

New Orleans Metropolitan Area Tennis Association – Board Minutes

February 8, 2011

Meeting called to order at 1:09 by Henry.

In Attendance: Chris Dazet, Carla Catalano, Pedro Docampo, Henry Crocker, Lynda Santopadre, Joey Kuchler, Elizabeth Hamlin, Lana Whitlow and Kathy Hinrichs and Diane Simpson.

Minutes: Motion made regarding acceptance of January minutes. Seconded by Kathy. Minutes accepted.

Treasurer's Report: (Pedro) Current balance sheet presented to board members. 2009 income tax form has been filed. 2010 to be completed in March. DBA completed for NOMATA. Lana signed bank resolution to place Henry officially on checking account. Henry and Pedro to finalize at bank.

Adult League Report: (Kathy) Registration numbers up for both Adult and Senior Leagues. Super Seniors to register later in year. Goal appears easily attainable. Kathy reports discussion of temperature rule for league at players request. Nothing finalized. Will be adding 2 members to league council by month's end. Flex Leagues open February 10 – March 13 for singles and mixed doubles. Email blast will go out 2/ 15 and 3/1. Discussion to place league signage in high traffic areas. Considering advertising for flex league.

Junior Team Tennis Report: (Diane) Leagues beginning in April. State tournament to be held mid June. LTA covering cost of sending postcards to previous players. Diane posting info/flyer at clubs. Carla offered to make up to 200 color copies free of charge (compliments of her husband) ☺ Flyer also to be used for school assemblies. Need to discuss with pros use of last year's scoring procedures. Jessica at LakesideCC has offered use of 2 courts on Saturdays for Jr Tennis.

Marketing & Media Report (Lynda and Elizabeth) Meeting with Gambit culminated in proposal to advertise in Health and Fitness and Summer Camp issues, March 1st and March 8th, respectively. Cost acceptable. Artwork shown.

Kathy motioned to place Gambit ads. Carla seconded and unanimously approved. Feedback given for advertising. Banner artwork presented. Elizabeth proposed motion to accept; Kathy seconded. Unanimously approved. Considering order of 4 banners. Clown 'Dwayno' to be reserved for Carnival date on March 19th – with rainout date on March 20th.

Website/Facebook Report: (Carla) Joey and Carla worked together and suggest facebook advertising to target specific demographics. Pedro proposed \$200 cap to begin facebook marketing initiative. To reconsider at next meeting. Kathy seconded and unanimously approved.

New Business:

Kathy presented to Chris the President's Service Award for years of service to NOMATA. Applause.....

- Request for sponsorship for 5A Region III tournament on April 27th and 28th. Approval to do same sponsorship as last year (2 cases of balls and NOMATA water bottles). Lana to request a table at event for USTA marketing purposes.
- Online survey discussion to build database. Everyone asked to consider offering 10 names for database and begin to build partners (Friends of NOMATA).
- Teacher's In-service Training reported by Kathy to be very successful. 18 in attendance for information lunch and shoot out.
- Pop-Up Banners – Henry has placed order.
- CDW (Community Development Workshop) – Attended by Carla and Kathy. LTA asking each CTA to check for accuracy. LTA asked CTA to check their websites for accuracy. Mandatory background checks will be implemented for all work with children.
- 10 & Under update – (Kathy) Targeting Newman and Stuart Hall assemblies this month. In contact with Girl Scout troop on Westbank for event.
- Tennis Night in America (Kathy) registration is complete. They will send marketing info.

Next meeting date March 15th at 1:00 at Royal Blend.

Meeting adjourned at 2:32.