

New Orleans Metropolitan Area Tennis Association – Board Minutes May 10, 2011 @ MCC Family Dining Room

Meeting called to order at 1:16 by Henry.

In Attendance: Chris Dazet, Carla Catalano, Henry Crocker, Joey Kuchler, Elizabeth Hamlin, Kathy Hinrichs and Lana Whitlow .

Treasurer's Report: none given

Adult League Report: (Kathy) Adult mixed registration is closed with 52 teams – increase of 1 over last year. Senior mixed has 10 teams – increase of 1 team over last year. Spring Flex league has increase of 40 players over last spring = 217 players. Southern Flex league is now a part of National Flex League which will impact NOMATA's summer program. Expecting LTA letter regarding change and new payout structure. NOMATA started pilot program for flex 4 years ago. Program needs to move forward with a league structure, coordinator, and new marketing to young professionals, collegiate, clay court flex, Friday night mixed flex...

Junior Team Tennis Report: (Kathy & Joey) April 12th meeting with the Mayor of N.O. and members of NORD regarding 10&under initiative. NORD to follow up regarding partnering for their summer programs. Kathy, Joey & Jana met about Jr. committee and identified 10 area of service needing a volunteer base. Jana to submit final job description of these areas. Then recruitment of volunteers will begin. Meeting held with McGehees regarding school assembly and afterschool program for the fall. Presentation to City Park Board of Commissioners Tennis Committee regarding 10&under programming at the park. Kathy to follow up with City Park regarding email that they would run their own program yet request equipment and training. School assembly on May 4th at Ursuline Academy had 8 volunteers introducing 54 students to quick start format. May 21st is playday for 8 & under JTT at Audubon. For the summer, partnering with existing summer programs to introduce QuickStart and promote team tennis.

Marketing & Media Report (Elizabeth)

Lengthy discussion of car magnets. Decision made for all yellow tennis ball background with royal blue lettering, solid website lettering, and fleur de lis color to match banner. Lana to work with Kathy on matching format to banner, securing vector file from Graphic Designer, and placing order for 2000 magnets. Lana will also ask about magnet weight. Distribution and/or sale of magnets to be decided in future.

Website/Facebook Report: (Carla) Facebook shows steady increase of people 'liking' the site = approximately 100 likes thus far.

New Business:

- Tri Level League Pilot Program – lengthy discussion. Need mentor to train and ultimately assume coordinator position. Decision to design a broad job description in finding person capable of handling pilot position. Discussion of cost per player/team. This would not initially include senior and super senior play. Need to price appropriately to cover cost of league, court fees, coordinator...Could possibly work at cost of \$40 per player.

Old Business

Tabled due to time constraints.

-Online survey discussion to build database. Tabled until next month's meeting.

Next meeting date - historically NOMATA does not meet formally in June or July. Next meeting to be determined. Committee individuals will continue to meet for purpose of continuing items in progress.

Henry motioned and meeting adjourned at 2:37.