

Macon Tennis Association
Minutes of August 9, 2011 Meeting
Called to order at 6:35 by Doreen Burton, President

Attending - Doreen Burton, Desiree Barker-Erthal, Rita Benton, Bonnie Smith, Randy Stephens, Stacy Carr, Mikki Schieber, Morris Reese, Jonathan Andre, Donna Bailey.

Review and Approval of Minutes – not applicable

Treasurer's Report – not applicable

Executive Director's Report – Donna Bailey

Donna reported that the **Convention & Visitor's Bureau** has paid the \$6,000 for 2011, but has indicated that the funding for 2012 is unlikely due to their own budget constraints. A lively discussion ensued. Jonathan Andre, who is on the CVB Board, indicated that they are developing an evaluation form and process for assessing requests for financial assistance. Morris Reese reported from a recent trip to Huntsville, AL, where he found that the local hotel/motel tax contributes \$250,000 annually to promote and support the public tennis facilities and tournaments. Donna reported that Mobile, AL similarly receives \$250,000 annually from its CVB. Randy Stephens suggested that perhaps Morris make a presentation for the Community Development Resources Committee, while Jaime Kaplan is still on that committee to help explain the impact that tennis makes. We further discussed the need to more actively communicate with local partners, especially hotels and restaurants, to let them know when tournaments are coming so that they can staff appropriately and be more welcoming to our players.

Tournaments: Donna recapped financial results for the 2011 tournaments, and announced the successful awarding of our bids for 2012 tournaments: Bullfrog, District League Championship, National 14 Open, Qualifier, Southern 14 Closed, and JTT Championship. The cost for the use of trainers was discussed, with the suggestion that Ortho Georgia be approached as a potential sponsor for the tournaments. Randy Stephens will speak with Scott Hefner and Waldo Floyd; Desiree Barker-Erthal will speak with Lynn Johnson, RN regarding this possibility. The Sectional Mixed Doubles Championship is a two-year award, for both 2011 and 2012. Carol Reilly (Southern 14 TD) will be moving to Florida next year; Donna will be the TD with Ann Kearbey as Referee. The Qualifier had 40 kids in the 10-under division, and went very well. The JTT championships went very well, despite the heat, and Macon had two local winners: Katherine Brock's 14u Intermediate team and Hank Hudson's WR team.

League Report – Donna Bailey

League registration opens August 10, after the early ratings are released on August 9. Mixed doubles championships are in Augusta this weekend. Donna announced that USTA Georgia will assess a \$2 league administration fee, effective January 1, 2012. Doreen had also received correspondence about this important change. Darrell McDowell has resigned as Mixed Doubles Coordinator, so the MTA is actively seeking a replacement for the Winter season. The Sectional Mixed Doubles Championships are October 14 – 16, using JDS and Tattnall for adult matches, and Healy Point and Idle

Hour for senior matches. Donna will be conducting a national officials meeting that weekend; Carol Reilly will be in the office as a resource to Southern staff.

President's Report – Doreen Burton

Doreen shared the year-to-date numbers provided by Michael Graham, reflecting our progress toward our 2011 CDLM grant numbers.

Committee Reports

Juniors – Doreen Burton

The spring season was successful. Her focus was on 14-under play, while Steve McWhorter focused on 18-under teams. The committee is quite active, and captains and kids alike are excited following the recent success at the state championships. She plans a fall season from mid-October through late November, following the high school volleyball season.

Special Projects – Macon-a-Racquet – Desiree Barker-Erthal

The August 20 proposed date will have to move back, and the event will need to be scaled back to a smaller, more targeted focus group. Desiree and Bonnie Smith will meet to go over the original plans, to downsize things, and to choose a fall date for the event – probably in early November. Randy suggested that a protocol be established whereby the sitting president of the MTA commits to chairing the Macon-a-Racquet event (to ensure continuity of leadership with this event) and to attending the Georgia Community Tennis Development Workshop (CTDW) to provide training as well as networking and volunteer opportunities for future volunteer service. In return, he suggested that the MTA find a way to fund a significant perk for the president, such as a trip and tickets to the US Open.

Public Relations – not applicable

Special Programs and Events – not applicable

Old Business:

Website

Rita Benton announced that she will be working with Patrick McGouirk prior to the September MTA meeting to discuss ideas for overhauling the MTA website. She will let us know when that meeting is scheduled so that everyone with input may attend.

Meeting adjourned at 8:10 pm.

Next meeting: Tuesday, September 13, 2011 at 6:30 pm at JDS