

**GCTA Quarterly Meeting
July 20, 2021**

Convened @ 7:00pm by Geoff Bibo



Board Members Attending:

Mark Anderson	Geoff Bibo	Lori Brown	Phil Diaz	Lois Dosky	Fred Duy
Heath Elliott	Cindy Ferrara	Scott Gerber	Terri Jones	Jane McMeekin	
Mike O'Callaghan	Aaron Ockerman	Geri Schlegel			

Guest:

John Roberts

April Meeting Minutes Approval – Geoff Bibo

- Aaron Ockerman moved and Fred Duy seconded a motion to approve the April minutes. The motion carried.

Treasurer's Report – Fred Duy

- Fred pointed out that Our YTD actual total will be greatly increased when the Men's and Women's dues are fully collected. So far \$55,000 has been collected with only a few clubs outstanding.
- Terri asked if we have explored changing banks to get a better interest rate. Mike O'Callaghan commented that with interest rates as low as they are, changing banks would not be worth our time.
 - **The full report is attached to the end of these minutes.**

2022 Planning for the Columbus Clay Court Championships – Geoff Bibo

- Since we currently have no site or tournament director for a 2021 tournament, it is not too early to begin planning for a 2022 event.
- Anyone interested in working on a committee for this event, please contact Terri.

Website – Scott Gerber

- Scott pointed out on his report that our numbers are down.
- Scott took pictures of a 3.0 Women's match at Worthington Hills Country Club versus the Lakes Country Club recently.
[Check them out.](#)
 - **The full report is attached to the end of these minutes.**

Social Media Update – John Roberts

John has added a Google My Profile

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

Grant Committee – Jane McMeekin

- Buddy UP for Life Tennis Clinics - \$2000
4 Month Sponsorship for 2 courts --- Court rental --- Court Professionals --- Replacement Rackets & Shirts
- Champions Summer Tennis clinics - \$3000 From Brenda Toney
 - The summer clinic was held July 12-16. There were two sessions per day, with lunch served for both groups.
 - The clinic served 73 campers this year from local middle and high schools, the experience levels ranged from absolute beginners to High School tennis team members.
 - The following school districts were represented:
Columbus -Columbus Alternative, Eastmoor, Northland, West High, Whetstone,
Big Walnut Buckeye Valley Gahanna Hamilton Township
Hartley Home School Olentangy Bishop Ready Southwest Schools
Pickerington Thomas Worthington Whitehall
 - Champions is offering their courts mid-day the next two Wednesday for the campers to return for some match play with volunteer coaches.

USTA Leagues – Susan Storrer/Terri Jones

- Flex leagues had 42 participants this summer with only one session being offered. We had 7 leagues with 26 teams. Susan will put together a plan to increase the mixed doubles leagues next year. Leagues finish the end of August. Mixed and 55+ districts is Sept 11-12 in Dayton. Combo districts will be held in December with the location TBD.

Columbus Recreation and Parks – Charnon Barnes/Terri Jones reporting

2021 GCTA Board Meetings

Tuesdays

**September 21st
UA Municipal Bldg.**

**Awards Ceremony
September 30, 2021**

- Tennis camps had 50 enrolled and 44 on the wait list. Over 100 juniors taking lessons this summer. They have 246 adults registered to take lessons. Fall registration opens July 19th. Terri will contact Char about GCTA expectations for their annual report.

USTA Junior Team Tennis – Brittany Smolewski/Terri Jones reporting

- We had 7 programs participate with 28 teams and a total of 202 players. This is significantly down from pre-Covid years. Some of the lower player numbers are a result of the JTT league eliminating the Advancing league. In 2019, we had 60 teams. Some of the smaller programs have had trouble regaining their players after a summer off.
- JTT summer tournaments: The 10's and 12's divisions were held in Dayton. The Racquet Club was the only team from Columbus that entered the tournament. This tournament was not well received and out of a total of 8 teams entered, 4 teams withdrew before the tournament began. These age brackets are not well attended nationwide. The 14's and 18's division were held at Whetstone Park of Roses. Due to the unstable weather, the tournament was moved to Olympic. In the 14's intermediate division there were 8 total teams, 4 being from Columbus. The Racquet Club was the Finalist in this division. In the 18's intermediate division, there were 8 teams, 5 being from Columbus. The Racquet Club won this division. In the 18's advanced division, there were 2 teams, both from Columbus. The Racquet Club defeated Scarborough, however, the Ohio Valley has a wild card in this division so both teams are able to compete in the championships.

Women's League – Lori Brown

- Lori reported that the Women's teams have been rescheduling a lot of matches due to rain outs.
- The recent Tenniscores website update has caused us more than a few stressful moments. Our pleas to the web administrator to wait a few more weeks until the end of our season were not successful.
- We have two protests files this season. One dismissed with educational guidelines provided to help avert a similar problem going forward. The second should be resolved within the week.
- We have been accumulating a long list of agenda items for discussion at our post-season meeting. One of the issues has to do with USTA self-rated ratings expiring after two years. Since we were unaware of this deadline, we had quite a few players who self-rated two years ago, were preparing for the 2021 season only to find out they were unrated. Cindy & Lori spent many hours dealing with this issue.
- The Women's Board is still looking for Special Events Chairs. This position oversees the Winter Parties. Please contact Lori Brown if you have any suggestions as to who might be interested.
- It was reported that there are 2956 women playing on different rosters and 1869 of those participants are unique players.

Men's League – Bill Curry

- We have received roughly 3/4 of the expected fees for this summer. Expecting approximately \$21,000 in men's fees for this summer.
- Matches are largely on schedule but we do have several rainouts that are getting rescheduled.
- PayPal integration did have a few issues (subs included in team counts, club reps that had listed themselves as on the team included in team counts, an issue with rosters that had changed since the original registration – counts were correct, but incorrect players were marked as having been paid). Tenniscores is aware of the issues that we experienced and will address these in a future release. Fred indicated that team captains used PayPal, but clubs probably never will. The Men's Board will be discussing this issue in the future.
- Tenniscores did just release a new update that impacted the admin side of the site. We did reach out to them to request that they postpone these changes, but they had no way to keep the changes out of the GCTA league sites. Captains, GCTA division chairs and club reps will all be impacted by the changes that occurred on Monday evening. These changes are to make the site more useful, but will cause issues for our users (those listed) as things have moved from where they were previously.
- No major issues on the season on the men's side this year.
- The Men's Leagues are going to run a Champ of Champs Tournament this season for their Skills Divisions. Each team will send one doubles team to the tournament. The league chairs are organizing the tournament which will be played over Labor Day.
- It was reported that there are 1449 men playing on different rosters and 1137 of those participants are unique players.

Executive Directors' Report – Terri Jones

- The "Play Tennis Midwest" event that was postponed from last spring to this fall has now been postponed until the spring of 2022. Midwest feels spring would be a better option.
- We were able to hold a Middle School/High School program this summer in Westerville. The program was sold out. This program is mostly made up of non-tournament players looking for match experience.
- We partnered with the Midwest section to introduce tennis to 100 youth through the Greater Columbus Sports Commission. We were able to distribute a take home racquet to all 100 players. This event took place on June 10th at Berliner Park. Next year the Sports Commission hopes to expand to 4 total locations.
- We have several committees that will become quite active in the next couple of months. I have included the committee position sheet at the end of your packet.
- Awards Committee:

- Terri will send out a second broadcast email in early August asking for last call for nominations. Terri has gathered several nominations, but will hold all the nominations to distribute at the same time. If anyone on the board has a nomination, please forward it to Terri.
- All restrictions have been lifted as of now at the Everal Barn. She has been purchasing supplies and speaking with the caterers for the event. Terri asked Bill and Lori to manage winners and forward them to her as they become available. Does the team prefer a banner, plaque or both? Both is \$25, make check payable to GCTA.
- Nominations Committee: An email will go out early August to our board members whose term expires in Sept asking if they would like to continue to serve on the board. Once we determine how many open positions, we have available, the committee will take the next steps.
- Budget Committee: An email will go out the second week in August with suggested meeting location and dates.
- Terri sent out an email blast earlier this summer about the Ohio Valley Member Appreciation Day at the Western and Southern Tournament and as the last check of the stats that were given to me were out of the 100 registrations, Columbus was 85 of them.

Old Business - None

New Business

Area tennis pro, Daniel Lartey, is organizing a Friday Night Doubles weekly event. He contacted the GCTA to see if we had any grant money or promotional avenues for his Friday night events. After discussion, the Board concluded that we have not and should not use our resources to support an independent tennis (non-GCTA or USTA) program. We suggested that Daniel use his own and his participants social media accounts to promote this very worthy program. This discussion did lead to a side bar on the feasibility of including paid advertising for listing a link on our GCTA.net site. No conclusion was reached on that topic.

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

GCTA Funds Flow

	2019	2020	2021
	<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>
Opening Balance Total	\$61,999	\$59,764	\$83,432
Total Sources of Funds	\$87,011	\$71,122	\$84,500
Membership dues			
Womens	\$44,655	\$32,775	\$45,000
Mens	\$18,720	\$16,275	\$19,000
Grants/Contributions - in			
OVIA distribution	\$10,518	\$10,837	\$9,100
OVIA YTT		\$1,850	
OVIA 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	
Total Uses of Funds	\$89,246	\$47,454	\$90,560
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			
Tennis scores 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	
Total Net Funds Flow	-\$2,235	\$23,668	-\$6,060
Closing Balance Total	\$59,764	\$83,432	\$77,372
checking acct	\$7,346	\$14,982	\$8,922
money market	\$52,418	\$68,450	\$68,450

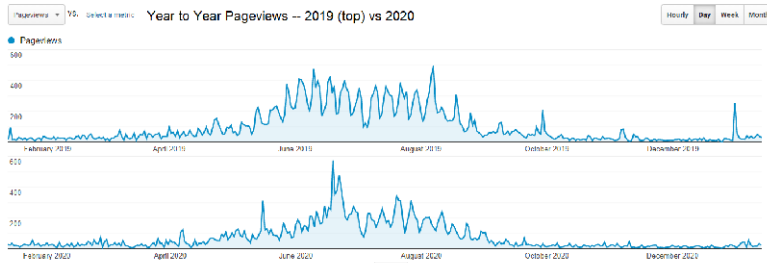
*outstanding and prior year checks

GCTA Web Site Usage

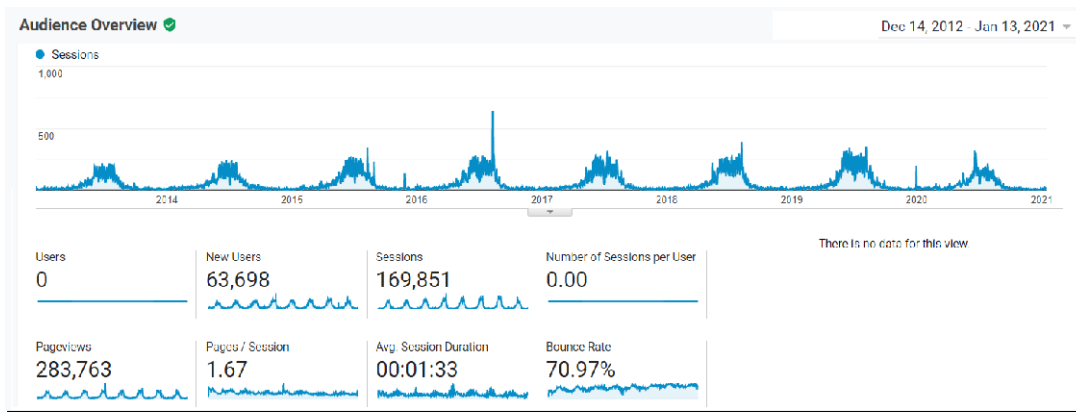
January 14, 2021

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		
	Users	New Users	Sessions
January 2020 - January 2021	7,371	7,300	17,219
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

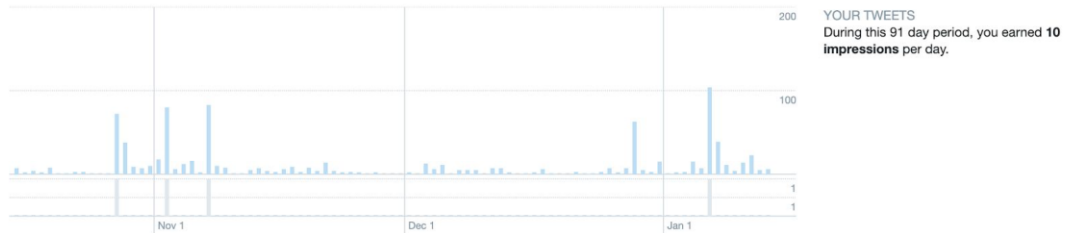
GCTA Social Media Report

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
Great news from the USTA! One step closer to normalcy!	Image	Public	124	6 6	Boost Post
	Video	Public	50	0 0	Boost Post
A special congratulations is in order for GCTA board member, Dan	Image	Public	229	9 21	Boost Post
GCTA Grant Application process has gone online! Click below to	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