

GCTA Quarterly Meeting (Zoom)
April 19, 2021

Convened @ 6:59 by Geoff Bibo



Board Members Attending:

Mark Anderson	Geoff Bibo	Lori Brown	Kyle Burkholder	Lenny Comeras
Bill Curry	Phil Diaz	Lois Dosky	Fred Duy	Heath Elliott
Lauren Elmore	Cindy Ferrara	Terry Finneran	Scott Gerber	Beth Gibson
Jim Hendrix	Terri Jones	Paul Kobelt	Jane McMeekin	Mike O'Callahan
Aaron Ockerman	Brittany Smolewski	Brenda Toney	Les Varnardo	Denica Bruce

Guests:

Charron Barnes (CR&P) John Roberts (Social Media) Susan Storrer (USTA Leagues)

January Meeting Minutes Approval –

- Fred Duy moved and Mike O'Callaghan seconded a motion to approve the January minutes. The motion carried.

Treasurer's Report – Fred Duy

- Not much activity since January, not many expenses, we have \$75K in the bank.
- Full Excel report attached to the email with the minutes.

Grant Committee – Jane McMeekin

- Welcome new committee members: Ed Amos, Lois Dosky, & Fred Duy
- We have had one new applicant since our last meeting.
 - Phil Gross, Wellington Summer Program
 - Request: \$200 – the funds are for red felt tennis balls
 - Target: Grades 1 -4
 - 2 O
 - One week morning sessions
 - Jane informed Phil of our new process for awarding our grants – completion of the USTA SafePlay certification & a background check. Once we receive his online application, the Grant Committee will consider the Wellington application. Jane will also check with him to see if he needs any other equipment or support from the USTA NetGen program.
- Champions Grant – last meeting Jane mentioned the Champions Summer Clinic grant that we had received using the old application. The applicant, Steve Hoffman, has since completed the SafePlay certification and Background check and his application was approved by the committee.
- Update GCTA.net website – Jane has been remiss in updating the information for the GCTA.net website. She will work with Scott Gerber to get information on the new process active on the website.

Women's League – Lori Brown

- Team registrations have closed. We have 178 teams, which is a significant increase from last year.
- The Women's League is returning to 5 court format for matches – exceptions Career & Platinum levels.
- Scheduling will be beginning soon. Lori, Cindy F, and Lauren E. are taking on this task.
- Our 2021 Rules are now posted on the Women's Tenniscores site.
- Welcome to our newest Women's Board member, Bethany Billi, Career 4.0 Chair.
- First matches should begin on May 24.

Men's League – Bill Curry

- The Men's League has added a 4.5+ Division. The Open League was dropped, but most of those players will be permitted to play in the 4.5+ Division on Court 1.
- So far we have 79 teams registered, we expect the final number of teams to be 82 or so. This number represents an increase from the 2019 total of 75.

USTA Leagues – Susan Storrer

- We are offering one Flex League this summer beginning May 1st and ending in August.
- The deadline for Mixed and Combo Leagues is May 9th, plan on starting matches either May 5th or June 1st. More information can be found on our GCTA.net website.

Junior Team Tennis – Brittany Smolewski

- There are new changes to JTT this year. The Championship league is dissolved and those teams are

2021 GCTA Board Meetings

Tuesdays
July 20th
September 21st

Awards Ceremony
September 30, 2021

permitted to enter the District tournament directly. This tournament will be either June 26 & 27 (10s Orange and Green, 12s at Tom Cloud Park in Dayton), or July 17 & 18 (14s and 18s at Whetstone Park).

- The Local League, formerly known as Non-Advancing, will have 6 weeks of match play on Fridays. Team commitments are due May 25th, and league plays begins June 4th. Beginner, Intermediate, and Advanced offered at each level. We don't expect many at the Advanced level.
- Matches consist of 2 singles, 2 doubles, 2 gender blind doubles.
- All coaches must be SafePlay approved.

Website – Scott Gerber

- Usage was 25% lower than last year.
- A more robust server was purchased from GoDaddy by Gerber Analytics, LLC. This will benefit the Ohio Tennis Zone, as well as the GCTA.
- Scott mentioned that some users were still being directed to the old version of our website. After Scott addressed this issue, most problems have been cleared up.
- Full report on website usage attached to these minutes.

Social Media Update – John Roberts

- Overall there was a positive jump this quarter in interactions across all our social media platforms.
- Twitter continues to rank #1 with our users.

John mentioned he would like to boost our presence by creating a Google My Business profile for the GCTA. That way, when someone is searching for tennis leagues or tennis, the GCTA can appear in search results. This will help Scott's efforts on the website side as well. The Board agreed.

Executive Directors' Report – Terri Jones

- Terri welcomed Charnon Barnes who is with us this evening as the new temporary representative of the CR&P.
 - Denica Bruce is retiring May 31. Congratulations to Denica on her retirement and thanked for her many years serving on our Board.
 - Char reported that CR&P are still working out the details of the Adult and Junior programs and is in the process of trying to secure coaches.
 - An additional contact person for CR&P is Steve Baxter, who was unable to attend this evening.
- The Ohio Valley Cup tournament is cancelled for this year, but as Brittany mentioned, teams are encouraged to enter the District tournament in Columbus, July 17 & 18 at Whetstone Park of Roses.
 - Tyler Stephen will not be able to coach our "Cup" team this year due to his existing commitment to his teams at the Racquet Club.
 - Steve Metzmaier tried to recruit some players but there appears to be little interest, so we will not be entering a team this year for this competition.
 - This situation represents a \$1300 budget savings.
- There was no OVTA Spring Meeting, but we did receive our \$10,000 distribution.
- The Play Tennis Midwest event that was scheduled for May 21-23 at Whetstone Park has been postponed until the fall.
- The USTA National CTA of the Year award has been postponed until 2022.
- YTT Status
 - We will not have a YTT program in Westerville this year. Otterbein University has placed limitations on the number of participants on their courts. In addition, the schools did not allow informational brochures to be distributed.
 - Southwest YTT is tentative at this point. The program's future depends on Grove City HS's schedule for court resurfacing.
- Our Award Ceremony venue, The Everal Barn in Westerville, currently has a capacity limit of 74 guests.
 - So we have a couple of choices. Find another venue, or Les Varnado suggested a Zoom ceremony. Beth Gibson indicated that if Zoom, we would need to get creative to keep people engaged. No decision was made at this time.

Old Business -

- PayPal should be ready to go on a limited basis for the Men's League. Captains will be notified that using PayPal will be a payment option this summer beginning in July. The GCTA will absorb the PayPal fee this year. We will reevaluate this program at the end of the season.

New Business

- None

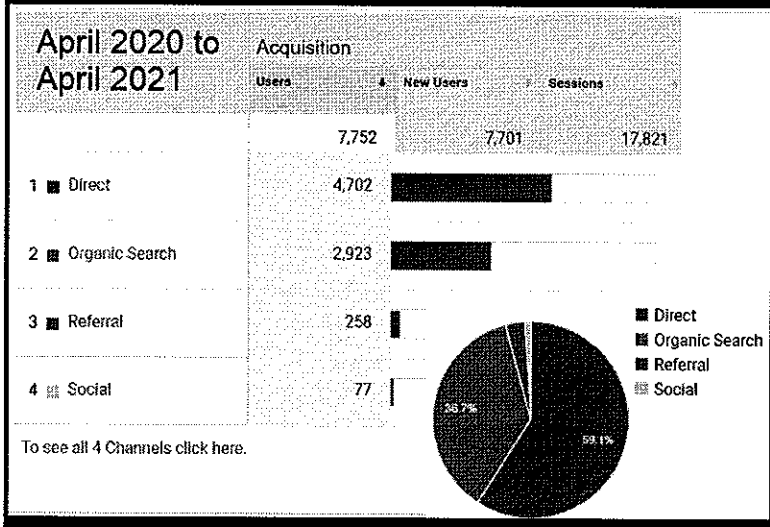
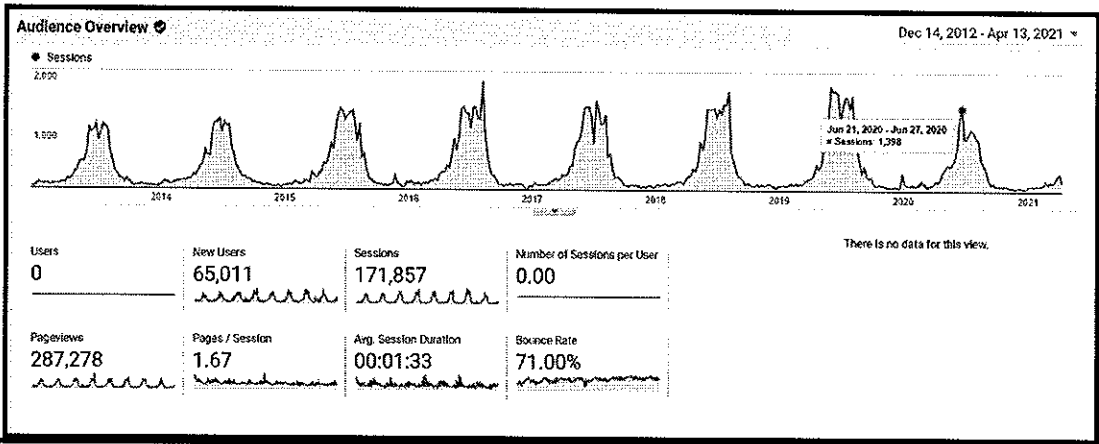
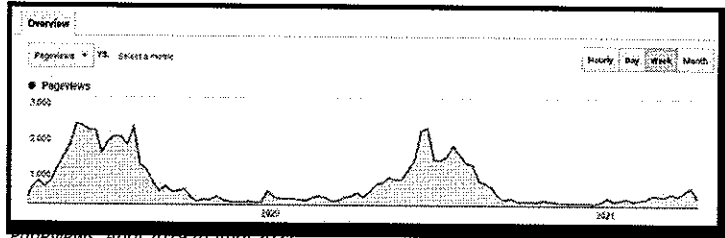
The meeting was adjourned.

GCTA Web Site Usage

April 14, 2021

It might be too early to say but usage this year appears to be similar to what it was at this time during April 2019.

Most users are acquired via Direct and Google searches and usage is largely limited to the first page.



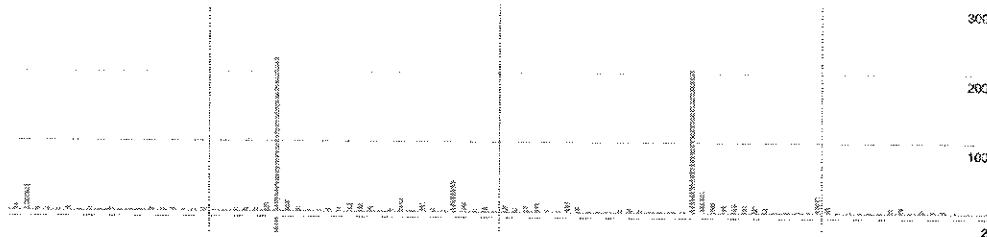
April 2020 to April 2021

Page	Pageviews
/gcta.php	18,848
/gc_links.php	797
/gc_covid.php	628
/gc_about.php	540
/gc_board.php	471
/gc_contact.php	391
/gc_awards.php	254
/gc_photos.php	251

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

Twitter:

Your Tweets earned **964 impressions** over this **91 day period**



Since last quarter, we've seen an increase in impressions (views) on the GCTA account. Our current engagement rate Twitter for the quarter is 7.96% which is a healthy number. Twitter continues to be a large strength for the GCTA.

Facebook:

Content Type	↓ Reach	↕ Likes and Reac
The GCTA celebrates th... Sat Feb 6, 8:51pm	126	
Now forming... USTA Le... Thu Mar 18, 5:57pm	122	
The GCTA Mission and ... Wed Feb 24, 7:11am	106	

For the first time in the last few quarters, Facebook has been very consistent in the number of people who are seeing our posts. This is a good thing as it means Facebook is showing our content in people's news feed when we post. This is in contrast to Twitter where there is more variability in the number of views per post.

Instagram:

Another positive note for this quarter! While our impressions (views) are lower on Instagram, they are more consistent than Twitter and similar to Facebook. See right:

Content Type	↓ Reach	↕ Likes and Reactions
The GCTA Mission and ... Wed Feb 24, 7:11am	90	14
The GCTA celebrates th... Sat Feb 6, 8:53pm	89	12
Now forming... USTA Le... Thu Mar 18, 5:53pm	84	13

GCTA Funds Flow

	Restated 2019 <u>Actual</u>	Restated 2020 <u>Actual</u>	YTD 3/31 2021 <u>Actual</u>	actual Opening Balance and Full Year 2021 <u>Budget</u>
checking acct	\$8,581	\$7,346	\$14,981	
money market	<u>\$45,333</u>	<u>\$53,418</u>	<u>\$68,450</u>	
Opening Balance Total	\$53,914	\$60,764	\$83,432	\$83,432
Total Sources of Funds	\$99,422	\$70,422	\$231	\$84,500
Membership dues				
Womens	\$44,655	\$32,775	\$0	\$45,000
Mens	\$18,720	\$16,275	\$0	\$19,000
Grants/Contributions - in				
OVTA distribution	\$10,518	\$10,837	\$0	\$9,100
OVTA Media Specialist	\$1,500	\$1,500	\$0	
OVTA - YTT	\$2,814	\$1,850	\$0	
Midwest - YTT	\$4,560	\$250	\$0	
Midwest - JrTT	\$4,130		\$0	
Other	\$1,421		\$0	
Entry fees				
Girls 16's Districts	\$2,488		\$0	\$2,500
USTA Adult leagues	\$1,626	\$2,318	\$0	\$2,800
USTA Junior Team Tennis	\$1,520	\$2,160	\$0	\$6,000
CCCC	\$3,799		\$0	
Other	\$1,621		\$0	
Bank interest	\$50	\$32	\$2	\$100
Other sources *		\$2,425	\$229	
Total Uses of Funds	\$92,573	\$47,755	\$8,087	\$90,560
Grants/Contributions - out				
Col's Rec & Parks	\$11,600		\$0	\$11,600
Other Grants	\$9,690	\$4,485	\$0	\$12,400
Arnold Event	\$2,111	\$230	\$0	\$2,500
GCTA League Expenses				
Tenniscodes service	\$3,795	\$3,420	\$0	\$3,600
Scheduling	\$1,150	\$900	\$0	\$1,200
Chairperson Stipends	\$3,000	\$3,000	\$0	\$3,000
Member Gifts	\$2,262		\$0	
Member parties	\$5,100	\$5,365	\$0	\$10,000
Awards Ceremony	\$4,673	\$141	\$0	\$3,500
Awards	\$8,164		\$0	
Other GCTA league expenses	\$666	\$293	\$58	\$7,600
USTA Adult League Expenses				
Adult Districts	\$1,550	\$500	\$0	\$1,000
Adult Coordinator	\$2,000	\$2,000	\$0	\$2,000
Other USTA Adult league expenses			\$0	\$100

USTA Junior Team Tennis				
JrTT District Tournament	\$2,148		\$0	\$2,000
JrTT Coordinator	\$2,000	\$2,000	\$0	\$2,000
JrTT Other Expenses	\$278		\$0	
Tournaments				
USTA National Tournament	\$1,500		\$0	\$1,500
Girls 16's District Tournament	\$1,423	\$50	\$0	\$1,500
Ohio Valley Cup	\$1,230		\$0	\$1,300
CCCC	\$2,804		\$0	
Other Tournaments			\$0	
Youth Team Tennis	\$4,392	\$57	\$0	
Administration				
Exec. Director Stipend	\$12,000	\$15,000	\$3,750	\$15,000
Website Administration	\$1,050	\$1,050	\$0	\$1,500
Social Media Admin	\$1,375	\$1,500	\$375	
Insurance	\$1,015	\$1,035	\$778	\$1,060
Tax Returns	\$450	\$450	\$50	\$500
Other Administration	\$5,663	\$3,153	\$150	\$5,700
Other Uses *	-\$516	\$3,125	\$2,925	
Total Net Funds Flow	\$6,850	\$22,668	(\$7,856)	(\$6,060)
Closing Balance Total	<u>\$60,764</u>	<u>\$83,432</u>	<u>\$75,576</u>	<u>\$77,372</u>
checking acct	\$7,346	\$14,982	\$7,125	
money market	\$53,418	\$68,450	\$68,451	

*outstanding and prior year checks and in 2019 to tie to 990-EZ net revenue