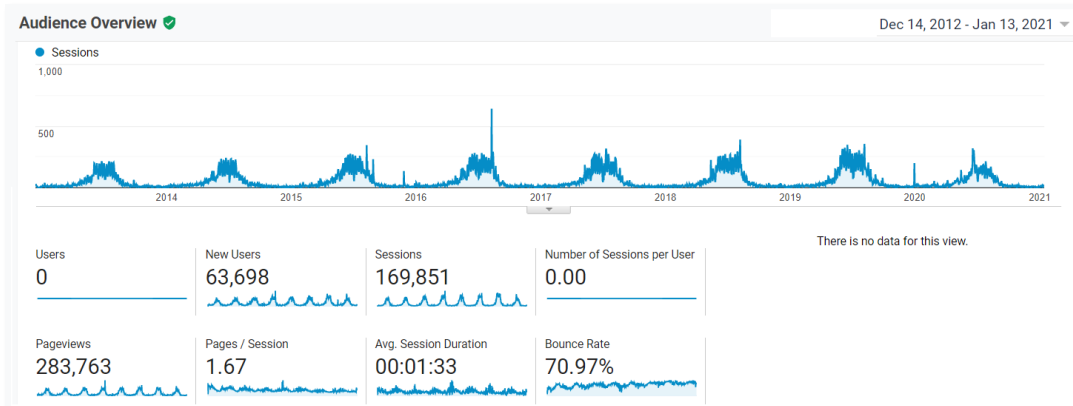
January 14, 2021

Usage was lower this year than in any previous year. In comparison to last year, there were 36K pageviews versus just 27K this year. That's a 25% decrease.

A more robust server was purchased from GoDaddy by Gerber Analytics, LLC. This will benefit OTZ and the GCTA.



Pageviews: 2019 (top) versus 2020 (bottom)



Acquisition	January 2020 - January 2021		
	Users	New Users	Sessions
1 Direct	4,508		
2 Organic Search	2,696		
3 Referral	278		
4 Social	59		

Page	Pageviews
/gcta.php	18,222
/gc_links.php	774
/gc_covid.php	669
/gc_about.php	470
/gc_board.php	389
/gc_contact.php	379
/gc_photos.php	254
/gc_awards.php	250

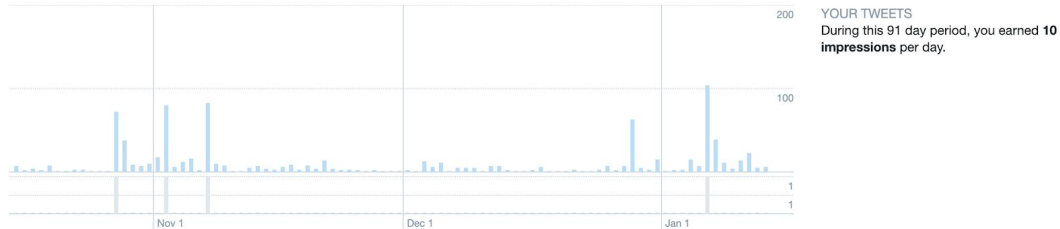
## GCTA Social Media Report

September 15, 2020 - January 13th, 2021

Overall there was a positive jump this quarter in interactions across all platforms. As the COVID situation evolves, and spring comes, I'm excited to see how our numbers will improve.

### Twitter:

Your Tweets earned **897 impressions** over this **91 day** period



Our most recent tweet about the USTA's statement on COVID and tennis balls is the highest engaging tweet of the quarter at 13.3%. The second highest engaging tweet was information about the GCTA grant at 3.8%. The industry average for non-profits is around 2.7% so I am quite pleased. Twitter continues to be a large strength for the GCTA.

### Facebook:

Post	Type	Targeting	Reach	Engagement	Promote
	Image	Public	124	6 6	Boost Post
	Video	Public	50	0 0	Boost Post
	Image	Public	229	9 21	Boost Post
	Image	Public	88	1 1	Boost Post

While the numbers of posts were lower, the reach metric (how many people saw the post) was on par with data from the past months. As expected, Dan Witteman's post was the most engaging post of the quarter.

### Instagram:

A positive note for this quarter! Our Instagram page has grown to 144 followers which is now more than our Twitter account (122). While our impressions (views) are lower on Instagram, they are more consistent. See right:

Posts	Date Published	Reach
 Great news from the USTA! One step c... Boost Post	January 6, 2021 at 12:22 AM	83 People Reached
 A special congratulations is in order fo... Boost Post	November 7, 2020 at 12:04 AM	86 People Reached
 GCTA Grant Application process has g... Boost Post	November 1, 2020 at 7:12 PM	83 People Reached