

**GCTA Annual Meeting (Zoom)
September 21, 2021**



Convened @ 7:00pm by Geoff Bibo

**2022 GCTA Board
Meetings**

Tuesdays

Jan 25
April 19
July 19
September 20

Awards Ceremony

Thursday,
September 29th, 2022

Board Members Attending:

Geoff Bibo	Lori Brown	Kyle Burkholder	Lenny Comeras	Bill Curry
Joey Dillon	Lois Dosky	Fred Duy	Lauren Elmore	Cindy Ferrara
Scott Gerber	Beth Gibson	Jim Hendrix	Terri Jones	Jane McMeekin
Mike O'Callaghan	Aaron Ockerman	Marty Pfeifer	Rob Postma	Gerl Schlegel
Brittany Smolewski	Will Thieman	Brenda Toney	Les Varnardo	

Guest:

Char Barnes Gregory Edmonds John Roberts Dori Easdale

Nominations Committee – Aaron Ockerman

- Aaron read the nominations for the 2021-2022 Greater Columbus Tennis Association Board. A motion was made by Laurel Elmore and second by Mike O'Callaghan to accept the nominations committee slate of officers. The motion carried.

2021-2022 Greater Columbus Tennis Association Board

Executive Committee

Geoff Bibo	President
Aaron Ockerman	Vice President
Fred Duy	Treasurer
Jane McMeekin	Secretary

GCTA Additional Board Positions

GCTA Women's Chair	Lori Brown
GCTA Men's Chair	Bill Curry
Columbus Recreation & Parks Rep	Char Barnes
USTA Junior Team Tennis Coordinator	Brittany Smolewski
USTA Adult Summer Leagues Coordinator	Susan Storrer
Executive Director	Terri Jones
Social Media Specialist	John Roberts
Net Generation Team Challenge Coordinator	TBD

GCTA Board of Trustee Members

Ed Amos	2022	Mark Anderson	2024
Brad Baker	2022	Joey Dillon	2024 (New Member)
Geoff Bibo	2022	Scott Gerber	2024
Lori Brown	2022	Beth Gibson	2024
Fred Duy	2022	Phil Diaz	2024
Jim Hendrix	2022	Lauren Elmore	2024
Mike O'Callaghan	2022	Terri Jones	2024
Erin Ortman	2022	Paul Kobelt	2024
Gerl Schlegel	2022	Marty Pfeifer	2024 (New Member)
<u>Brenda Toney</u>	<u>2022</u>	Will Thieman	2024 (New Member)
Kyle Burkholder	2023		
Lenny Comeras	2023		
Bill Curry	2023		
Lois Dosky	2023		
Heath Elliott	2023		
Cindy Ferrara	2023		
Terry Finneran	2023		
Jane McMeekin	2023		
Aaron Ockerman	2023		
Rob Postma	2023		
Brittany Smolewski	2023		
Sharon Rusk	2023		
<u>Les Varnado</u>	<u>2023</u>		

Treasurer's Annual Budget Report – Fred Duy Lenny motioned, Lois Dosky second

- Lenny Comeras motioned and Lois Dosky seconded to accept the proposed budget. The motion carried.
- *The full Treasurer's report is attached to the email.*

Adjournment of 2021 Annual Meeting

- Geri Schlegel moved and Bill Curry seconded the motion to adjourn. The motion carried.
-

Quarterly Meeting (Zoom) September 21, 2021

Convened @ 7:09 by Geoff Bibo

July Meeting Minutes Approval – Geoff Bibo

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

Grant Committee – Jane McMeekin

- We have had no new Grant requests since our last meeting. The lack of requests could be related to the uncertainty of COVID restrictions this summer. We hope to have more requests for 2022.
- Perhaps another reason may be the newness of our online grant application process. The Grant Committee will be looking at how better to get the word out about the availability of grant money and how to educate applicants on the process.
- Mike O'Callaghan has offered to share information on GCTA grants with his Ohio High School tennis contacts.
- We received the annual report from Columbus Recreation and Parks.

Treasurer's Report – Fred Duy

- Fred reported that all the dues have been collected due to the diligence of Cindy Ferrara and Terry Finneran.
- Fred predicts that we will spend another \$30,000 before the end of the year. Projected expenses will come from the champions prizes and the Awards Ceremony.
- *The full Treasurer's report is attached to the end of these minutes.*

Women's League – Lori Brown

- The Women's Board will be reviewed the current rules to make any necessary revisions for the 2022 season.
- Lori reported that the awards for the League Champions will arrive next week in time for the ceremony.
- Photos of the winning teams are being posted on the Tenniscores home page.
- Lori announced that Jane McMeekin stepped down as the Women's League secretary. Lori thanked Jane for her years of service. At this time there are no plans to fill the position.

Men's League – Bill Curry

- The Men's League reported that the total number of players was 1,379 with \$20,596 collected in fees. Eleven teams paid by PayPal which reduced collections by \$89. There were 30 clubs fielding 80 teams.
- Nine of the clubs had winners in their division or a winner in the Champ of Champs. Only New Albany Country Club (2) and Northam Park (3) had multiple winning teams.
- The Champ of Champs winners' pictures are posted on the Men's Tenniscores site.
- The Men's Board is planning on meeting October 16th to review the season and make recommendations for next year.

Columbus Recreation & Parks – Char Barnes

- Summer 2021 programs were limited by COVID, but CR&P was still able to hold 2 sessions of Youth Tennis hosting between 25-30 players each session. These were held at the Westgate and Whetstone courts. Staff is hoping to offer 3 sessions next summer. Char said that many parents contacted the department requesting that lessons continue on through the winter!
- Char mentioned staffing the program was a problem this year, and asked any Board members who might know of individuals who might want to become tennis instructors next summer to pass those names along to her. cnbarnes@columbus.gov.
- The Adult classes were held at Schiller Park and Whetstone. All classes were full with waiting lists. (377 participants)
- CR&P also ran an Adult Doubles League with 48 participants.
- Terri reported that the tennis program link on the CR&P website tallied 387,000 hits. The interest level in tennis illustrated by those kind of numbers should be of interest to the Midwest/USTA. Terri will contact Midwest to see if there might be additional grant money for CR&P.

Website – Scott Gerber

- Scott expressed concern over the severe drop in our website numbers. He believes that the drop is related to the GCTA's Google Business profile. Scott and John will be meeting to talk about this situation, and Scott's recommendation to revisit the Business profile.

- Scott mentioned that this weekend (September 24, 25) Columbus is the site of a 125 WTA and an ATP Challenge. These events are not open to the public.
- **The full GCTA website report is attached to the end of these minutes.**

Social Media Update – John Roberts

The Google My Profile for GCTA was added to Google. John believes that it has been an asset which has allowed us to appear in numerous generalized searches.

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

Executive Directors' Report – Terri Jones

- The Columbus Clay Court Championships committee will meet in January to discuss the logistics of the 2022 event. Committee members include: Tournament Director: Rob Postma, Kyle Burkholder, Bill Curry, Phil Diaz, Fred Duy, Heath Elliott, Terry Finneran, Paul Kobelt, Erin Ortman, Geri Schlegel and Terri Jones.
 - The committee will decide on a venue, dates, possible sponsorships, participation gifts, and awards.
- The GCTA has been invited as only 10 intentionally selected Midwest section Community Tennis Association's for a round table zoom meeting Sunday, September 26th. The discussion is designed to help with input from CTA's to find out how the Midwest can better serve CTA's in the Midwest. If you have any ideas or suggestions on where you feel the Midwest lands short with communication, information, or services, please let Terri know. Tj3535s@yahoo.com
- Thank you to the Budget Committee! Committee members include Phil Diaz, Terry Finneran, Fred Duy, Jane McMeekin, Mike O'Callaghan, Jim Hendrix, Erin Ortman and Terri Jones.
 - The committee increased the member gifts budget line item from \$3000 to \$6000 which puts us in a better position to buy a nicer member gift. I have been in touch with our promotional company and Andrew has put together 10-12 possible gift ideas for us. I will have Jane include the email in the minutes so we are prepared to re-visit this in Januarys
- Awards Ceremony:
 - This is a sold-out event, so if you didn't RSVP, you are no longer invited!! The committee doubles the number of winners based on the outstanding nominees and no ceremony last year. The committee met recently and decided to require that facemasks be worn at all times other than the dinner portion of the evening. The committee also will be Livestreaming the event with the help of John Roberts.
 - Committee members include: Mark Anderson, Lenny Comeras, Phil Diaz, Heath Elliott, Scott Gerber, Beth Gibson, Jane McMeekin, and Terri Jones.
 - A special thank you to non-committee members who have volunteered to help the night of the event: Bill Curry, Terry Finneran, Fred Duy, Kyle Burkholder, Steve Ballman, Patrick McColgan, Geoff Bibo, Lori Brown, Cindy Ferrara, Laurel Elmore, and Lois Dosky.
- Terri Jones has been researching ideas for Member Gifts. Please look at the products by visiting the links here. Let Terri know what what ideas are of interest and we can get more details together. If nothing is quite on target yet, let me know and we can discuss additional ideas.

Tennis Ball Lip Balm - <https://www.webbcompany.com/product-detail/Tennis-Ball-SPF-Lip-Balm/838>

Tennis Ball Mint Case - <https://www.webbcompany.com/product-detail/Tennis-Ball-Mint-Container/913>

Racquet Grip Ring -

<https://www.activelifepromo.com/ProductDetails/?productId=551940475&imageId=34146170&tab=Tile&referrerPage=ProductResults&refPgId=526148604&referrerModule=PRDREB>

Cooling headband - <https://www.hitpromo.net/product/show/7864/cooling-headband>

Pocket Wristband - <https://www.hitpromo.net/product/show/9483/stretch-wristband-with-pocket#product-details>

Phone Loop - <https://www.emteasy.com/product-detail/Phone-Loops---Petite-Loop/425>

Challenge Coins

Waterproof phone case - <https://www.innovation-line.com/blast/E4266/>

Hand grip/massager - <https://www.brainchildusa.com/p/product/1398a6d7-38f7-4b34-b915-61fd0a61e8f2/hand-gripper-massager>

Bag Freshener - <https://www.arielpremium.com/product/WHF-WS18>

Cooling Wrist Pack - <https://www.arielpremium.com/product/WHF-WR14>

Clay Hot/Cold Pack - <https://www.arielpremium.com/product/WHF-CR17> Happy Birthday to Joey Dillon!

- The "Old Business - None

New Business

Gregory Edmonds (Guest) raised the question of getting 250 Level tennis tournaments to Columbus. Joey Dillon mentioned that scheduling is an issue with the WTA as sanctions are scheduled years out. Joey mentioned that the tournaments mentioned by Scott Gerber (see Website above) is a good start.

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

GCTA Funds Flow

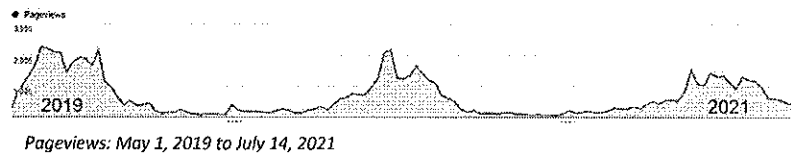
	Restated 2019 Actual	Restated 2020 Actual	YTD 8/31 2021 Actual	Estimated Balance and Actual 2021	Estimated Balance and Actual 2021 Budget	Proposed 2022 Budget
checking acct	\$8,581	\$7,346	\$14,981	\$14,981	\$14,982	\$14,982
money market	<u>\$45,333</u>	<u>\$53,418</u>	<u>\$68,450</u>	<u>\$68,450</u>	<u>\$68,450</u>	<u>\$68,450</u>
Opening Balance Total	\$53,914	\$60,764	\$83,432	\$83,432	\$83,432	\$103,385
Total Sources of Funds	\$99,422	\$70,422	\$84,013	\$83,863	\$84,500	\$92,640
Membership dues						
Womens	\$44,655	\$32,775	\$44,355	\$44,355	\$45,000	\$44,400
Mens	\$18,720	\$16,275	\$20,776	\$20,776	\$19,000	\$20,500
Grants/Contributions - in						
OVTA distribution	\$10,518	\$10,837	\$10,980	\$10,980	\$9,100	\$10,980
OVTA Media Specialist	\$1,500	\$1,500	\$1,500	\$1,500	\$0	\$1,500
OVTA - YTT	\$2,814	\$1,850	\$0	\$0	\$0	\$3,850
Midwest - MS/HS	\$4,560	\$250	\$1,560	\$1,560	\$0	\$1,600
Midwest - JrTT	\$4,130	\$0	\$0	\$0	\$0	\$0
Other	\$1,421	\$0	\$0	\$0	\$0	\$0
Entry fees						
Girls 16's Districts	\$2,488	\$0	\$0	\$0	\$0	\$0
USTA Adult leagues	\$1,626	\$2,318	\$2,016	\$2,016	\$2,500	\$2,000
USTA Junior Team Tennis	\$1,520	\$2,160	\$2,670	\$2,670	\$2,800	\$2,800
CCCC	\$3,799	\$0	\$0	\$0	\$6,000	\$5,000
Other	\$1,621	\$0	\$0	\$0	\$0	\$0
Bank interest	\$50	\$32	\$4	\$6	\$100	\$10
Other sources *		\$2,425	\$152	\$0	\$0	\$0
Total Uses of Funds	\$92,573	\$47,755	\$33,897	\$63,850	\$90,560	\$96,140
Grants/Contributions - out						
Col's Rec & Parks	\$11,600	\$0	\$0	\$11,600	\$11,600	\$11,600
Other Grants	\$9,690	\$4,485	\$6,560	\$8,000	\$12,400	\$8,675
Arnold Event	\$2,111	\$230	\$0	\$0	\$2,500	\$2,500
GCTA League Expenses						
Tenniscovers service	\$3,795	\$3,420	\$3,915	\$3,915	\$3,600	\$3,915
Scheduling	\$1,150	\$900	\$1,150	\$1,150	\$1,200	\$1,650
Chairperson Stipends	\$3,000	\$3,000	\$2,000	\$3,000	\$3,000	\$6,000
Member Gifts	\$2,262	\$0	\$0	\$0	\$0	\$6,000
Member parties	\$5,100	\$5,365	\$0	\$0	\$10,000	\$5,000
Awards Ceremony	\$4,673	\$141	\$1,052	\$5,000	\$3,500	\$5,000
League Winner Awards	\$8,164	\$0	\$0	\$6,500	\$0	\$7,500
Other GCTA league expenses	\$666	\$293	\$383	\$1,200	\$7,600	\$1,500
USTA Adult League Expenses						
Adult Districts	\$1,550	\$500	\$0	\$500	\$1,000	\$1,200
Adult Coordinator	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Other USTA Adult league expen	\$0	\$0	\$0	\$0	\$100	\$0
USTA Junior Team Tennis						
JrTT District Tournament	\$2,148	\$0	\$0	\$0	\$2,000	\$0
JrTT Coordinator	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
JrTT Other Expenses	\$278	\$0	\$0	\$0	\$0	\$250
Tournaments						
USTA National Tournament	\$1,500	\$0	\$0	\$0	\$1,500	\$1,500
Girls 16's District Tournament	\$1,423	\$50	\$0	\$0	\$1,500	\$0
Ohio Valley Cup	\$1,230	\$0	\$0	\$0	\$1,300	\$1,500
CCCC	\$2,804	\$0	\$0	\$0	\$0	\$5,000
Other Tournaments	\$0	\$0	\$0	\$0	\$0	\$0
Youth Team Tennis	\$4,392	\$57	\$0	\$0	\$0	\$3,850
Administration						
Exec. Director Stipend	\$12,000	\$15,000	\$10,000	\$15,000	\$15,000	\$15,000
Website Administration	\$1,050	\$1,050	\$0	\$1,050	\$1,500	\$1,050
Social Media Admin	\$1,375	\$1,500	\$875	\$1,500	\$0	\$1,500
Insurance	\$1,015	\$1,035	\$1,035	\$1,035	\$1,060	\$1,100
Tax Returns	\$450	\$450	\$50	\$50	\$500	\$500
Other Administration	\$5,663	\$3,153	\$226	\$350	\$5,700	\$350
Other Uses *	-\$516	\$3,125	\$2,650	\$0	\$0	\$0
Total Net Funds Flow	\$6,850	\$22,668	\$50,117	\$20,013	(\$6,060)	(\$3,500)
Closing Balance Total	\$60,764	\$83,432	\$133,548	\$103,445	\$77,372	\$99,885
checking acct	\$7,346	\$14,982	\$65,094			
money market	\$53,418	\$68,450	\$68,454			

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

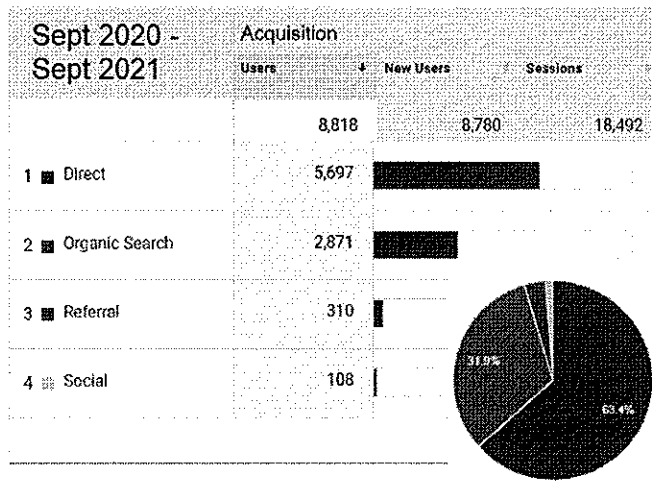
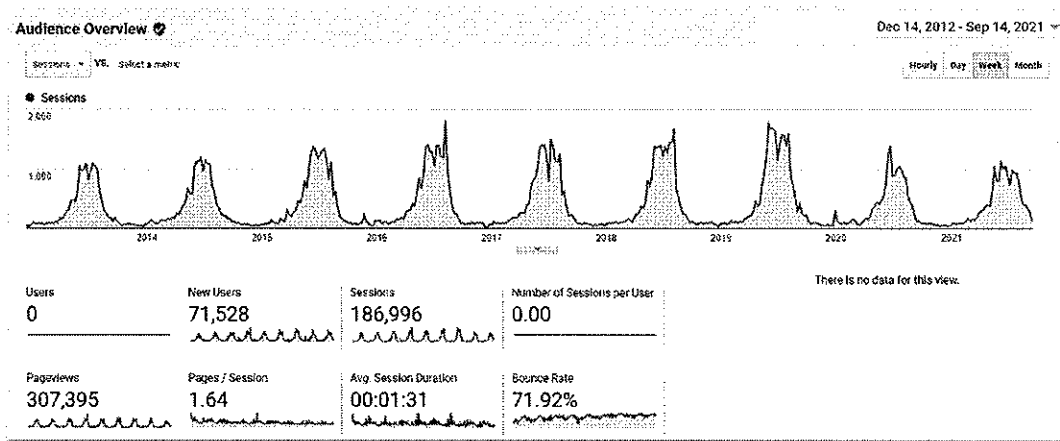
GCTA Web Site Usage

September 15, 2021

Poof goes our web site usage. Our usage is now comparable with what we had in 2013. I believe that the cause of the decline is the addition of the Google Business Profile. I believe that it



acts as a speed bump that is either diverting traffic to Google or just stopping it altogether. My recommendation is to remove the Google Business Profile immediately and see what happens with our traffic. (The main benefit of a Google Profile is to show store hours and location of a business.) Comparing 2019 usage (May 1, 2019 to September 14, 2019) with the 2021 usage (May 1, 2021 to September 14, 2021), the number of Google Analytics Unique Users is down 12% (7,085 vs. 6,205 in 2021). Pageviews and sessions are worse. Those numbers are down 33% (28,229 vs. 18,836) 16,875 vs. 11,920) and 34% (21,880 vs. 14,261), respectively. These declines have gotten worse since our last meeting.



Sept 2020 - Sept 2021

Page	Pageviews
/gcta.php	20,848
/gc_links.php	902
/gc_about.php	694
/gc_board.php	611
/gc_awards.php	508
/gc_contact.php	391
/gc_photos.php	340

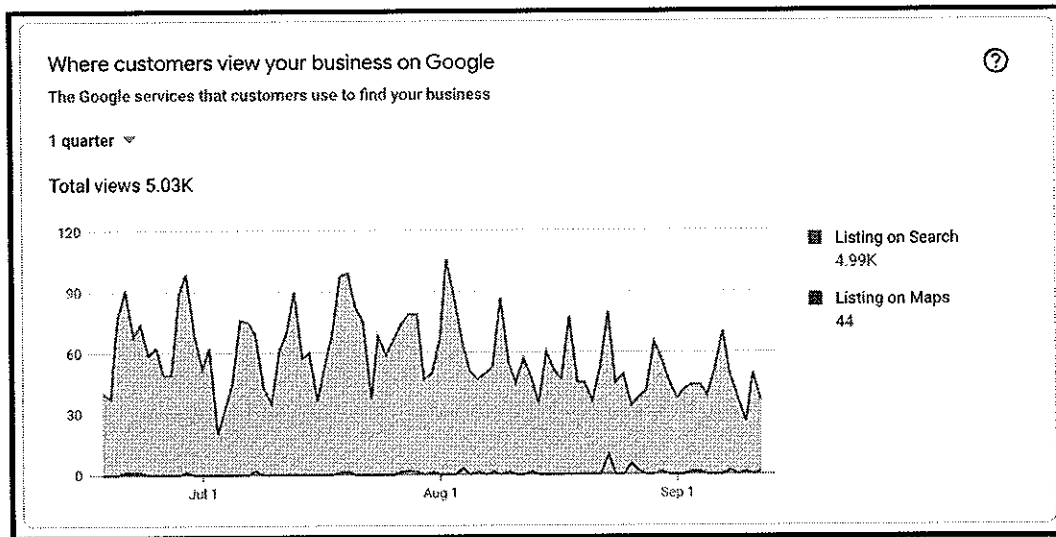
GCTA Social Media Report
July 20th, 2021 - Sep. 15th, 2021

John Roberts
(614) 397 2981

The Google My Business profile has been an asset for the GCTA as it allows us to appear in generalized searches (example: tennis clubs Columbus, Ohio). This is fantastic as it allows the GCTA to be found potentially when someone is either starting out with tennis or is looking for clubs.

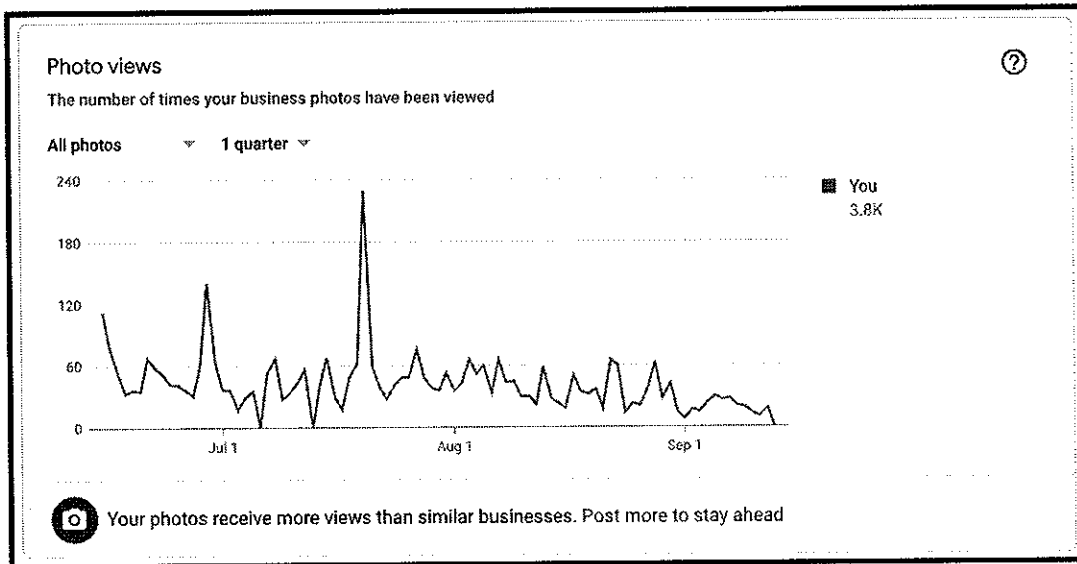
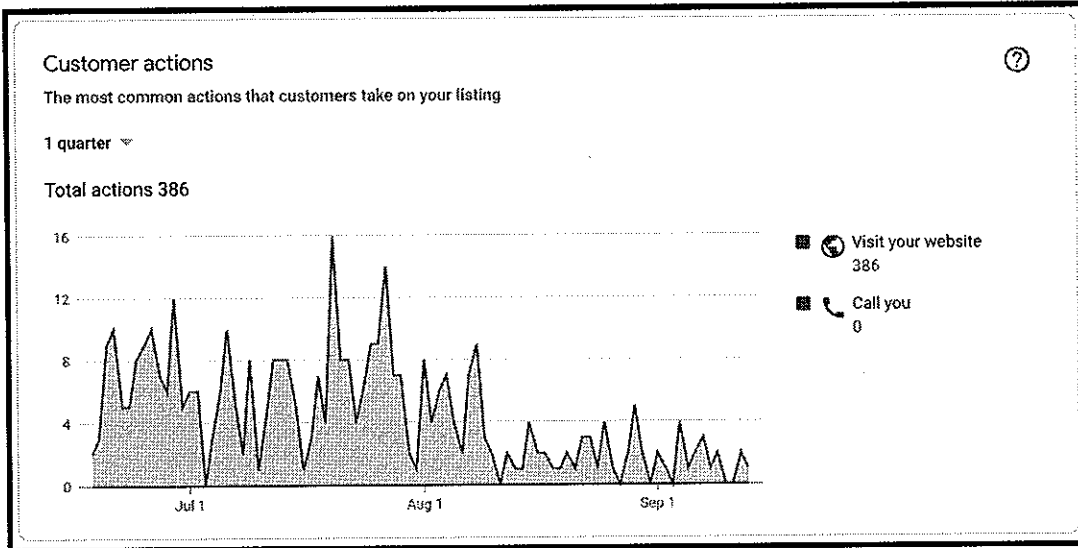
Google My Business (GMB):

- Total Searches: 5,082
 - *Direct and Categorical searches combined*
- Direct Searches: 2,032
 - *People who find your Business Profile searching for your business name or address*
- Categorical Searches: 2,987
 - *People who find your Business Profile searching for a category, product, or service*

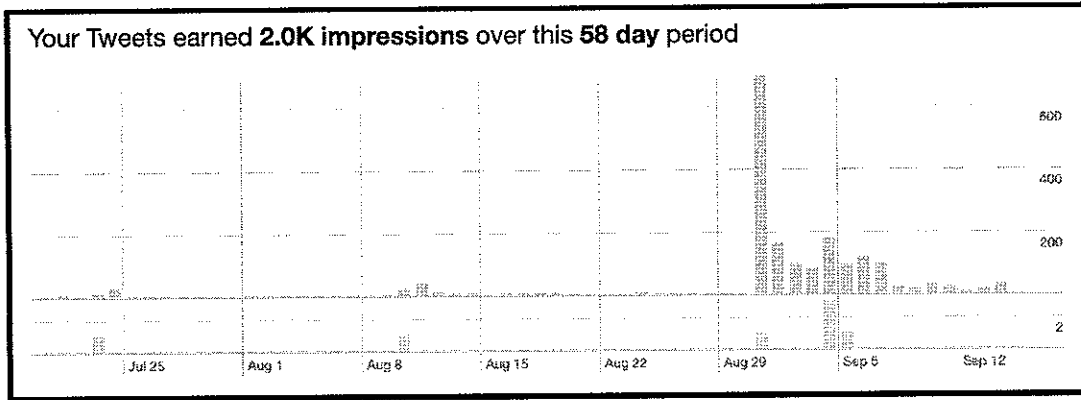


Searches breakdown
Search terms that returned your profile in the results

1	gcta tennis	1,169
2	tennis lessons columbus ohio	165
3	greater columbus tennis association	158
4	tennis clubs columbus ohio	53
5	tennis columbus ohio	41



Twitter:



Since last quarter, we've increased the number of impressions (views) on the GCTA account. All of our tweets for the quarter had above a 4% engagement rate which is great! This is higher than last quarter and is approximately at the levels of Q1. Twitter continues to be a large strength for the GCTA.

Facebook:

Post	Type	Targeting	Reach	Engagement
An invitation to a Celebration of Life for Richard D. Klitch. Please join us at any time between 5:30 and 8	Event	Targeted	377	21 12
Hello, tennis and pickleball friends! We hope to see you at this year's Racquets for the Ronald McDonald House!	Text	Targeted	355	9 9

Unlike last quarter, Facebook has been very high in the number of people who are seeing our posts. This was caused by the overwhelming interactions with the Celebration of Life post for Dick Klitch. While engagement is low on our other posts, this is about what I would expect from Facebook as non-paid engagement on Facebook has been dropping steadily since 2019. For accounts under 100,000 non-paid engagement is 0.08%.

Instagram:

Similar to Facebook, strong numbers this month on Instagram. Instagram continues to be the fastest-growing platform we have.

Recent Content	Type	Reach	Likes and Reactions	Comments
Hello, tenni... Tue Aug 10, Sr...	Image	139	14	4
Want to pla... Sat Apr 24, 1...	Image	113	10	0
An Invitatio... Mon Aug 30, ...	Image	109	11	0