

## GCTA Quarterly Meeting January 18, 2022



Convened @ 7:00pm by Geoff Bibo

### **Board Members Attending:**

Mark Anderson	Geoff Bibo	Lori Brown	Lenny Comeras	Bill Curry	Joey Dillon
Fred Duy	Laurel Elmore	Cindy Ferrara	Terry Finneran	Scott Gerber	Beth Gibson
Jim Hendrix	Terri Jones	Jane McMeekin	Mike O'Callahan	Aaron Ockerman	Rob Postma
Marti Pfeifer	Brenda Toney	Les Varnado			

### **Guests:**

Char Barnes      John Roberts

### 2022 GCTA Board Meetings

#### Tuesdays

April 19

July 19

September 20

#### CCCC Tournament

Brookside CC

August 12-14

#### Awards Ceremony

September 29, 2022

## Quarterly Meeting (Zoom) September 21, 2021

Convened @ 7:00 by Geoff Bibo

### **September Meeting Minutes Approval – Geoff Bibo**

- Fred Duy moved and Bill Curry seconded a motion to approve the September minutes. The motion carried.

### **Treasurer's Report – Fred Duy**

- Fred reported that 83,000, collected about that much, spent only \$70,000. So now we have about \$96,000 in the bank.
- Terry Finneran commented that he appreciates the full report format. Also that our Grant income has diminished. Terri explained that some of the money from past years was not used because of COVID, so we still have those totals left.
- **The full Treasurer's report is attached to the end of these minutes.**

### **Grant Committee – Jane McMeekin**

- We have not received any new applications since our last meeting.
- We received written Grant Reports from Buddy Up Tennis and Champions Summer Clinic since the last meeting. We anticipate receiving applications from those organizations, as well as the Wolfe Park programs we have sponsored in the past.
- Jane acknowledged dropping the ball on meeting with the Grant Committee to discuss strategies to attract new grant applications. We are using the online application and reporting formstacks that were created with help from Midwest. These forms and the SafePlay requirements may need further explanation to potential applicants. Jane will reach out to the Grant committee members in the next few weeks.
- Scott offered to post information on our grant programs. Postings on our social media platforms.

### **Columbus Clay Court Championships – Rob Postma**

- The CCCC committee will be meeting next week to begin planning for the August 12-14 tournament. This year's tournament will be held at Brookside Country Club. Looking forward to having the tournament back on the tennis calendar.
- Rob mentioned that he hopes to change some of the format of the tournament to facilitate condensing play for each level to one day rather than spanning the whole weekend. A round robin format would work well for some of the traditionally smaller levels.

### **Women's League – Lori Brown**

- The Women's Board met on Nov. 8<sup>th</sup>. Brief summary of the decisions reached:
  - The Women's Board will not hold a Champ of Champs Tournament this year due to little interest from our membership and scheduling conflicts.
  - We will host two winter parties at the Racquet Club, Feb. 19<sup>th</sup> and March 5<sup>th</sup>. One will be Mixed Doubles and one will be Women's Doubles – both limited to 80 participants.
  - The Board discussed rule changes that arose from the summer season and is in the midst of finalizing those changes. A survey of the Gold and Platinum captains, pros, and club representatives is in progress at this time. The goal of the survey is to get some guidance on proposed age limit changes for those levels.
  - As soon as the rules have been finalized, they will be posted on the Tenniscores website along with the dates of upcoming deadlines to prepare for the 2022 summer season. The first matches of the Women's GCTA summer season will be played on Monday, May 23<sup>rd</sup>.

### **Men's League – Bill Curry**

- Bill reported that the Men's Board met in mid October. There are no changes in the Men's Board membership which is good.
- There are a few rule changes that are being implemented.
  - We are removing the bonus point from the standings. This change is consistent with the USTA.

- We are putting a protest committee to give our members a means to deal with disputes during the season. in place. Last year we dealt with three cases that consumed a great deal of time and effort by the Board. The new procedure outlines procedures designed to guide captains through protests without escalating the problem. Bill explained that these cases made clear that a formal process was necessary. We will be placing a fee on filing a protest and the decision of the Protest Committee will be final. Terri asked if the members of the Protest committee will be identified prior to the start of the season and will the membership of the Protest Committee rotate by year. Bill responded that the Women's Board Protest process was the model for this new rule.

#### **Website – Scott Gerber**

- Scott pointed out that, as expected, the website usage is very low this time of year. He mentioned that the impact of the Google Business profile might have impacted usage. John did take the profile down and we will now be able to see if that was the factor dragging our numbers down.
- The website has been updated recently. Scott has added information on Boys and Girls High School programs and he also added information and pictures from the Awards ceremony.
- We have had some SPAM related issues causing Scott to make some adjustments that solved the problem.
- ***The full GCTA website report is attached to the end of these minutes.***

#### **Social Media Update – John Roberts**

- John reported that our social media platforms are performing pretty much as usual with Twitter and Instagram being our strongest platforms.
- John created Instagram posts featuring league winners with good responses. These posts had links to the Awards ceremony. Eighty-nine people viewed the YouTube video of the ceremony for a total of 14.5 hours. Good to know that people are tuning in.
- John offered to explore the options for ad campaigns for the CCCC tournament.
- The ***full GCTA Social Media report is attached to the end of these minutes.***

#### **Columbus Recreation and Parks – Char Barnes**

- Char identified Jake Dierfenthaler as the person that GCTA teams need to go through to reserve courts for the summer season. His contact information is [dwdierfenthaler@columbus.gov](mailto:dwdierfenthaler@columbus.gov). Char asked that clubs request court usage as soon as possible since CR&P is beginning to plan for their summer programs at this time and would like to get GCTA requests in first.
- We are tentatively planning 6-week spring, summer and fall adult lessons again this summer using Schiller Park and Whetstone sites. Also for the adults we will have a Mixed Doubles league with 2.5 – 4.0 levels that will run from June through mid-August.
- Also in the plans are 2 one week Youth tennis camps, one at Whetstone and another at Wolfe Park.
- Youth plans also include summer programs for Tots (ages 3-5), Stars (ages 6-8) National Junior Tennis League (ages 9-14).
- These plans, as well as the Youth programs, depend on the availability of instructors. Char emphasized that if any Board members have suggestions for instructors, please contact Char. High school and college tennis players will be recruited.
- Terri added that OVTA and Midwest will be meeting mid-February to brainstorm on how we can help each other deal with these staffing issues.

#### **Executive Directors' Report – Terri Jones**

- Tennis Ohio Championships is being held at the old OSU Tennis Center on Henderson Road Jan 23 through 30. The event is free and open to the public. Event organizers are looking for ball volunteers, as well as attendees. Terri sent out a blast email to our membership and got positive responses.
- Reporting on the fall OVTA meeting:
  - Terri reported on our two sources of income from USTA. We will receive \$11,840 from OVTA in March.. This amount is based on USTA memberships. (GCTA makes up 45% of Ohio Valley memberships) OVTA indicated that there is not a lot of money in the Grant portion. Luckily we still have money we received the last couple of years and that was not used, so we should be OK in that area.
  - OVTA announced that they will no longer be holding the Ohio Valley Cup. Columbus has won this event the last 9 or 10 years. The event will be folded into the Junior Team Tennis program.
  - USTA junior memberships will continue to be free.
  - The March OVTA Spring Meeting will be in March in Chillicothe. The February Midwest meeting is being postponed until September and will coincide with the Hall of Fame meeting.
- The NetGeneration program is undergoing an overhaul. Director Leah Friedman resigned and has moved to a new position with USTA.
- The Serve Tennis program has been put on hold due to problems with the software platform.
- The Play Tennis Columbus program is still up in the air due to funding.
- An organization called Level the Playing field reached out to the GCTA. Their goal is to make sure that equipment is provided to children who are unable to obtain sports equipment. The next state they will be working with is Ohio. Their goal is to hand out various types of sports equipment at food banks. If we chose to advocate and support this organization, it would NOT mean any financial commitment on our part. More info later. Char Barnes endorsed the program as well. More information to follow.

- Terri asked for input on the proposed member gifts. After a brief discussion the Racquet Grip Ring was the choice.  
<https://www.activelifepromo.com/ProductDetails/?productId=551940475&imageId=34146170&tab=Tile&referrerPage=ProductResults&refPgId=526148604&referrerModule=PRDREB>.

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#### **Old Business**

- Terri confirmed that the Everal Barn is reserved for the September 29th Awards Ceremony.

#### **New Business**

- Bill Curry asked that Board members keep Rich Simpson in their thoughts as he is dealing with serious health issues.

The meeting was adjourned at 7:52 pm by Geoff Bibo.

**GCTA Funds Flow**

	<b>2019</b>	<b>2020</b>	<b>2021</b>	actual Opening Balance and <b>2021</b>	actual Opening Balance and <b>2022</b>
	<u><b>Actual</b></u>	<u><b>Actual</b></u>	<u><b>Actual</b></u>	<u><b>Budget</b></u>	<u><b>Budget</b></u>
checking acct	\$8,581	\$7,346	\$14,982		
money market	<u>\$45,333</u>	<u>\$53,418</u>	<u>\$68,450</u>		
<b>Opening Balance Total</b>	<b>\$53,914</b>	<b>\$60,764</b>	<b>\$83,432</b>	<b>\$83,432</b>	<b>\$96,358</b>
<b>Total Sources of Funds</b>	<b>\$99,422</b>	<b>\$70,422</b>	<b>\$83,751</b>	<b>\$84,500</b>	<b>\$92,640</b>
Membership dues					
Womens	\$44,655	\$32,775	\$44,340	\$45,000	\$44,400
Mens	\$18,720	\$16,275	\$20,596	\$19,000	\$20,500
Grants/Contributions - in					
OVTA distribution	\$10,518	\$10,837	\$10,980	\$9,100	\$10,980
OVTA Media Specialist	\$1,500	\$1,500	\$1,500	\$0	\$1,500
OVTA - YTT	\$2,814	\$1,850	\$0	\$0	\$3,850
Midwest - YTT	\$4,560	\$250	\$1,560	\$0	\$1,600
Midwest - JrTT	\$4,130	\$0	\$0	\$0	\$0
Other	\$1,421	\$0	\$0	\$0	\$0
Entry fees					
Girls 16's Districts	\$2,488	\$0	\$0	\$2,500	\$0
USTA Adult leagues	\$1,626	\$2,318	\$2,098	\$2,800	\$2,000
USTA Junior Team Tennis	\$1,520	\$2,160	\$2,670	\$6,000	\$2,800
CCCC	\$3,799	\$0	\$0	\$0	\$5,000
Other	\$1,621	\$0	\$0	\$0	\$0
Bank interest	\$50	\$32	\$7	\$100	\$10
Other sources *	\$0	\$2,425	\$0	\$0	\$0

# GCTA Web Site Usage

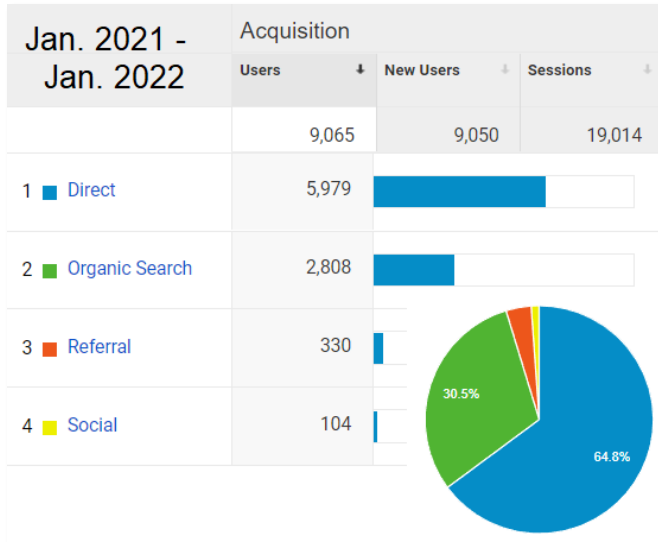
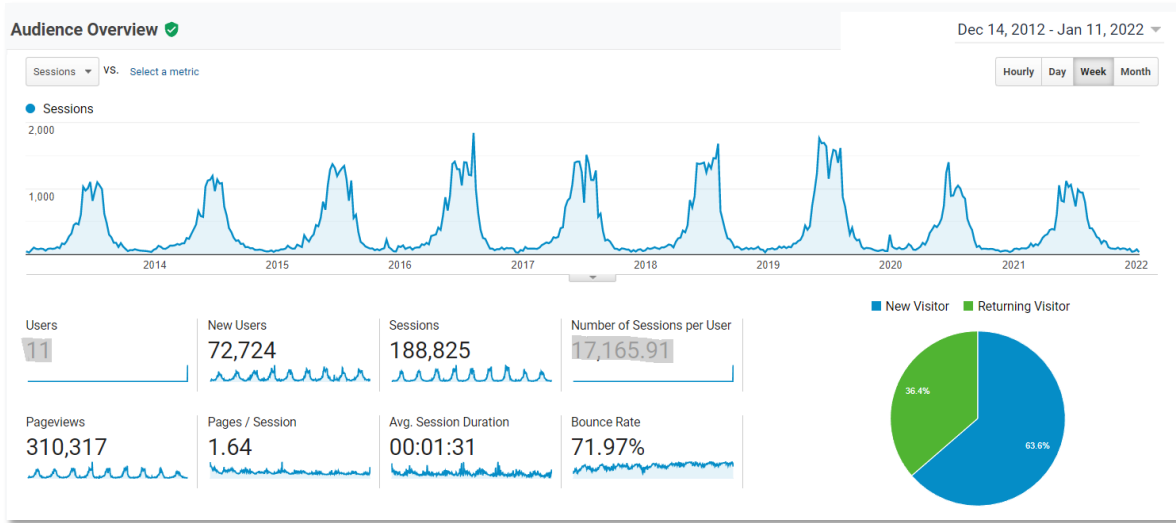
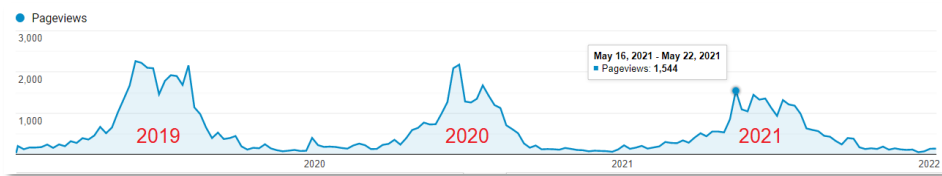
January 13, 2022

Web site usage was down substantially this past year. It is unclear why, but the introduction of a Google Business Profile is

thought to be the reason. It may have acted as a “speedbump” that diverted traffic to Google or just stopped it altogether. The Profile was removed in early October 2021. It is difficult to determine the effect of the removal until traffic returns to the site in late April. The Profile was introduced in the mid-April 2021 timeframe.

The top page of the web site was recently updated to include the 2021 high school results and the awards banquet.

Spam feedback messages were starting to become a problem so the spam block question was changed.



**Jan. 2021 - Jan. 2022**

Page	Pageviews
/gcta.php	21,739
/gc_links.php	891
/gc_awards.php	670
/gc_about.php	619
/gc_board.php	528
/gc_photos.php	383
/gc_contact.php	323

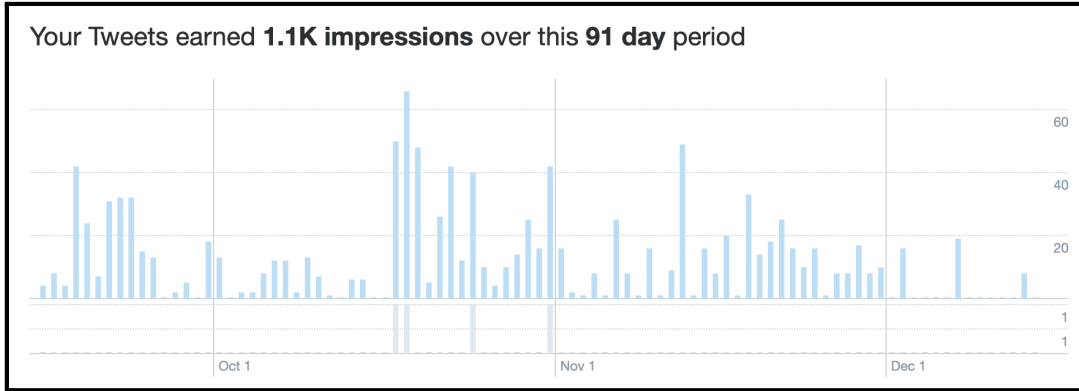
**GCTA Social Media Report**

Sep. 15th, 2021 - January 11th, 2022

John Roberts  
(614) 397 2981

The Google My Business profile has been removed and taken off of Google for this quarter.

**Twitter:**



While our impressions and engagement did drop compared to last quarter, they still remain comparable to months and quarters in the past. One highlight from this quarter is the consistency with which people are seeing our tweets and retweets. Last quarter, we saw a large spike in October whereas this quarter we have fewer peaks and valleys on the chart.

**Instagram:**

Instagram received extra attention this past quarter as I posted much more content than normal. I posted the women's championship team photos which went over great! While it shouldn't come as too much of a surprise, content about teams and the people on them have historically performed the best and that continues with these posts. As we get into tennis season in late Q3, I hope we can continue to post content like this. This type of content is easily sharable by the members of the teams and the clubs themselves. This in turn grows the brand and potentially can attract more members.

Post	Post status	Date	Likes	Comments
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	12/03/2021 1:20 PM	12	1
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	11/27/2021 1:35 PM	2	0
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	11/22/2021 6:10 PM	8	2
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	11/19/2021 1:20 PM	9	0
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	11/18/2021 12:50 PM	8	0
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	11/15/2021 11:05 AM	14	0
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	11/13/2021 1:35 PM	10	0
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	11/11/2021 12:50 PM	12	0
As the weather gets cooler and the 2021 tennis season comes to a close we wanted to re... Greater Columbus Tennis Assoc.	Published	11/08/2021 11:06 AM	16	0

