

**GCTA Annual Meeting  
September 20, 2022**

**Convened by Aaron Ockerman @ 7:05 pm**

**Board Members Attending:**

Mark Anderson	Char Barnes	Lori Brown	Lenny Comeras	Bill Curry	Lois Dosky
Fred Duy	Laurel Elmore	Cindy Ferrara	Terry Finneran	Scott Gerber	Beth Gibson
Jim Hendrix	Jane McMeekin	Mike O'Callaghan	Aaron Ockerman	Mary Pfeifer	Brenda Toney

**Guest:**

John Roberts

**Welcome to new Executive Director by Aaron Ockerman.**

- Introduction of Linda Guyton as our new Executive Director. Aaron also thanked Cindy Ferrara for her extraordinary service as our Interim E.D.
- Linda expressed that she knows she is stepping into very large shoes and is thankful for the help and encouragement from the Executive Board. Also commented that she has received many welcoming calls and emails from Board members.

**Nominations Committee – Aaron Ockerman**

- Aaron expressed thanks for the service of our retiring Board Members – Ed Amos, Sharon Rusk, and Geri Schlegel. Aaron also mentioned that Jane is retiring as Secretary very soon, and the Executive Board is actively searching for a replacement.
- Aaron Ockerman presented the nominations for the 2022-2023 Greater Columbus Tennis Association Board. A motion was made by Jane McMeekin and seconded by Brenda Toney to accept the nominations committee slate of officers. The motion carried.

**2021-2022 Greater Columbus Tennis Association Board**

**Executive Committee**

Geoff Bibb	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	Linda Guyton
Social Media Specialist	John Roberts

<p><b>2023 GCTA Board Meetings</b></p> <p><b>Tuesdays</b></p> <p>January 17<sup>th</sup></p> <p>April 18<sup>th</sup></p> <p>July 18<sup>th</sup></p> <p>September 19<sup>th</sup></p> <p><b>Awards Ceremony</b></p> <p><b>September 28, 2023</b></p>
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**GCTA Board of Trustee Members**

Kyle Burkholder	2023	Mark Anderson	2024	Brad Baker	2025
Lenny Comeras	2023	Scott Gerber	2024	Geoff Bibb	2025
Bill Curry	2023	Beth Gibson	2024	Lori Brown	2025
Lois Dosky	2023	Phil Diaz	2024	Kevin Choo	2025
Heath Elliott	2023	Laurel Elmore	2024	Fred Duy	2025
Cindy Ferrara	2023	Paul Kobelt	2024	Jim Hendrix	2025
Terry Finneran	2023	Marty Pfeifer	2024	Mike O'Callaghan	2025
Jane McMeekin	2023	Will Thieman	2024	Erin Ortman	2025
Aaron Ockerman	2023			Brenda Toney	2025
Rob Postma	2023				
Brittany Smolewski	2023				
Les Varnado	2023				

### **Treasurer's Annual Report – Fred Duy**

- Fred thanked the Budget Committee for their work on the 2023 Budget proposal, listing Phil Diaz, Cindy Ferrara, Terry Finneran, Jim Hendrix, Jane McMeekin, Mike O'Callaghan, and Erin Ortman.
- Fred highlighted a couple of changes.
  - Member gifts have been eliminated as a line item. The committee decided that the \$9,000 would be better spent on grants, for example, we anticipate increasing the Columbus Recreation and Parks grant to \$15,000. Insurance expenses have increased. The idea of adding to the budget to cover another Winter Party.
  - We are expecting increased income next year from our Men's and Women's summer league dues, JTT fees, and our Adult League fess.
  - This budget, if approved, should leave us with approximately \$90,000 in the bank.
- Motion to accept the proposed Annual 2023 Budget was made by Mike O'Callaghan and seconded by Lois Dosky. The motion carried.
- A copy of the proposed 2023 budge is attached to the minutes.

### **Bylaws Committee – Proposed Constitutional Changes - Aaron Ockerman**

- Aaron thanked the Bylaws Committee for their help on this project – Lenny Comeras, Bill Curry, Mike O'Callaghan, and Les Vernado.
- Aaron thanked Jim Hendrix for pointing out that the listing of the counties proposed in an early version which listed the counties we service was inaccurate, and that using simply Central Ohio would be more accurate.
- Proposed changes to modernize and update our current Constitution:
  - Updating the requirement of ample notice of upcoming meetings,
  - Provided a process for removing a Board member for cause,
  - Removed a reference to an annual audit,
  - Added the ability to hold meetings via Zoom
  - Inserted a provision that gave the GCTA Board oversight ability on any rule changes made by either the Men's and Women's Boards that might affect the organization as a whole.
- Motion to accept the proposed Constitutional changes was made by Jim Hendrix and seconded by Lenny Comeras. The motion carried.
- A copy of the Constitution with approved changes is attached to the email.

### **Adjournment of 2022 Annual Meeting**

- Motion to adjourn made by Bill Curry, seconded by Lori Brown. The motion carried.

### **GCTA Quarterly September Meeting**

**Convened by Aaron Ockerman @ 7:38 pm**

### **Approval of the July meeting minutes - Aaron Ockerman**

- Motion to approve the minutes was made by Scott Gerber and seconded by Lenny Comeras. The motion carried.

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

- We have received reports from our summer grant program. With reports from both the A & L Summer Program led by Nancy Hill-McClary, and the Wolfe Park Tennis Association, we get a very clear idea of how our funds were used. If you wish to see the full reports from these two organizations, please contact Jane ([jmcmeeekin@icloud.com](mailto:jmcmeeekin@icloud.com)) to get copies.
- A new grant was approved for the Clover Lindsay Sports Foundation: Central Ohio Wheelchair Tennis Clinic - Fall/Winter 2022. The goal of this organization is to continue to introduce wheelchair tennis to athletes of all ages regardless of their disability, age, gender, race or ability to pay for equipment. The \$2500 grant for this program was approved.
- Jane mentioned that we have tweaked the online Grant Application form and feel like this will facilitate the process.
- Jane thanked the Board for their help in soliciting grants.

### **Treasurer's Report – Fred Duy**

- We have received all of the funds that we will be getting and currently have about \$135,000 in the bank. Once we pay our outstanding bills, we should end the year with approximately \$90,000.
- The complete quarterly Treasurer's report is attached to the end of these minutes.

### **Women's League Report: Lori Brown**

- Welcome to Linda from the Women's Board and looks forward to working with her. Lori also mentioned that she wanted to thank Cindy Ferrara for her work as the Women's Membership Chair while sharing duties as Interim Executive Director.
- Lori reported that thanks to the Women's Level Chairs, we had a nearly flawless season which would not have happened without the work of the Level Chairs.
- The 12 divisions of the Women's regular season finished August 1<sup>st</sup>, and the Championship matches were played the week of August 9<sup>th</sup>. There were several divisions that were extremely close with one division coming down to sets lost to determine the Champion.
- The individual awards for the division Champions have been ordered and will be given out at the ceremony on September 29<sup>th</sup>.
- There were some issues with Tenniscores reporting the standings, but Bill and Lori were able to work with the Tenniscores staff to correct the problem.
- Winter Parties Update: Joy Ruhe and Paul Froeschle are returning to central Ohio and have agreed to take over the scheduling of the tennis matches at the parties. The Women's Board's four Social Chairs will handle the rest of the party organization.
- The fall Women's Board meeting was held on September 13<sup>th</sup> and addressed several rule modifications, but not as many as previous years.

### **Men's League Report: Bill Curry**

- Bill reiterated all the "Thank You's" mentioned by Lori. He went to express his appreciation for the partnership he shares with Lori regarding the management of their respective leagues.
- Additional Thank You to his Level Chairs for efficient administration of the league. Rain presented one of the biggest challenges faced by the league.
- The Men's League had a good mix of clubs with Northam Park winning three of the four Age Levels. The winners in the Skill Levels represented five different clubs.
- Champ of Champs Report: Three clubs participated in the competition and these winners received their awards at their respective tournaments.
- The fall Men's Board meeting will be October 3<sup>rd</sup>. If there are any major rule changes, we will bring them back to the Rules Committee, but nothing major is expected. Bill would like to see a little more consistency with the Women on the rules and will be contacting Lori on this subject.

### **Columbus Recreation & Parks Report: Char Barnes**

- The CR & P indoor season is underway. Char has submitted a proposal for addition grant monies to expand the youth tennis lessons into the fall.
- This is the last week of adult lessons and leagues which will wrap up our tennis program for the year.
- The department is planning an "All Sports Camp" program that will include tennis. Char will send invitations to the Board to come and see the program next summer. Beth Gibson endorsed the idea based on her experiences with her Buddy Up program.

### **GCTA.net Website Report: Scott Gerber**

- The website data has not rebounded from the 2020 numbers for a variety of reasons. The website is a good resource for photos of league play, awards, Board and grant information. Scott pointed out that the important thing is the number of players that we have and the programs that we reach, and these numbers are excellent.
- Google is making some changes on how number of hits are calculated. Scott will change into those changes for us. Most of our hits come from "direct" hits rather than referrals from other sites.
- Most visited page is our Home page, and then Photos. Our content tends toward historical, permanent record, as opposed to the quick hit nature of the Social Media sites. Lori mentioned that the Tenniscores Men's and Women's sites are the most visited because of the nature of the sites.

### **Social Media Report: John Roberts**

- Referring to the document sent earlier. We see a decline in our hits on Twitter and Instagram, perhaps because of the Ohio State content has lapsed over the summer.
- The USTA did tag us during the Junior Team Tennis tournament and help our number of hits.
- Best performing post by reach and engagement was the reminder to nominate individuals for an Annual Award.
- Instagram and Facebook have a more limited engagement.
- The full Social Media report is attached at the end of these minutes.

**Awards Ceremony: Linda Guyton**

- Thursday, September 29th – 6:00pm is our Annual Awards Ceremony. Please RSVP to Linda (lglefty@att.net ) to let her know that you will be attending.
- Linda thanked Cindy for all her help in getting the details for the ceremony in place.

**Executive Director Report: Linda Guyton**

- Linda reminded us that we need Conflict of Interest forms from all Board members. Reminders have been sent out a couple of times and need to be returned.
- Jane mentioned that Board members will be receiving a Board Handbook in a PDF. If you would like or need a hard copy, please let Jane ([jmcmeekin@icloud.com](mailto:jmcmeekin@icloud.com)) know.

**Old Business – None****New Business – None**

- Aaron encouraged Board members to come to the Awards Ceremony. It is a wonderful celebration of our GCTA season!

Motion to Adjourn was made by Lenny Comeras and seconded by Laurel Elmore.

**Meeting Adjourned at 8:08pm**

**GCTA**

**2023 Budget Proposal 9-3-22**

	<u>2021</u> <u>Actual</u>	<u>2022</u> <u>Estimated</u> <u>Actual</u>	<u>2022</u> <u>Budget</u>	<u>2023</u> <u>Proposed</u> <u>Budget</u>
<b>Opening Balance Total</b>	<b>\$83,432</b>	<b>\$96,358</b>	<b>\$96,358</b>	<b>\$87,727</b>
<b>Total Sources of Funds</b>	<b>\$83,751</b>	<b>\$90,595</b>	<b>\$92,640</b>	<b>\$92,400</b>
Membership dues				
Womens	\$44,340	\$48,840	\$44,400	\$48,800
Mens	\$20,685	\$22,545	\$20,500	\$22,500
Grants/Contributions - in				
OVTA distribution	\$10,980	\$11,841	\$10,980	\$11,000
OVTA Media Specialist	\$1,500	\$1,000	\$1,500	\$1,000
OVTA - YTT	\$0	\$0	\$3,850	\$0
Midwest - YTT	\$1,560	\$0	\$1,600	\$0
Midwest - JrTT	\$0	\$337	\$0	\$0
Other	\$0	\$50	\$0	\$0
Entry fees				
USTA Adult leagues	\$2,098	\$2,030	\$2,000	\$2,100
USTA Junior Team Tennis	\$2,670	\$3,327	\$2,800	\$3,000
CCCC	\$0	\$0	\$5,000	\$3,800
Bank interest and cc rebates	\$7	\$625	\$10	\$200
Other sources*	\$0	\$0	\$0	\$0
<b>Total Uses of Funds</b>	<b>\$70,825</b>	<b>\$99,226</b>	<b>\$96,140</b>	<b>\$88,600</b>
Grants/Contributions - out				
Col's Rec & Parks	\$11,600	\$11,600	\$11,600	\$15,000
Other Grants	\$7,060	\$13,772	\$8,675	\$10,000
Arnold Event	\$0	\$0	\$2,500	\$0
GCTA League Expenses				
Tenniscodes service	\$3,915	\$4,125	\$3,915	\$4,300
Scheduling	\$1,150	\$900	\$1,650	\$1,500
Chairperson Stipends	\$4,000	\$6,000	\$6,000	\$6,000
Member Gifts	\$0	\$9,000	\$6,000	\$0
Member parties	\$0	\$1,127	\$5,000	\$5,000
Awards Ceremony	\$4,792	\$5,000	\$5,000	\$5,000
League Winner Awards	\$6,778	\$8,000	\$7,500	\$10,000
Other GCTA league expenses	\$2,642	\$1,200	\$1,500	\$1,500
PayPal fees	\$89	\$250	\$0	\$300
USTA Adult League Expenses				
Adult Districts	\$1,700	\$1,200	\$1,200	\$1,200
Adult Coordinator	\$2,000	\$2,000	\$2,000	\$2,000
Other USTA Adult league expenses	\$0	\$0	\$0	\$0
USTA Junior Team Tennis				
JrTT Coordinator	\$2,000	\$2,000	\$2,000	\$2,000
JrTT Other Expenses	\$0	\$0	\$250	\$0
Tournaments				
USTA National Tournament	\$0	\$1,500	\$1,500	\$1,500
Ohio Valley Cup	\$0	\$0	\$1,500	\$0

CCCC	\$0	\$0	\$5,000	\$2,800
Other Tournaments	\$0	\$0	\$0	\$0
Youth Team Tennis	\$0	\$0	\$3,850	\$0
Administration				
Exec. Director Stipend	\$15,000	\$21,250	\$15,000	\$15,000
Website Administration	\$1,050	\$1,050	\$1,050	\$1,050
Social Media Admin	\$1,500	\$1,500	\$1,500	\$1,500
Insurance	\$1,035	\$1,050	\$1,100	\$1,200
Tax Returns	\$50	\$202	\$500	\$250
Other Administration	\$1,403	\$6,500	\$350	\$1,500
Other Uses *	\$3,150	\$0	\$0	\$0
<b>Total Net Funds Flow</b>	<b>\$12,927</b>	<b>(\$8,632)</b>	<b>(\$3,500)</b>	<b>\$3,800</b>
<b>Closing Balance Total</b>	<b>\$96,358</b>	<b>\$87,727</b>	<b>\$92,858</b>	<b>\$91,527</b>

\*outstanding credit card balance and prior year checks

**GCTA Funds Flow**

	<b>2021</b>	<b>YTD</b>	<b>2022</b>
	<b><u>Actual</u></b>	<b><u>8/2022</u></b>	<b><u>Budget</u></b>
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>	<b>\$83,432</b>	<b>\$96,358</b>	<b>\$96,358</b> **
<b>Total Sources of Funds</b>	<b>\$83,751</b>	<b>\$90,428</b>	<b>\$92,640</b>
Membership dues			
Womens	\$44,340	\$48,840	\$44,400
Mens	\$20,685	\$22,595	\$20,500
Grants/Contributions - in			
OVTA distribution	\$10,980	\$11,841	\$10,980
OVTA Media Specialist	\$1,500	\$1,000	\$1,500
OVTA - YTT	\$0	\$0	\$3,850
Midwest - YTT	\$1,560	\$0	\$1,600
Midwest - JrTT	\$0	\$0	\$0
Other	\$0	\$50	\$0
Entry fees			
Girls 16's Districts	\$0	\$0	\$0
USTA Adult leagues	\$2,098	\$2,030	\$2,000
USTA Junior Team Tennis	\$2,670	\$3,327	\$2,800
CCCC	\$0	\$0	\$5,000
Other	\$0	\$0	\$0
Bank interest and cc rebates	\$7	\$662	\$10
Other sources*	\$0	\$85	\$0
<b>Total Uses of Funds</b>	<b>\$70,825</b>	<b>\$51,356</b>	<b>\$96,140</b>
Grants/Contributions - out			
Col's Rec & Parks	\$11,600	\$0	\$11,600
Other Grants	\$7,060	\$11,272	\$8,675
Arnold Event	\$0	\$0	\$2,500
GCTA League Expenses			
Tenniscodes service	\$3,915	\$4,125	\$3,915
Scheduling	\$1,150	\$900	\$1,650
Chairperson Stipends	\$4,000	\$6,000	\$6,000
Member Gifts	\$0	\$9,000	\$6,000
Member parties	\$0	\$1,127	\$5,000
Awards Ceremony	\$4,792	\$1,000	\$5,000
League Winner Awards	\$6,778	\$0	\$7,500
Other GCTA league expenses	\$2,642	\$288	\$1,500
PayPal fees	\$89	\$251	\$0
USTA Adult League Expenses			
Adult Districts	\$1,700	\$0	\$1,200

Adult Coordinator	\$2,000	\$2,000	\$2,000
Other USTA Adult league expen	\$0	\$0	\$0
USTA Junior Team Tennis			
JrTT District Tournament	\$0	\$0	\$0
JrTT Coordinator	\$2,000	\$2,000	\$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	\$11,250	\$15,000
Website Administration	\$1,050	\$0	\$1,050
Social Media Admin	\$1,500	\$125	\$1,500
Insurance	\$1,035	\$810	\$1,100
Tax Returns	\$50	\$202	\$500
Other Administration	\$1,403	\$1,006	\$350
Other Uses *	\$3,150	\$0	\$0
<b>Total Net Funds Flow</b>	<b>\$12,927</b>	<b>\$39,073</b>	<b>(\$3,500)</b>
<b>Closing Balance Total</b>	<b><u>\$96,358</u></b>	<b><u>\$135,430</u></b>	<b>\$92,858</b>
checking acct	\$7,901	\$61,968	
money market	\$88,457	\$73,462	

\*outstanding credit card balance and prior year checks

\*\*actual on 1/1/2022

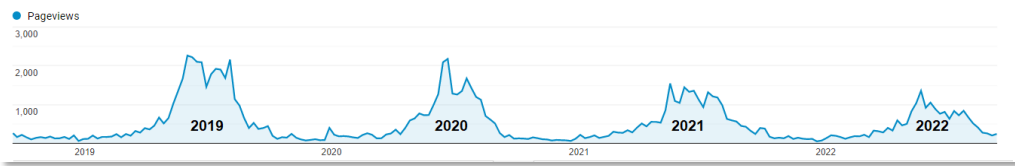


# GCTA Web Site Usage

September 18, 2022

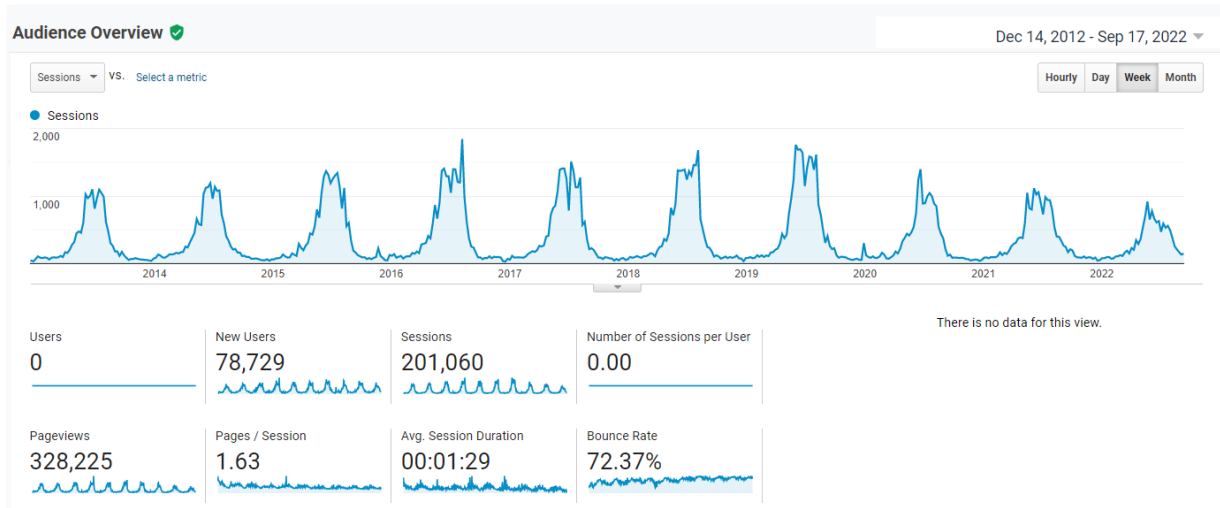
The GCTA.net website is getting close to one decade old in its current format. It would be nice to see the usage numbers moving in an upward direction, but we will see what happens next year. Maybe. Google is making changes in the way in which it handles

data. It is switching from its “Universal Analytics” to “Google Analytics 4”



system. No data is expected to be lost but it may be more difficult to view the historic and current information together. Learning more about this change will be a summer project. The change is expected to take place on July 1, 2023.

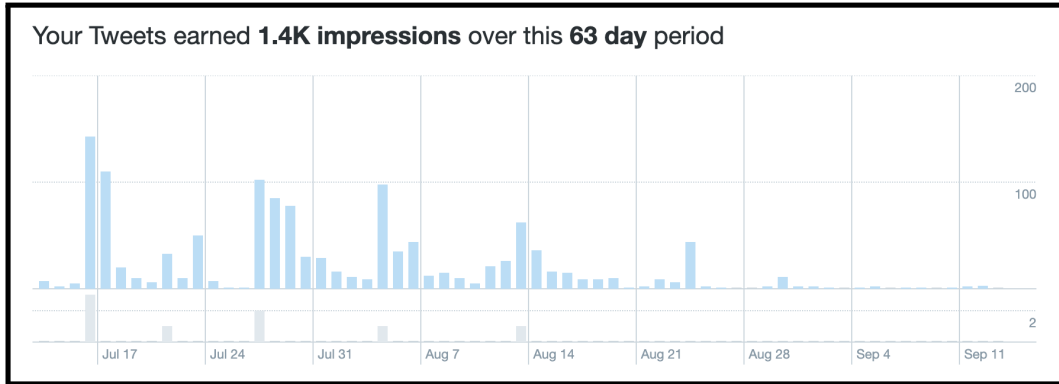
The greatest majority of users coming to GCTA.net are from Direct access (typing in the url or having the link saved) and via Organic Search (i.e. Google). The pages that are most commonly viewed are the “Home” page, Photos, and Awards.



Sep. 2021 - Sep. 2022		Acquisition		
		Users ↓	New Users ↓	Sessions ↓
		7,231	7,162	14,005
1	Direct	5,202		
2	Organic Search	1,757		
3	Referral	302		
4	Social	45		

Sep. 2021 - Sep. 2022		
Page Title	Pageviews	% Pageviews
1. GCTA.net	16,738	80.66%
2. GCTA - Photos	1,005	4.84%
3. GCTA - Awards	724	3.49%
4. GCTA - Board	667	3.21%
5. GCTA - About	649	3.13%
6. GCTA - Links	602	2.90%
7. GCTA - Contact	263	1.27%

**Twitter:**



This quarter we saw a decrease in impressions on Twitter largely due to the decrease in OSU tennis tweets as we were posting multiple times a week about matches for both teams. As we continue to finish out this quarter and go into Q4 I expect the impressions to remain the same or slightly decrease slightly. One highlight of this quarter is the USTA Midwest account putting out tweets tagging the GCTA in tweets related to the JTT tournament.

**Instagram/Facebook:**

Instagram and Facebook are still performing as expected and getting more limited reach per post than Twitter. I'm glad to see that the best-performing post this month was the GCTA Award reminder as it promotes our community involvement as well as helps generate people submitting awards nominations (hopefully).

Published	Post	Type	Targeting	Reach	Engagement
09/03/2022 7:56 PM	UA Tennis Foundation friend, Ohio State All-American, and ATP Touring Pro, JJ Wolf, has broken through to the			225	18 19
08/12/2022 12:11 AM	REMINDER - It is that time of year for nominations for the 2022 GCTA Annual Awards which are given out at			459	44 10
08/03/2022 10:56 PM	Save the date! Racquets for Ronald returns on August 25 - Come dressed to play at TCC's remodeled tennis			120	11 1
07/29/2022 7:14 AM	It is that time of year for nominations for the 2022 GCTA Annual Awards which are given out at our GCTA Annual			122	9 1
07/21/2022 7:13 AM	VOLUNTEERS NEEDED FOR KIDS DAY AT THE WESTERN & SOUTHERN OPEN We are looking for			130	6 1
07/18/2022 6:03 PM	The 16th Annual Mary Diaz & William Copeland Jr. Memorial Tennis Tournament conquered the rainy day			187	11 12
07/12/2022 12:11 AM	Join us to defeat Juvenile Diabetes Research Foundation (JDRF)! A local committee of #JDRF			188	26 4