



San Diego District Tennis Association  
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MINUTES OF THE GENERAL MEETING  
October 10, 2023 at Barnes Tennis Center  
Next General Meeting Monday, December 12, 2023

- I. CALL TO ORDER: 7:03 PM. Called to order by John Broderick. Attendees were Eric Alm, Mike Bauer, Cara Beltran, John Broderick, Andrew Cretella, Carole Farr, Juan Garcia, Jeff Greenwald, Dave Jaehnig, Josh Jorgensen, Steve Kappes, Sandie Kindred, Jeffrey Lee, Steve Leffler, Solomon Liu, Eric Mann, Shatoo Mohamad, Matt Previdi, Aaron Sheinbein, Todd Sprague. Guest: Linda Milan (USTA SoCal/SCTA Foundation).
- II. MINUTES: August 8, 2023, General Meeting. MSP.
- III. PRESIDENT’S REPORT: John Broderick reported that the District booth at the San Diego Open WTA 500 event held an “opportunity” drawing for a Wilson racket and a tennis bag, raised around \$500 from District tournament shirts and mugs, and had over 300 email contact forms submitted. Many SDDTA Board members attended the WTA tournament which is a major promotional opportunity for tennis in San Diego County. John gave kudos to Barnes Tennis Center for their continued improvements to the tournament which will return to the venue February 24<sup>th</sup> – March 3<sup>rd</sup> in 2024, just before the annual Indian Wells tournament. He also noted that the District website is quite frequently visited and is one of the more valuable offerings from the District. Both the District website and the new weekly SDDTA email newsletter have become quite popular and have likely helped drive the 15-20% increased participation in recent local tournaments. John mentioned the new University City Racquet Club level 6 NTRP tournament, the level 7 “Spooky Slam” at La Jolla Tennis Club, “Turkey Shoot” at Balboa Tennis Club and other holiday tournaments at local clubs. La Jolla Beach and Tennis Club is hosting the IC Rod Laver World Final junior tournament November 7-11 and he congratulated Rancho Santa Fe Country Club on winning an Outstanding Facility Award which John Chanfreau accepted at the 2023 US Open Tennis Tournament. The TaliMar Rancho Santa Fe Open professional tournament is now underway.
- IV. TREASURER’S REPORT: No report - Financial reports were sent out to the Directors for review, but Jim Lackritz was not able to attend the meeting. Mike Bauer inquired if the 2022 tax forms had been filed. He also noted that the budget meeting for the 2024 budget would need to be scheduled soon.
- V. COMMITTEE REPORTS:
  - a. **Grants** – Hillary Park reported that Colleen Clery Ferrell responded to the Grants Committee questions about the demographics and distribution of funds to the Intersectional teams. Colleen responded that 13 of 35 players reside in San Diego County, that she divided the grant amongst the teams and every member of every team sent a thank you last year, so

the funds were truly appreciated. The motion to provide \$1,500 as per last year's grant passed 16-1-2.

- b. **Awards** – Dave Jaehnig reported on the awardees who will be recognized at the upcoming January 2024 District Awards Banquet at La Jolla Beach and Tennis Club:
  - i. Female Player of the Year: Haley Giavara
  - ii. Male Player of the Year: Trent Miller
  - iii. Female Pro/Coach of the Year: Aurelie Udall
  - iv. Male Pro/Coach of the Year: Ryan Keckley
  - v. Woman's Sportsmanship: Cathy Edwards
  - vi. Men's Sportsmanship: George Benakos
  - vii. Family of the Year: The Adamson Family
  - viii. Community Service: John Broderick and Todd Sprague
  - ix. Tournament of the Year: San Diego Veterans Tennis Classic
  - x. Club of the Year: Fairbanks Ranch
  - xi. Sponsor of the Year: KUSI News
  - xii. Special Recognition Award for Returning Professional Tennis to San Diego: Bill Kellogg, Jack McGrory, and Ryan Redondo.
- c. **Tournaments**– Carole Farr reported that 442 players registered for the District Tournament this year compared to 372 players in 2022, a 19% increase. The tournament expenses were about 3% over budget (just under \$800), but there was no sponsor this year which would have offset the difference and come in \$200 under budget. Shirts and mugs are left over from the District tournament if anyone has ideas for them. Carole stated that she has developed a draft District adult tournament schedule that will be sent to local club tournament directors to help clubs with planning. Carole and John met recently with SCTA's Maria Goldberg and Anthony Shirley to discuss the draft schedule and expect to meet with SCTA periodically to continue good cooperation between the two organizations. Once the tournament dates are agreed to, tournament directors will only have to submit their tournament forms.
- d. **Semiannual District Newsletter** – Carole Farr thanked all the contributors and is targeting the end of October for email distribution.
- e. **Marketing and Advertising** – Cara Beltran reported that the committee continues to meet monthly. The committee is reviewing analytics and engagement continues to grow driving people to the District website. Posting tournament picture albums and league winner pictures has been very successful. The weekly email has been very helpful.
- f. **College Scholarships** – Mike Bauer reported that he, Sabi Leon, and Simon Shen met last month. There were 12 applicants including one previous recipient and two juniors (not eligible). There was a 5-point rating scale which the committee used to rank candidates based on their submitted essay, grade point average, volunteerism, and tennis achievements. The successful candidates and amounts awarded were Dylan Jones (\$1,000), Kai Sasano (\$500), Mathew Sah (\$500), and Summer Roybal (\$500, Hispanic Heritage, donated by Angel Lopez).
- g. **TennisFest** – A 2024 Chair is needed for the event. Shatoo Mohamad and Matt Previdi pointed out that bringing balls is an issue for the pros. A case of balls is needed for each court and these should be provided by the event. A single Chair should direct the event but committee members need to commit to accomplishing specific tasks before and during the event so that the Chair can focus on the big picture and not be overloaded. Cara Beltran suggested that the event pick a charity to support such as "Tennis Thanks the Troops" as was done a few years ago.

- h. **Tennis Advocacy** – Todd Sprague is looking into how to improve access to tennis courts in Imperial Beach.
- i. **Military Outreach** – Steve Kappes pointed out that the San Diego Veterans Tennis Classic is occurring October 13-15. He reminded the Board that the District Wounded Warrior Tennis Program participants will march in the San Diego Veteran’s Day Parade on November 12<sup>th</sup>. All District board members are invited to participate in this fun event honoring our veterans.
- j. **Wheelchair Tennis** – Jeffrey Lee made note of the upcoming 23<sup>rd</sup> Annual Hendrickson Classic at Barnes Tennis Center on October 14-15. There will be a special award for sportsmanship honoring Brian East who passed recently.
- k. **Nominations** – Sandie Kindred hopes to put together a slate of officers soon for next year. The committee will meet October 24<sup>th</sup>.
- l. **League** – No Report.
- m. **San Diego Tennis Hall of Fame** – Dave Jaehnig reported that the committee would be meeting early next year to discuss nominations.
- n. **Awards Dinner** – Carole Farr reported that the banquet would be held at La Jolla Beach and Tennis Club January 12<sup>th</sup> in the same room as the event this year and targeting 130 attendees.
- o. **Yearbook** – Jeff Greenwald stated that he needs people to interview awardees for the Yearbook as soon as possible.

VI. OLD BUSINESS:

- a. **Senior Games** – Cara Beltran provided a recap of the recent Senior Games held at Balboa Tennis Club. She said that 90% of the participants were new to the games and that those players had seen the tournament flyer at their clubs or were informed by their tennis directors or pros. The draw may have been a bit lower this year since the event was not a National Qualifier this year and there was a competing event in the Pacific Northwest.

VII. NEW BUSINESS:

- a. **Rancho Santa Fe Open** – John Broderick reminded the board that the 2023 TaliMar Rancho Santa Fe Open, a women’s ITF World Tour and USTA Pro Circuit event is underway at RSF.
- b. **Committee Chairs Meeting** – Carole Farr noted that the District has 24 committees and John Broderick, Steve Kappes, and Sandie Kindred have suggested that it would be useful to hold a chairperson workshop. This would be an in-person meeting with the committee chairs to evaluate chair assignments and committee goal setting.
- c. **SDDTA Foundation** – Steve Leffler proposed that the SDDTA consider setting up or partnering with an IRS 501(c)(3) foundation such as the SCTA Foundation so that SDDTA could raise funds to support tennis advocacy for capital projects at public park tennis clubs or other SDDTA purposes.

VIII. ADJOURNMENT: The meeting was adjourned at 8:55 PM.

Respectfully Submitted,

Steve Leffler, Secretary

John Broderick, President

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