

New Orleans Metropolitan Area Tennis Association – Board Minutes

March 15, 2011

Meeting called to order at 1:09 by Henry.

In Attendance: Chris Dazet, Carla Catalano, Pedro Docampo, Henry Crocker, Lori Ochsner, Joey Kuchler, Lana Whitlow and Kathy Hinrichs.

Treasurer's Report: (Pedro) Current balance reported. Check for grant funds received.

Adult League Report: (Kathy) Registration numbers for Flex up 7% from last year – at 174 currently. Registration being extended until March 20th. Flex will be under National next year. Looking for more 8.0 players. Marketing has been through mass email primarily.

Junior Team Tennis Report: (Joey) Registration numbers down from last year but open until March 22nd & 26th, dependent on age bracket. Henry to work with Joey separately to form a Junior Team Committee.

Marketing & Media Report (Lynda submitted to Henry) Banners are in printing process. Lori to handle blurb in Lagniappe section. Add in Gambit repositioned to higher/more noticeable location on inside cover. Times Picayune to send free lance writer and WWL to send photographer to Tennis Carnival for coverage. Carnival date on March 19th – with rainout date on March 20th. Discussion of potential need for photo release from parent.

Website/Facebook Report: (Carla) Joey and Carla to continue to work together for facebook advertising to target specific demographics.

New Business:

- Kathy presented consideration of additional board member. Given the individual's work schedule and meeting conflicts, the board suggested the consideration of a resolution which would add a committee member as

eligible to serve as an official representative for Junior tennis. All board members agreed on wanting the input which this individual could offer. Lana to research the approval process for such resolution.

- Discussion regarding requested participation in City Park Fun Day on March 26th. Kathy and Joey to work on volunteer committee to offer tennis for 10 & under and 8 & under.
- City Park “First on Court” – March 24th Dedication Day - tickets discussion. All in agreement to support City Park. Kathy made motion to purchase 4 tickets; Lana seconded; all in favor. 4 NOMATA representatives will attend.

Old Business

- Teacher’s In-service Training– Great presentations at Newman and Stuart Hall schools. Limited feedback, in general, from teachers.

-10 & Under update /Tennis Carnival/Tennis Night in America – Tennis Carnival details are handled. Volunteers lined up. Kathy will assign duties upon arrival. Kids will received NOMATA water bottles and snack at end of event. Joey’s contact to provide lunch for volunteers 😊

-Request for sponsorship for 5A Region III tournament on April 27th and 28th. Chris has hard court balls and will deliver to event. Lana has received approval to have table available that day for marketing.

-Online survey discussion to build database. Everyone asked to consider offering 10 names for database and begin to build partners (Friends of NOMATA).

Next meeting date April 12th at 1:00 at Royal Blend.

Kathy motioned and meeting adjourned at 2:06.