

N O M A T A

Minutes

08/08/07

In Attendance: Celeste Bordelon, Lynda Santopadre, Suzette Watson, Sharon Lester, Joan Wolverton, Georgia Harrington, Kathy Hinrichs, Leif Olsson, Chris Dazet and Jodi Robinson.

Invited Guest: Mark Foster – Times Picayune, New Orleans
Jeff Hawes – USPTA Southern President & Pro of New Orleans
Country Club
Abrie Duploy – Challenger Event Coordinator

Meeting called to order at 6:35 PM on Wednesday, August 8th, 2007 by Lynda.

Lynda introduced Mark Foster from Times Picayune and explained the purpose of his being here was to possibly assist NOMATA in getting our message and organization out to its readers.

Mark said his responsibility is for display advertising and he handles most of the ads we place in the T-P. He does not write the articles. He is offering to listen regarding our concerns and to be responsive to what we are saying. He will help us get more bang for our buck by discussing our events with some of the editors who cover community related events. He also suggested that we contact the various editors when we have specific events, giving them a heads up and possibly get them interested in covering with a write-up.

Lynda particularly mentioned the Jefferson Parish School Program that kicks off October 1st with the hopes that Mark might help us get media coverage. Mark suggested that we plug in Eva Barcoff of T-P and Larry Simpson who does the tennis items in the sports section of the paper. Lynda thanked Mark for coming.

Next Lynda introduced Jeff Hawes who is the new tennis pro at New Orleans Country Club and who is also USPTA Southern President. Jeff is very interested in getting involved in the community and wants to familiarize himself with NOMATA.

Lynda then introduced Abrie Duploy, originally from South Africa and presently Challenger Event Coordinator. He and Leif are working very hard to make this event a success. The chances of getting some excellent players to participate are very good.

Abrie gave the board a snapshot of what it is taking to put this event on along with help needed. Putting billboards up, media and print coverage, Adopt a Professional Player Program and Sponsorship opportunities.

- UTC will host the Men's Pro Event Sept. 9-16, 2007
- Men's Challenger Youth Day will be held on Saturday, Sept. 8, 2007
- New Orleans Arena will host the exhibition match between Martina Navratilova and Monica Seles on Sept. 14, 2007

On Wednesday, Sept. 16th, 2007 which should be the 16th round of the challenger event, all USTA members are invited free of charge.

Lynda asked how NOMATA could assist in making this event a success. Abrie suggested NOMATA consider the following:

- 1) Do a mail out to all USTA members in Jefferson Parish. Postage would be our responsibility, this of course would even depend on obtaining a mailing list from USTA. Could cost roughly \$1000.00
- 2) Consider sponsoring under privileged children from the area to attend the Youth Day and the exhibition match @ the Arena. Did not discuss numbers or cost.
- 3) A Dollar sponsorship.

Lynda stated that whatever support NOMATA gives, in return we would like to put our banner out at the events and to consider including us in print and media coverage.

Chris made a motion that the board give a \$1200.00 sponsorship. Celeste seconded the motion. All in favor, motion passed.

Now that all invited guests have made their presentations, Lynda went back to the order of business.

Minutes:

Motion made by Celeste to accept the minutes from our last meeting held on May 24, 2007, Georgia seconded the motion. Motion passed.

Treasurer's Report:

Suzette did not have a report for this meeting.

League Report:

Kathy reported that Lafayette and New Orleans were awarded to pilot a Flex League singles program. Carla will be the contact person. The particulars will be on our web site. League starts mid- September and ends in mid-November.

Community Coordinator Report:

Pilot School Program will kick off October 1st. We are working very hard to obtain some type of sponsorship from businesses in order that we can get equipment for each school to have and use. The 13 teachers we met with were asked to submit names and addresses of anyone that they might know would be receptive to receiving a sponsorship letter for the program. Greg Broussard, Community Education advised that anyone volunteering to work with the kids other than teachers would have to be fingerprinted and drug tested. To date we have 7 teachers sign up for the Sept. 8th Recreational Coaches Workshop.

NORD - Lloyd Dillon and his helper traveled throughout the N.O. area this summer from June 11 through July 19, 2007 teaching tennis to over 200 children. NOMATA loaned Lloyd 2 nets, 25 racquets and 2 dozen foam balls. Lloyd had over 102 children participate from Treme, Cutoff, Berhman & Dryades Street YMCA at the Summer Tennis Carnival held at Audubon Park Courts from 9:30 – 11:00 AM. These children were introduced to the three basic tennis strokes of forehand, backhand and serve. We had a photographer out there to capture this event, along with giveaways, and refreshments. NOMATA sponsorship was \$1,900.00, plus expenses.

Max Begue is doing a program at City Park on Saturday mornings from 9am – 12noon. This program was awarded an \$800.00 grant from USTA Southern. This is a year round program. Bill Phillips will be talking to Max about the possibility of doing 3 months at a time.

RCW – is scheduled for Saturday, Sept. 8th from 9am – 4pm at the Hilton Rivercenter. Flyers and registration forms have been printed and distributed. NOMATA will provide drinks and lunch. Bill Phillips will be the trainer. The cost is \$10.00 per participant.

Girls First Program – Sharon Gouse at Audubon Park Courts is doing a program for approximately 10 girls with the Girls First Program. NOMATA sponsorship was \$250.00.

Eddie Thomas did a diversity program at City Park on the evenings of Wed. & Frid. From 5 pm – 7 pm and Sat. 4pm – 6 pm for approximately 17 kids beginning June 13th and ending August 4th. NOMATA paid for the courts only, sponsorship of \$48.00.

Seasonal Reports will be prepared and sent to Kathy for review before sending on to USTA.

Fun Friends and Fitness – will be a 6-8 week program organized by Sharon Lester. Chris Dazet will be working the program scheduled for the fall. More details at a later date.

Old Business:

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Suzette will hopefully have some info on the upcoming Regular Combo State Tourney in November at next month's meeting.

Lynda reminded everyone that volunteers are going to be needed for the Mixed Sectionals to be held October 19, 20 & 21, 2007. Lynda asked Celeste to start working on this.

Marketing:

Lynda asked Georgia to purchase some type of portfolio and to start collecting any type of marketing coverage NOMATA obtains and keep in chronological order.

Next board meeting will be held on Monday, September 24, 2007 for 6:30 PM at Tastee.

Motion to adjourn meeting was made by Celeste, seconded by Kathy at 8:15 PM.

Respectfully Submitted,

Joan Wolverton