

**NORTHWEST LOUISIANA COMMUNITY TENNIS ASSOCIATION**  
***"To Promote and Develop Tennis in Northwest Louisiana"***  
**Minutes – July 3, 2015**

1. The meeting was called to order by Vice-President Mike Correal. Those in attendance include John Liles, Sue Allender, Jay Boyd, Willie Paz, Phillip Campbell, Kaye Cochran, David Kimball, Karen and Ken Jantz, Grady Wilson, Elana Engleman, Anthony McMaster, Cindy Sweatt, Debbie Blum, Richard and Robert Verzaal, Robert Childers, and Kelly Herr.
2. A motion to waive the reading of the June minutes was made by Elana Engleman, Phillip Campbell second the motion. All were in favor, the minutes stand as written.
3. Treasurer John Liles gave the bank balances as of June 30, 2015. The 10 and under grant monies at Red River Bank has a balance of \$51,961.00. The NWLaCTA general fund has a balance of \$80,002.39.
  - a. The NWLaCTA sent to the parents of a junior player who competed at the State Southern Closed Tournament a stipend for \$100 per player. We had fourteen juniors compete from our area who will be going to Southern Regionals.
  - b. Our area Officials Class was held on June 27. Twelve new officials attended the morning class, eleven officials with over 3 years' experience attended the mid-morning class, eleven officials attended the ITA class and seven attended the referee class. Our thanks to East Ridge Country Club for being our host.
4. Vice-President Mike Correal went over the calendar for July:
  - a. Shreveport will once again be hosting the National Intersectional 16 Tournament. Play will begin July 4 – 8 at POTC and Querbes. Grady Wilson wanted to let everyone know that the Southern Section would be having an exhibition on Thursday July 2.
  - b. A Junior Novice Tournament will be held at Querbes on July 11. Richard suggested to Kaye that the closing day for entries for the Junior Novices be Thursday evening instead of Wednesday. Most Pros do not make their draw until Friday evening.
5. Jay Boyd is waiting to hear what other CTA's and sections do to recruit captains for USTA Adult Leagues. SALT President Debbie Blum said she would ask her SALT Captains for their input.
6. 10 and Under Coordinator, Richard Verzaal, introduced Kelly Herr who will be helping with the program. Kelly is a tennis player and wife of the Centenary College coach Jeff Herr.
  - a. Richard and Kelly will be going to the Farmers Market at Festival Plaza on Saturday August 1. They will set up a few nets and enlist players and helpers to "get the ball rolling".
  - b. Richard has checked with Cactus Marketing about a direct mailing. The demographics are household income of \$50,000 and at least one child under the age of 10. He will see what the cost is.
  - c. He is ordering fifty (50) yard signs for 10 and Under Team Tennis, along with a telephone number and web address.
  - d. Southfield and Fairfield Schools will be having a Summer Camp.

- e. The first 10 and Under Team Tennis will be held August 22. The five sessions will cost \$50 and include a racquet, coaching and USTA membership.
7. Richard is also looking into updating our web page:
  - a. The general feeling is that our web site is antiquated. It is inaccessible other than logging in and cannot be forwarded. Ipage web hosting cost \$79 a year with e mail and can be forwarded and easy to design. Constant contact is still a good buy.
  - b. All articles for the web page need to be sent to the web master on a word document. NO TEXTS. NO PRINTED COPY. The web site will be updated on Saturday or Sunday each week. Any materials need to be e mailed to the web master by Friday evening.
  - c. Specific articles regarding programs at facilities should be written by the host facility.
  - d. Articles sponsored by our CTA should be written by the Community Coordinator.
  - e. Any matter that is questionable will need to be approved by the Executive Board before adding to the web site,
  - f. A newsletter will be formatted twice a month, on the 1<sup>st</sup> and 15<sup>th</sup>. Again all information need to be sent the Friday prior in word document.
  - g. Robert Verzaal offered to do our CTA Facebook Page.
8. Community Coordinator Kaye Cochran gave her report:
  - a. We had our first Junior Team Tennis Tournament on June 7. There were 18 entries and all had a great time. Looking to have another JTT for back to school (Querbes?) and a Fall JTT at North Bossier.
  - b. For the adult beginners, Tennis Apprentice program. If interested in hosting a session please contact Kaye or Liz at LTA. Previous attendees have shown an interest in competing in the Combo League this fall. Kaye is also going to look into a program that Baton Rouge has called Step Up League, a pathway from Tennis Apprentice to Adult League play. Richard suggested having a free tennis day, maybe the third Saturday of the month at 9 AM, at each club as a segway to Tennis Apprentice. Private clubs have a court availability problem, so this may work at the public courts.
9. Grant Committee Chair, John Liles, said he will not start working on grants until October.
10. Mixed Coordinator, Karen Jantz, said mixed play is in action. Our players numbers are down from last year (761 this year, 885 last year), but we are still up from 2012 and 2013.
11. Elana Engleman noted that the CTA Masters will look for a weekend in September for play. The whole tournament format needs to be worked on. David Kimball hosted a one day tournament and had 30 entries. Players are limited to one division and depending on the draw play 3 times. Everyone enjoyed having play completed in one day.
12. Marketing Committee chair Mike Correal is working on his direct mailing with the post office. The cost is \$.20 per flyer and will begin with the area around Southern Hills Tennis Center. Robert Verzaal commented that he has run ads on the Querbes Facebook site and has gotten a very good response (i.e.: \$5 off a lesson, etc.). Margins can be set for age, gender, etc.

13. Phillip Campbell wanted to remind everyone that the LTA Awards are just around the corner. Please start getting your information together. He also wanted everyone to know that he spoke with East Ridge Head Pro, Eddie Copete, who is fighting cancer. Eddie is in good spirits and heading to M.D. Anderson in Houston. He will need a stem cell match and bone marrow transfer. Our CTA is looking at hosting a fundraiser for Eddie in the fall. SALT President, Debbie Blum, had a check for \$1,000 to give to Eddie. Cindy Sweatt who works in the Pro Shop with Eddie told everyone that on Thursday, July 23 a Wine and Cheese Party will be held in the Pro Shop, along with great sale prices, from 2 – 8 p.m. Please keep Eddie in your thoughts and prayers.
  
14. Kelly Herr wanted everyone to know that Centenary College will be having a Tennis Camp on July 13 – 17 for ages 6 and up. If interested please contact her at [herrtennis@netzer.com](mailto:herrtennis@netzer.com).

**NEXT MEETING WEDNESDAY, AUGUST 5, 2015**

**NOON – EAST RIDGE COUNTRY CLUB**