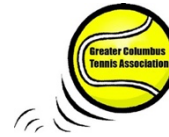


**GCTA Quarterly Zoom Meeting  
April 19, 2022**

**Convened @ 7:01pm by Geoff Bibo**



**2022 GCTA Board Meetings**

**Tuesdays**

**July 19**

**September 20**

**CCCC Tournament**

**Brookside Country Club**

**August 12-14**

**Awards Ceremony**

**September 29, 2022**

**Board Members Attending:**

Mark Anderson	Char Barnes	Geoff Bibo	Lori Brown	Kyle Burkholder
Lenny Comeras	Bill Curry	Phil Diaz	Lois Dosky	Fred Duy
Heath Elliott	Laurel Elmore	Cindy Ferrara	Terry Finneran	Scott Gerber
Jim Hendrix	Paul Kobelt	Jane McMeekin	Mike O'Callaghan	Aaron Ockerman
Marti Pfeifer	Gerl Schlegel	Brittany Smolewski	Brenda Toney	Les Varnado

**Guest:**

John Roberts

**January Meeting Minutes Approval – Geoff Bibo**

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

**Treasurer's Report – Fred Duy**

- Fred reported that the expenses we had in the first quarter were from the Winter Parties.
- We have filed our taxes and have received our first distribution from OVTA.
- Currently we have over \$101,000 in the bank.
- Also, there was discussion/questioning by Terry Finneran in regards to the budget but decided that they take it off line since it appeared that it was an understanding issue by Terry in regards to the format.
- **The full Treasurer's report is attached to the end of these minutes.**

**Grant Committee – Jane McMeekin**

- The committee has only received one request in the first quarter, and has approved this request for the Champions Summer Clinic in the amount of \$3,000. We are awaiting the SafePlay and Background check approvals for the individuals working as volunteers for that clinic.
- One possible explanation for the reduction in applications is the switch to our online application. She encouraged Board members to go to the site ([https://ustamidwest.formstack.com/forms/gcta\\_grant\\_application](https://ustamidwest.formstack.com/forms/gcta_grant_application)) to see the application.
- Jane will be asking Scott and John to repost information about grants on our social media sites and GCTA.net.
- Scott suggested providing a completed application as a sample.
- Jane pointed out that our grants are not designed for individuals or specific teams, but rather for community efforts that would benefit a broad group.
- The committee is expecting applications from Buddy Up and Wolfe Park.

**Columbus Recreation and Parks – Char Barnes**

Char reported that they are struggling to find staff to work the Yout summer camps and lessons. Staff must be 18 or over. At this time she has one tennis instructor under contract. This coach will be able to cover two of the camps (Whetstone, June 6-10 & Wolfe Park, July 11-15). Any help that Board members can give to identify potential hires would be appreciated since there is a high interest in the camps. Char will provide us with a job description and a link to information about the tennis program.

Jake Diefenthaler is continuing to schedule courts for GCTA use. Contact him as soon as possible if you are going to need courts from CR & P.

Adult programming is starting soon. Bucky Walters and Chris Althouse will be teaching lessons. The Adult Doubles Leagues will begin next month on Tuesdays, Wednesdays, and Thursdays. CR & P added a third week day for the doubles league due to the high interest following last year. Details can be found on the CR & P tennis page.

<https://www.columbus.gov/recreationandparks/programs/Tennis/>

**Women's League – Lori Brown**

- Lori expressed gratitude to the efforts of Transition Team in dealing with the loss of our Executive Director.
- Lori reported that the 4,000 Member preseason gifts (grip wraps) have been delivered and look great. Men's & Women's chair will be contacting Club Representatives to facilitate distribution.
- The Women's Board is in the midst of reviewing preliminary rosters.
  - Currently the Women have 189 teams. Northam Park has 17, Scioto & Swim & Racquet have 14 each. The largest levels are 3.0 Career (36) and 3.5 Career (32). The 2.5 Daytime level has 15 teams, a record high number.
  - Happy to report the return of teams from Jewish Community Center, Wolfe Park, Upper Arlington High School, and New Albany High School.
  - Thanks to Char Barnes and Jake Diefenthaler for help with reserving the city's courts.
  - Scheduling begins the week of May 2. Matches begin week of May 23.
- An updated Team Captain handout has been posted to the Forms/Downloadable Forms on Tenniscores. Also posted in Downloadable Forms are the 2022 Rules. Few changes in the rules from 2021, just a bit of tinkering and refining.

- The Winter Parties were very successful. Thanks to the organizers, Tina Gray, Julie Wiltberger Burton, and Julie Caton for their efforts. Each of the parties were full with wait lists.

### Men's League – Bill Curry

- Bill also expressed gratitude to the efforts of Transition Team in dealing with the loss of our Executive Director.
- Men's League is also in the process of collecting preliminary rosters. Currently they are showing an increase of 9 (12%) teams for 2022, interestingly at the lower skill levels of play.
- After making a couple of changes in the 45+ Level, several teams decided to move to Gold. So there was no loss in the # of teams. We are also seeing some growth in the upper levels which is good to see.
- The Men's Board is entering ratings for every player this year.
- Key dates:
  - Captains meetings May 18, 10:00 am and 7:00pm
  - Matches begin May 21
  - Regular season ends (roughly) week of August 11
  - Playoffs begin August 15
  - Champ of Champs – Labor Day Weekend
    - Captains choose 2 players to represent their team (skill levels only)

### USTA Adult Leagues – Susan Storrer/ Cindy Ferrara reporting

- The Adult Leagues are starting. The deadline to register is May 7<sup>th</sup>, the Captains' zoom meeting will May 11<sup>th</sup> at 7pm.
- Summer USTA leagues are as follows:
 

Columbus 2022 SUMMER USTA ADULT LEAGUE TENNIS			
COMBO 18 & Over	Women or Men	5.5, 6.5, 7.5, 8.5, 9.5	
MIXED 18 & Over or 40 & Over		6.0, 7.0, 8.0, 9.0	
SINGLES FLEX	Women or Men	3.0, 3.5, 4.0, 4.5	
ADULT 65 & Over	Women	7.0, 8.0	
MIXED 18 & Over		7.5 level only	
NIGHT OF PLAY - All matches will begin at 6:30 PM			
Tuesday nights	COMBO Men		
Wednesday nights	MIXED 18 & Over and 40 & Over	(6.0, 7.0, 8.0)	
	COMBO Women	5.5 and 6.5	
Thursday nights	COMBO Women	7.5 and 8.5	
Friday nights	MIXED 18 & Over	9.0	
TBD	ADULT 65 & Over Women		
- The Singles Flex registration is open now and closes April 29<sup>th</sup>. This is a city wide singles tennis ladder where you choose the time and place you want to play. It's the perfect option for busy professionals to find players for the weekend, tennis fanatics looking to tune-up their singles game, newcomers to Columbus who don't know any players yet, student players getting back into match play, or beginning players (3.0) wanting to play matches for the first time.
- **Contact Susan Storrer for any additional information [susanstorrer@gmail.com](mailto:susanstorrer@gmail.com)**

### Junior Team Tennis – Brittany Smolewski

- JTT league will run like last year with the local league being separate from the district tournament.
  - Teams no longer have to play the local league, teams can register themselves for the tournament. This policy resulted in a loss of teams participating.
  - We will be adding two more singles to the match line up for JTT, so matches are back how they were pre-Covid with 4 singles and 2 double
  - May 2 Coaches' Zoom meeting
  - May 24<sup>th</sup> team commitments are due
  - June 3<sup>rd</sup> is first match, will run for six consecutive Fridays
- Over the last two years between Covid and the change to the district tournament we have lost a handful of programs, hoping to get some of them back this year

### Website – Scott Gerber

- Scott reported that we are still not sure what is causing the drop in our numbers. It could be a result of the Google Business Profile and other conditions. The business profile was taken down in October. Regardless, 2021 has the lowest numbers we have ever had.
- Recent postings include the tribute to Terri Jones and information for the Executive Director's position. Scott also shared information on the Executive Director's position on his Ohio Tennis Zone site and Ohio tennis coaches.
- Photos from the Winter Parties will be posted soon.
- Geoff thanked Scott for help in getting the word out about the Ohio State Men's tennis matches.
- **The full GCTA website report is attached to the end of these minutes.**

## Social Media Update – John Roberts

- John reports that our social media presence has improved dramatically since last quarter. John reinforced Geoff's comments about Ohio State tennis observing that the tweet concerning the OSU-Wake Forest match received as many views online as we received in the entire 4<sup>th</sup> quarter of last year.
- There has been a sharp decline in FaceBook and Instagram engagement views. The best performing post concerned the Winter Parties.
- John indicated that he would welcome more pictures to post throughout the summer.
- The **full GCTA Social Media report is attached to the end of these minutes.**

## Executive Directors' Report – Cindy Ferrara

- Geoff commended Cindy for stepping up as our Interim Executive Director and doing a fantastic job. Geoff also thanked the Transition team for their efforts in this challenging time.
- Cindy thanked everyone for their help in the transition.
- Conflict of Interest forms are required to be signed each year by Board members. Cindy, Bill and Fred are working on distributing and collecting an online form from the members. Cindy advised that this form with instructions should be coming to you soon.
- GCTA is forming a committee on how best to honor Terri. If you are interested in working with us on this committee, please let Jane [jane.mcmeekin@gmail.com](mailto:jane.mcmeekin@gmail.com).
- The Midwest Tennis and Education Foundation supports tennis programs, scholarships, funding for high level players, funding for wheelchair tennis, adaptive tennis and disabled veterans. Each year the Foundation holds a Gala and produces a program. For many years GCTA has sponsored an ad as a means of supporting the foundation. Les also mentioned honoring an individual, group or organizations with "bricks" – both at the Midwest and the USTA. Jane mentioned that this year's honoree is Buddy Up Tennis National. Jane will be discussing the Gala ad(s) with the Midwest representative in May.

## Old Business - None

## New Business –

- Geoff mentioned that the Columbus Clay Court Championship tournament is scheduled for August 12-14 at Brookside Country Club. We are awaiting more information from Rob Postma on this. He also referred to the dates of our upcoming meetings and the Awards Ceremony noted at the top of the minutes.
- Phil Diaz reported that after a 2 year hiatus, the PanCan Round Robin Tennis Tournament is returning. This tournament benefits Pancreatic cancer research. This year's honoree will be Terri Jones. The event is Saturday, July 16<sup>th</sup>. <http://diaztennis.org/>
- Aaron Ockerman [aaron@ockermanconsulting.com](mailto:aaron@ockermanconsulting.com) is the contact person for persons interested in the Executive Director's position. If you know of any potential candidates, contact Aaron.

The meeting was adjourned at 8:03 pm by Geoff Bibo.

## GCTA Funds Flow

	2021 Actual	YTD March 2022 Actual	actual Opening Balance and 2022 Budget
checking acct	\$14,982	\$7,901	\$7,901
money market	<u>\$68,450</u>	<u>\$88,457</u>	<u>\$88,457</u>
<b>Opening Balance Total</b>	\$83,432	\$96,358	\$96,358
<b>Total Sources of Funds</b>	<b>\$83,751</b>	<b>\$12,300</b>	<b>\$92,640</b>
Membership dues			
Womens	\$44,340	\$0	\$44,400
Mens	\$20,596	\$0	\$20,500
Grants/Contributions - in			
OVTA distribution	\$10,980	\$11,841	\$10,980
OVTA Media Specialist	\$1,500	\$0	\$1,500
OVTA - YTT	\$0	\$0	\$3,850
Midwest - YTT	\$1,560	\$0	\$1,600
Midwest - JrTT	\$0	\$0	\$0
Other	\$0	\$0	\$0
Entry fees			
Girls 16's Districts	\$0	\$0	\$0
USTA Adult leagues	\$2,098	\$0	\$2,000
USTA Junior Team Tennis	\$2,670	\$0	\$2,800
CCCC	\$0	\$0	\$5,000
Other	\$0	\$0	\$0
Bank interest	\$7	\$2	\$10
Other sources*	\$0	\$457	\$0

## GCTA Funds Flow

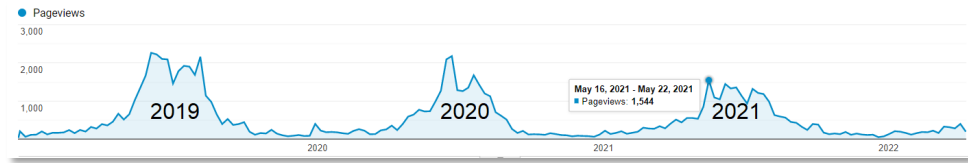
	<b>2021</b>	<b>YTD March</b>	actual Opening Balance and
	<b>Actual</b>	<b>2022</b>	<b>2022</b>
	<b>Actual</b>	<b>Actual</b>	<b>Budget</b>
GCTA League Expenses			
Tenniscodes service	\$3,915	\$0	\$3,915
Scheduling	\$1,150	\$0	\$1,650
Chairperson Stipends	\$4,000	\$0	\$6,000
Member Gifts	\$0	\$0	\$6,000
Member parties	\$0	\$1,127	\$5,000
Awards Ceremony	\$4,792	\$0	\$5,000
League Winner Awards	\$6,778	\$0	\$7,500
Other GCTA league expenses	\$2,642	\$48	\$1,500
USTA Adult League Expenses			
Adult Districts	\$1,700	\$0	\$1,200
Adult Coordinator	\$2,000	\$0	\$2,000
Other USTA Adult league expen	\$0	\$0	\$0
USTA Junior Team Tennis			
JrTT District Tournament	\$0	\$0	\$0
JrTT Coordinator	\$2,000	\$0	\$2,000
JrTT Other Expenses	\$0	\$0	\$250
Tournaments			
USTA National Tournament	\$0	\$0	\$1,500
Girls 16's District Tournament	\$0	\$0	\$0
Ohio Valley Cup	\$0	\$0	\$1,500
CCCC	\$0	\$0	\$5,000
Other Tournaments	\$0	\$0	\$0
Youth Team Tennis	\$0	\$0	\$3,850
Administration			
Exec. Director Stipend	\$15,000	\$5,000	\$15,000
Website Administration	\$1,050	\$0	\$1,050
Social Media Admin	\$1,500	\$125	\$1,500
Insurance	\$1,035	\$553	\$1,100
Tax Returns	\$50	\$202	\$500
Other Administration	\$1,403	\$66	\$350
Other Uses*	\$3,150	\$0	\$0
<b>Total Net Funds Flow</b>	<b>\$12,927</b>	<b>\$5,179</b>	<b>(\$3,500)</b>
<b>Closing Balance Total</b>	<b>\$96,358</b>	<b>\$101,537</b>	<b>\$92,858</b>
checking acct	\$7,901	\$18,078	
money market	\$88,457	\$83,459	

\*outstanding credit card balance and prior year checks

# GCTA Web Site Usage

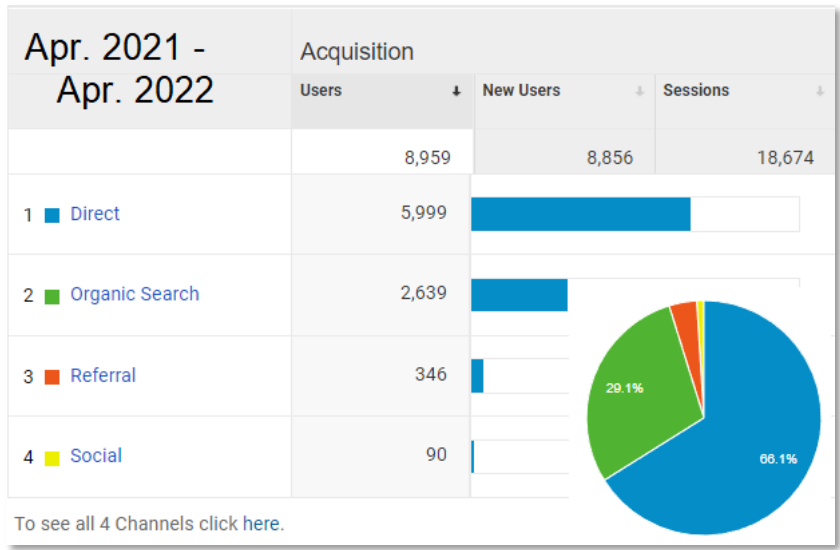
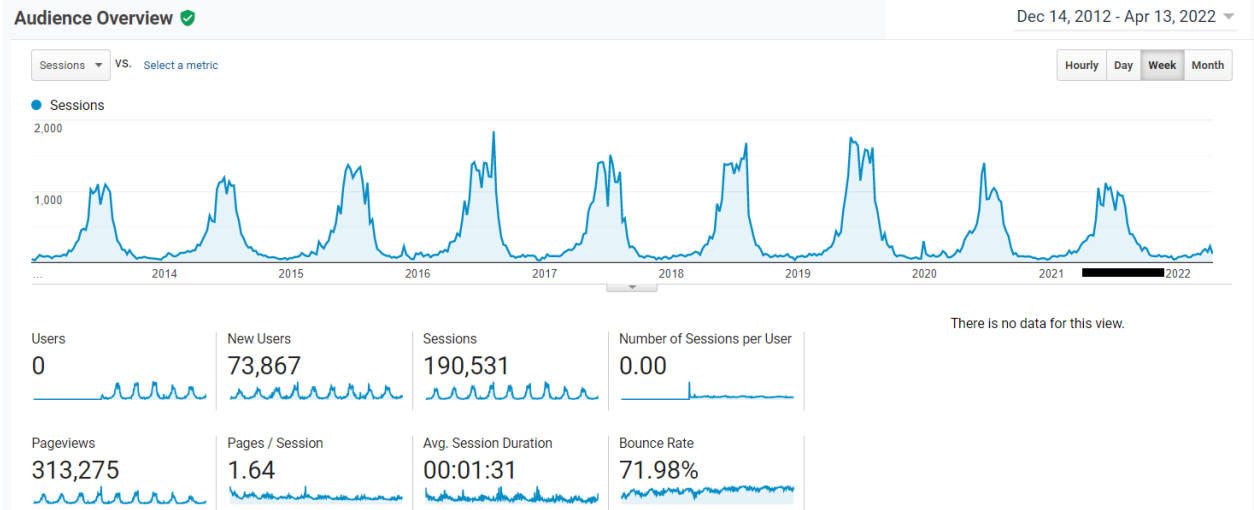
April 14, 2022

Hopefully the web site usage returns to the 2019 levels this year. COVID-19 affected 2020 and it is believed that the Google Business Profile negatively affected 2021. We will have a better understanding by our next meeting. Pageview peaks in previous years were: June 2-8, 2019 – 2,264; June 21-27, 2020 – 2,178; and May 16-22, 2021 – 1,544.



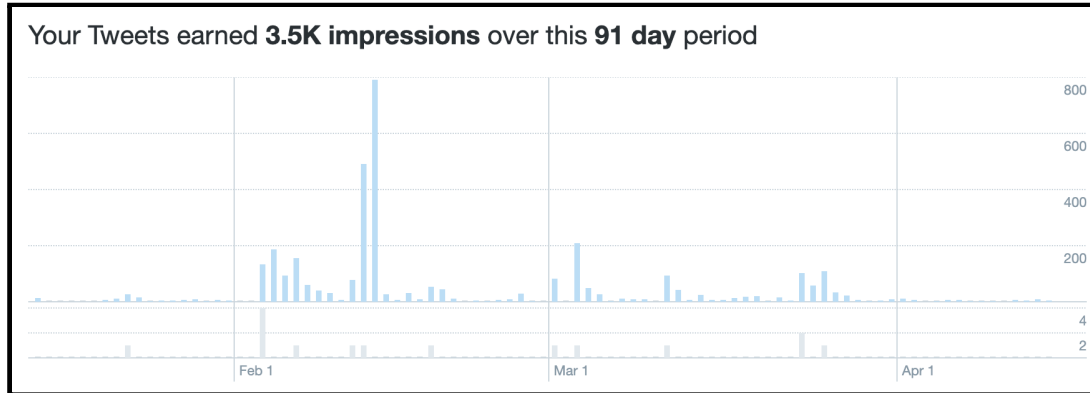
Recent postings were made as a tribute to Terri Jones and to fill the Executive Director position. Terri was also recognized on OhioTennisZone.com and the open position was also noted. The open position was also mentioned in an email to OhioTennisZone coaches.

Photos of the Mixed Winter Party taken on March 5 will be posted on the web site soon.



Apr. 2021 - Apr. 2022	Page Title	Pageviews
1.	GCTA.net	21,854
2.	GCTA - Photos	917
3.	GCTA - Links	841
4.	GCTA - Awards	756
5.	GCTA - About	572
6.	GCTA - Board	508
7.	GCTA - Contact	286

**Twitter:**



Our impressions (views) of our tweets tripled compared to last quarter, which is great! A lot of this traction is coming from the volume of tweets we are retweeting and tweeting out. As OSU men's and women's seasons have kicked off, we have been very active in sharing their content. Our tweet about OSU playing Wake received as many views as all of our tweets combined last quarter.

**Instagram:**

Similar to Twitter, our Instagram has been more active due to OSU matches, as well as other misc posts. Going into the summer, the OSU matches will be nice to continue to post but, highlighting team play will be preferred.

Published	Post	Type	Targeting	Reach	Engagement
04/14/2022 8:45 PM	The No. 2 ranked Ohio State men's tennis team comes home with a 20-	📄	🌐	11	0 0
04/01/2022 7:56 AM	OSU Women's Tennis TODAY (4:00 PM) and SUNDAY The No. 8 Ohio	📄	🌐	140	8 7
03/26/2022 4:40 PM	TOMORROW! The No. 3 Ohio State men's tennis team returns home to	📄	🌐	113	1 1
03/24/2022 9:18 AM	TOMORROW! The No. 3 Ohio State men's tennis team returns home to	📄	🌐	129	1 1
03/11/2022 4:13 PM	The No. 4 Ohio State women's tennis team hosts Xavier at 3 p.m.	📄	🌐	161	9 5
03/03/2022 10:34 PM	GCTA having some fun at the February 2022 Winter Party! Learn	📄	🌐	211	82 9
02/24/2022 3:10 PM	OHIO STATE Men's & Women's TENNIS this weekend! Great home	📄	🌐	116	3 1
02/12/2022 5:48 PM	#1 @ohiostatemen has defeated THREE top 10 opponents in the last	📄	🌐	112	5 1
02/11/2022 8:00 AM	Coming off a tremendous weekend that saw a sweep of No. 1	📄	🌐	149	2 4
02/06/2022 12:51 PM	Kingsley and Tracy clinch the doubles point with a 6-3 win!	📄	🌐	101	0 2
02/03/2022 11:21 AM	There are TWO great college matches this weekend. No charge	📄	🌐	160	2 5
01/22/2022 3:16 PM	Tennis Ohio Championships - ATP Challenger Tour 80 Press Release	🗨️	🌐	237	8 9