



Greater Baton Rouge Community Tennis Association

Location: Bocage Racquet Club February 27, 2011 1:30 p.m.

Board Members Present: Kyle Ferachi, Debbie Gilbert, John Gilbert, Stewart Guerin, , Yvette Marshall, Kay Willson, Rusty Jabour, Gary Carville, Dawn Escott, Kristin Montalbano, Beau Brock

Non-Board Member attendees: Camille Siegel, Monica Olivier

The meeting was called to order at 1:34p.m.

January minutes were approved by Board.

Executive Report: Kyle Ferachi stated CDLM grant had changed. CDLM funds are no longer restricted. Kathrin Sieberth is head of the LTA committee. The LTA meeting which was mandatory for all community coordinators went well. See attached report by Dawn. Members of the Board who attended the CTDW Conference discussed the benefits of the sessions. Each attendee submitted a report which is attached.

Community Coordinator Report: Report attached.

Committee Reports

Stewart Guerin –Budget

Distributed financials. \$25,000 of league monies was transferred to CTA account. Camille explained why a certain balance of monies need to be kept in the league account.

Debbie Gilbert – Board/CTA Administration

Report submitted is attached.

John Gilbert – Adult League

John submitted report-see attached. Discussed the issue of women's division playing the same day for night and day leagues. Camille explained the history of how it became this way. It was suggested that a survey be done of all day and night women players regarding this issue. John stated he will get with Camille and Kristin on polling these players. Report submitted is attached.

Ben Fontenot – Community Cup

Ben reported that people are pre-registering to be eligible for Community Cup awards. First tournament is April 7th. He stated that CC tournament directors should be putting on their entry applications information regarding registering to participate in the CC competition. See attached submitted report.

Gary Carville-USTA Programming

No report given—no activity.

Steve Magnon-Grants

No report needed—working with Stewart on grants

Kristen Gibbs – Member Services/Community Cup Reporting

Report submitted is attached.

Rusty Jabour – Marketing/ Plan Champion

Rusty spoke about the importance of utilizing the GBRCTA logo. He distributed sample cards with emblems which could be customized for our CTA. Each card which has adhesive would run about 70-80 cents. He gave the CTA information about Cox Television production and advertising spots for the CTA and information about the Parents Magazine Summer Camp event at the YMCA. He submitted a report which is attached.

Dawn Escott – Junior Programming/JTT

Dawn reported that numbers are very low for Junior Team Tennis and face-to-face contact with tennis pros is the key to success of JTT. Several youth outreach events are taking place next month: March 19th—Tennis Day at LSU, March 26th—LSU Tennis Kids Day, and Parents Magazine Camp Day at the YMCA. Report submitted is attached.

Yvette Marshall-Grassroots

Report submitted is attached.

Kay Willson—USTA Tournaments

Kay reported that she is working the newly formed North Baton Rouge Tennis Assn. which is putting on the March 19th youth outreach event at LSU from 3-5pm. She is working with Rudy Macklin, Charles Ayles and Kenny Spearman to coordinate the event.

New Business:

Monica Olivier, Director of the BR Center of World Affairs, spoke about the possibility of a tennis tournament which would include Baton Rouge's Sister Cities representatives. She may ask CTA Board for financial assistance in the future.

Rusty presented the Cox Television as a marketing tool which could cost up to \$2200 and would approximately 60 thirty second spots. The Board passed a motion for Rusty to pursue the Cox Television advertising buy. The Board also approved a recommendation by Rusty for the CTA to have a booth at the Parent Magazine Event. Rusty has coordinated with the YMCA to have QS courts available for use. The CTA will have handouts and volunteers to assist with the booth. A motion passed to pay the \$400 booth fee.

Kay Willson requested approval by the Board to provide a stipend for each tennis pro who will be assisting on court for the Tennis Night event at LSU. The Board passed a motion to approve a \$50 payment per tennis professional. The distribution of the money will be administered and approved by Kay.

A request was presented from Ed Gaskell for GBRCTA to sponsor The Senior Invitational Tournament at Bocage. For \$500 the CTA will have a banner and their logo on the flyers at the tournament. Kay moved and Rusty seconded to become a sponsor for \$500. Motion passed.

Motion was passed to adjourn at 3:40pm.

