**SVTA Board of Directors Meeting**

**November 14, 2018**

**Minutes**

**Members in attendance**: Noel Barbulesco, Genevieve Blanchard, Erin Collins, Isaac Raboy, Andrew Exner, Stephanie Mackin, Julie Schindler, Bruce Lamoreaux

**Also in attendance**: Michelle Skipwith, Felipe Monroy

**Not in attendance:** Rose Tilkicioglu, Sherrie Perkovich, John Holden, Stephen Sorkin, Mike Kelly

Following roll call and approval of agenda, the Minutes of October 24, 2018 Board Meeting were approved.

**Financial Report – Noel Barbulesco**

Noel had applied for an SVTA Visa Card. The application was for a special card for non-profits. Will plan to have 2 cards. Noel and Genevieve are signed on for cards. Stephanie to become signer once we have a card.

**Old Business**

1. **Nov 9, 2018 Social at SVHS – (cancelled due to air quality). Reschedule Report**

Michelle S. Julie S., Stephanie M.

Good news is there were 19 registrants. Decision to cancel and give refunds. “postpone indefinitely”. Team scheduled a Holiday Social for Dec 11, 2018. Location: Burger & Vine 5:30 - 7:30. Andrew E. will do event page and send Michelle and Stephanie link. Goal of a small casual get together for Board Members, members and friends. (item #5 in new business complete)

1. **Maxwell courts – County Regional Parks**
   1. License agreements with County – Finalized - set for next 5 years. – Noel B.
   2. Engineering - The Green Valley engineering came out and reviewed court conditions. Report has been sent to the USTA for review. – Noel B.
2. **New Comm Committee**
   1. Membership Communication – update on Membership drive/Renewal – Stephanie

Overall goal to increase membership: Increase engagement and membership through website, social media, communication, events and programs. Utilize Mailchimp for customized marketing and tracking. All contacts in Mailchimp. It appears that SVTA has lost ~7 members year over year for the last 3 years+. 474 unique subscribers. 100 flagged as members.

* 1. Invoice Mailing and Acknowledgment Update
* Quarterly Newsletter to go out November
* Membership Drive on December 12, 2018; reminder January 7 and January 23, 2019
* Erin C. and Stephanie M. to update the Membership Form/Invoice; Andrew E. to replace on website and to update Paypal to have a Thank you note/page and “We will be in touch shortly”.
* Erin C. and Andrew E. will then send a Welcome message each week to all new members
* Julie S. wants to revisit Tennis Gear Collection in 2019. Julie would like her son to manage the gear – maybe out of Felipe’s courts?.

1. **USTA Grant for Facility Improvement Funding –** (court resurfacing)

Green Valley Report complete – see above (Engineering) – Noel B.

1. **USTA Foundation Grant – New Opportunity** – Update Noel B.

In progress – sent Green Valley Engineering Report – Noel B.

1. **Incorporation of SVTA?** Update – Noel B.

Noel left message with Valerie Pistole (attorney). She has been busy so Noel will keep working.

**New Business**

1. **Maxwell court lighting** – Julie mentioned someone who had asked about lighting. Noel called him and it is no longer open item.
2. **Membership Planning discussion** – (discussed earlier in meeting).

Refer to Isaac Raboy’s email of 10/25/18

* 1. How to increase membership: Discussion around Felipe’s clients who aren’t members. Felipe agreed to invite/clients to become SVTA members.
  2. How to increase SVTA revenue: Andrew E. suggested other funding (Sponsorships). He will look into what other organizations do - levels, costs, etc and will put forth a proposal. No signs allowed on courts. Maybe sponsors food for an event or other items? Andrew E. agreed to be head of Alternative Revenue.

1. **Membership invoice for 2019** – Erin and Stephanie had met separately and will work on it and send to Andrew to post on website (new Mailchimp format for email campaign with link)
2. **Board Election – January 2019**

Agreement to discuss at January 2019 meeting (No December meeting). Election would be in February 2019.

* 1. To recap Officers are: President, Vice-President, Treasurer and Secretary
  2. Committees and Chairs – In 2019, also need nail down Committees and Chairs

1. **Social** – December Social and Planning – Julie S.
   1. Covered above in Marketing Comm discussion
2. **Felipe Monroy** – Felipe will not be in town November 21-23, 2018. Will have lessons up to Tuesday night. Out of country Dec 20 – Jan 2, 2018. Smoke has halted most Junior programs in the afternoon. Tomorrow (11/14/18): lessons in am, gone in pm. Two years ago Felipe brought a proposal to the board; notion that it is easier selling to his people on the website (sponsorships better than membership) because they work for organizations. Would like to work with Andrew to get advertising/sponsorships. Andrew will put a proposal together to vote on over email.

Comments, Announcements and Other Business – Next Meeting Date and Location

* Noel B. has been invited to attend the annual Olympic Tennis Club Awards Banquet on Friday 16, 2018. Noel will present 5-10 minutes and will receive giant trophy check. SVTA is being honored for its commitment to Junior programs. The $7125 for court resurfacing is already in the mail.
* Next Meeting will be Wednesday January 16, 2019