



Greater Baton Rouge Community Tennis Association

Location: Bocage Racquet Club March 13, 2011 1:00 p.m.

Board Members Present: Kyle Ferachi, Debbie Gilbert, John Gilbert, Ben Fontenot, Steve Magnon, Rusty Jabour, Lisa Thomas, Dawn Escott, Kay Willson, Kay Willson, Sue-Anne Stuntz

Non-Board Member attendees: None

The meeting was called to order at 1:04p.m.

Executive Report: No report.

Committee Reports

Stewart Guerin – Treasurer/Budgeting

Stewart was unavailable for meeting but sent email saying he would send updated budget report to everyone.

Debbie Gilbert – Board/CTA Administration

No report

John Gilbert – Adult League- Women/Mixed

Reported that the email to women day and night players had been sent out requesting they forward their email addresses to the GBRCTA address so a survey could be sent out in the future as approved by Board in February regarding days of play. John will submit an initial survey to the board at next meeting for their review.

Sue-Anne Stuntz – Adult League – Men/Combo

Report attached

Kristen Gibbs – Member Services/Email Management

No Report

Beau Brock/Steve Magnon – Grants

Steve stated no grants had been received by the committee for review.

Rusty Jabour – Marketing/ Plan Champion

Rusty had the following report and requested it be placed on the consent calendar – no action required.

1. **Fun, Friends and Fitness:** Promotion of that program is occurring through flyers at parks, website stories (including HPTA), and email blasts to various individuals and groups. As the GBRCTA Board

approved at its last meeting, I followed up with Cox Media and worked out a production and airing schedule for television spots on various Cox channels, but we ran into unexpected delays with production that would have delayed airing the spots. We decided to cancel that tv project, and Stewart (the GBRCTA) should receive a refund from Cox Media soon.

2. **Parents' Magazine fair at the YMCA, March 26:** Debbie, Dawn, Rusty and Angel are working with officials of Parents' Magazine and with Johnny Wohlburg at the YMCA tennis center to provide "information and interaction" for children and families at this event. GBRCTA will have a decorated booth inside the main YMCA building, where we will have GBRCTA banners, balloons, flyers to register for 10 free racquets, and our new GBRCTA mini-mascots (please see attachment for the card and a scan of the mascot itself). Outside, on the tennis courts, we will have a couple of "QuickStart" demo courts set up for children to come play. We are also thinking of having a court for older youth (10 and up) to try to hit targets and win prizes (still a work in progress). We will meet with Johnny next week to finalize ideas.
3. **GBRCTA mini mascots:** As noted above, our 1,200 mini mascots, mounted on informational cards (both attached), are being produced and are scheduled to arrive for use at the March 26 event. For our initial mascots, we used a cute character that Dawn had been using (attached). I will have actual samples of the mini mascot for you to enjoy on Sunday. I am exploring the creation of our own mascot, that we might call "Ace," and that would appeal to both children and adults (like a college mascot does). I will consult with the Board about those possibilities before doing anything.
4. **Strategic Plan:** Attached for everyone's review, is our Strategic Plan that we adopted last year. I think it would be good for each of us to review the plan as a gauge of how we are doing. Perhaps, Kyle, you could set aside time at a future meeting for us to review the plan in some depth as a way to monitor our progress as a group and to rededicate ourselves to those areas that we believe need further development.

Dawn Escott – Junior Programming/JTT

Dawn reported the FFF did not have enough participation so it did not take place.

Yvette Marshall-Grassroots

No report

Lisa Thomas – Website Management

Lisa reported she is continuing to update the web site as needed.

Ben Fontenot –Community Cup Reporting

Ben stated everything was going well with Community Cup and requested his report be placed on consent calendar – no action required.

Kay Willson – USTA/State Tournaments

Kay reported Tennis Night in America for on March 19 was on track. Confirmed courts and pros/volunteers would be there to help.

Gary Carville – USTA Programming

No report

Old Business:

None

New Business:

Rusty suggested the Board have an annual audit of finances and moved to approach 3 CPA firms for CTA audit. John seconded. Motion passed unanimously. Kyle offered to get quotes and report back to board.

Ben let the Board know he will be initiating an **Adopt-A-Unit** program in the near future. It will consist of asking 12 tennis teams to “adopt” 75-100 soldiers serving overseas by collecting 100 travel size items to be give to them. Debbie moved and Dawn seconded. Motion passed unanimously.

Kyle asked Ben to check on zip code area for NBRTA and be sure there is no conflict with GBRCTA area.

Motion was passed to adjourn at 2:20pm.

Minutes submitted by Debbie Gilbert 4/7/2011