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MINUTES OF THE EXECUTIVE BOARD MEETING
Wednesday, November 20, 2024 at Balboa Tennis Club
Next General Board Meeting Tuesday, December 10, 2024

I. CALL TO ORDER: Time: 7:07pm. Called to order by Jeff Greenwald. Attendees were: John Broderick, Carole Farr, Steve Kappes, Jim Lackritz, Randie Lettington and Hillary Park.

II. PRESIDENT'S REPORT: Jeff Greenwald shared that he, his wife, John Broderick and Steve Kappes attended the Veteran's Day Parade in support of Kappes's Wounded Warrior participation in the parade.

Greenwald shared the successes Sunday afternoon Live Ball at Balboa Tennis Club have had, run by Matt Previti. On Sunday, November 17 Hannah Holladay, Rick Beltran and Cara Beltran attended Previti's green and orange Live Ball activity to observe. They were impressed and hope to bring Live Ball to their clubs as a way to increase adult-tennis interest. The target group is beginner-adult players ages 18-35 and the goal is to implement this activity at SUP clubs as a way to grow adult tennis.

Jeff Greenwald met with Cara Beltran to discuss the effectiveness of our social media posts. Jeff and Cara have concluded that the Board is in need of hiring a social media consultant hired at an hourly rate. That person would be in charge of the social media posts and perhaps the newsletter. Another option is to reach out to current Board members who could manage that like Aaron Sheinbein or Sabi Leon.

Jeff Greenwald shared that his meeting with Bob Hostater on November 19 was positive and that Hostater is impressed with how much the Board is working at growing tennis in San Diego. Hostater, as SCTA Board president, supports funding SDDTA with \$50,000 for 2025. He still must get SCTA Board approval.

Jeff Greenwald expressed his concern that there are Board members who were accepted onto the Board due to a skill set but that their specific skill set is not being used. Discussion followed regarding the following topics: at 35, the number of Board members is too many, that each member should be tasked with a purpose and set of expectations when joining, have a mentor guide a new member or have the committee lead guide the new member once the member has been assigned to a committee.

Jeff Greenwald has attempted to meet with Ryan Redondo to discuss support from Redondo/Barnes but that meeting has yet to materialize. Steve Kappes suggests that Greenwald give Redondo a list of what SDDTA needs. Example would be funding for TennisFest and Hall of Fame.

Trevor Kronneman will attend the January Award's Dinner and will give a speech.

II. Treasure's Report-Jim Lackritz shared that we have a deficit at the moment and to anticipate \$11,000 more in expenses. At the same time, the investments are good. Jim shared that if a committee needs special funds, the lead should request now. Our taxes were filed late so SDDTA will pay a penalty.

III. Vice President's Report-Carole Farr shared that all award recipients for the Award's Dinner have been sent an invitation. Carole will reach out to volunteers to work the dinner in mid-December. The most recent Club Liaison meeting was held on November 14th. Jeff Greenwald shared that the attorney continues to work on the application for a conversion to 501(C)3 and would like to get the draft turned in by the end of the year.

IV. Nomination Committee-Steve Kappes has gathered the information regarding members whose three-year term is up and those who have not attended the necessary three meetings per year. He is in the process of calling them to find out if they would like to continue as a part of the SDDTA Board of Directors.

V. Leagues-Randie Lettington shared that many courts in North County are being converted and the rental fee to use courts for leagues has increased by four. For example, an increase of \$5.00 to \$32.00 per hour was cited. Randie is attempting to work with Clairemont High School and get permission to use their courts for league play. She noted that USTA membership hit an all-time high while we are losing courts. She reminded us that USTA ratings will come out at the beginning of December.

VI. Administrator Position Discussion- Jeff Anderson will resign on December 31, 2024, but seems amenable to training the new hire. Discussion ensued about the changing nature of the position and the new needs of the SDDTA. There is a need for the following: a bookkeeper/accountant, an events coordinator, and a social media person. Discussion regarding the search for someone who would have the above skills.

VII. Adjourn: 9:10pm

Respectfully submitted,

Hillary Park, Secretary

Jeff Greenwald, President