



San Diego District Tennis Association
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MINUTES OF THE GENERAL BOARD MEETING
Tuesday, January 16, 2024 at Barnes Tennis Center
Next General Board Meeting Tuesday, March 19, 2024

I. CALL TO ORDER: Time: 7:05PM. Called to order by John Broderick. Attendees were: Mike Bauer, Cara Beltran, John Broderick, John Chanfreau, Janene Christopher, Andrew Cretella, Carole Farr, Juan Garcia, Jeff Greenwald, Josh Jorgensen, Steve Kappes, Sandie Kindred, Jim Lackritz, Steve Leffler, Sabastiani Leon, Randie Lettington, Casey Moore, Hillary Park, Aaron Sheinbein, Simon Shen, Jesse Steinberg, Vicky Tueros, Linda Milan (USTA SoCal/SCTA)

II. MINUTES: General Meeting MSP Dec 12, 2023

Correction in minutes from Dec. 12–IVF. John Broderick proposed paper ballots, not Mike Bauer.

III. PRESIDENT'S REPORT: John Broderick pointed out there is a new color scheme on the home page. At the council meeting on January 9th, Dr. Jennifer Campbell of the San Diego City Council District 2, proclaimed that January 2024 is the month of the San Diego District Tennis Association. At the last council meeting she recognized all the efforts the District has done to “significantly increase the growth of tennis in San Diego and that the 50 years the District has been in existence is cause for celebration.”

The January SDDTA Banquet was a success with 160 attendees including Roz King, Bob Kramer and many directors from our Board.

The SDDTA is soliciting volunteers to work the WTA San Diego Open February 24-March 3, 2024. SDDTA will have a booth that needs to be staffed.

There is a link to the podcast put on by Conan Lorenzo and Jenna Miraga with an interview of John Broderick. It can be found on our home page.

Women Teaching and Coaching Tennis- Coaching with Heart workshop will be held at UCRC Feb 18-19. Sign up by going to SDDTA homepage.

The Martin Luther King Jr. tournament at Mountain View Sports & Racquet Club was in progress.

Welcome to new Board members Casey Moore, Vicky Tueros and Jesse Steinberg.

Ed Collins' new edition of his book *Watch the Ball...* - PTC Coach Ed Collins re-released his book to fundraise for junior programs and his nonprofit Collins Arts & Sports Foundation. See District website.

YTSD–End-of-year awards for San Diego juniors were announced in December.

IV . NOMINATIONS - Sandie Kindred presented the slate of officers for the 2024 election:

1. President: Jeff Greenwald, Vice President Carole Farr, Secretary Hillary Park, Treasurer: Jim Lackritz
2. Aurelie Udall nomination for a position on the Board of Directors

3. Juan Villanueva has applied to be a member of the Board of Directors and the nominating committee will present his application in March.

As announced in October 2023, the Nominating Committee began identifying a slate of officers. At the December meeting all were informed at the meeting and there was a request for any other nominees. A vote took place for the above slate of officers. The Nominating committee put forth a motion for the slate of officers. Randie Lettington seconded. Paper ballots were passed out, ballots were counted and the slate of officers approved. Jeff Greenwald assumed duties as President at 8:04 pm.

Aurelie Udall – Sandie Kindred first addressed the Board to see if the short notice about Aurelie Udall’s nomination raised concerns with the Board. No concerns were raised, so Sandie proceeded to explain why Aurelie would be a good fit on the Board: she is director of tennis at three San Diego clubs, she founded the All Court Tennis Academy which is the largest junior tennis academy in San Diego with 500 students, and she manages 20 coaches. During Sandie’s interview with Aurelie, Sandie emphasized that SDDTA is a volunteer organization and no Board member receives compensation for his/her services. There were no objections to the nomination timeline. Sandie moved to approve Aurelie’s nomination. Carole seconded. Hillary asked if Aurelie was approached by the Board or did she approach the District? Motion: MSP.

V. NEW PRESIDENT'S REPORT– Jeff Greenwald introduced himself. He has served on many boards. He values transparency. He will follow the expected processes. He believes that everyone has an equal voice and values every opinion. He does not plan on running the Board alone. He emphasized that if a director has an issue, go see him and discuss it.

Comments on the loss of SCTA Funding: President Greenwald stressed that SCTA is a partner of SDDTA and he wants all Board members to send the same consistent message regarding the loss of funds. That message is: The SCTA is embarking on some near-term capital projects which are impacting our historical funding from them. This, in turn, is impacting our budget, causing us to seek additional sources of funding, grants and income. SCTA has committed to Cal State Dominguez Hills and that will impact funding for the foreseeable future. Let’s make it through 2024. No SCTA bashing please.

President Greenwald has spent the past 6 weeks developing a comprehensive funding program for the District. He is talking with SDDTA partners YTSD and SCTA. He will bring it to the Board when it is ready.

VI. TREASURER'S REPORT - 2024 budget approval Jim Lackritz

Jim Lackritz reported that the District had a budget deficit of \$39k in 2023. In 2023, the District investments had over \$40k in income so roughly balances out the deficit. A CD is maturing on Jan 12 and will be rolled into an 18 month CD at 4.7%. The District accounts including investments have a balance of approximately \$435k. Carole Farr moved to approve the Treasurer’s report, and it was seconded by Steve Leffler. MSP.

2024 budget – The Finance committee and additional interested directors met last week to revisit the proposed budget after the news from SCTA funding reductions. The committee reviewed which programs the District will continue to support and proposed a budget that will have an \$80K deficit. However, the finance committee believes the reserves available in the District account are healthy enough for the District to operate at this deficit District operations expenses account for half of the \$80K deficit. Jim noted that future investment returns may be less than the \$40k in 2023. The proposed budget included a 501(c)(3) legal expense. A motion was made to approve the budget and seconded. During discussion some ideas for addressing the deficit were: increasing fundraising, reducing sponsorship to only 3k for WTA tournament, raising District tournament fees, soliciting sponsorship for SDDTA events like the District Tournament and Tennis Fest, increasing the awards banquet ticket prices and decreasing the amount allocated for scholarships. Josh Jorgensen commented that we should reduce the proposed budget to reflect a lower deficit. The 2024 budget passed with 20 for, 9 against, and 1 abstention.

VII. COMMITTEE REPORTS

a. Awards Dinner - Carole Farr

The Banquet was well attended with 160 guests and a waiting list to buy tickets. About 15 Board members attended the District Banquet. Even though we operate at a loss, it is a special event with special guests and a time to honor San Diego tennis standouts. The banquet operates at a loss despite ticket sales. For 2025, we should evaluate ticket pricing to minimize the amount of loss.

b. Tennis Fest - Jeff Greenwald

Sunday May 19 – two pending co-chairs. Anyone else should volunteer if interested.

c. Yearbook - Jeff Greenwald

Link for 2024 yearbook is posted on the website. Jeff Greenwald will step down and Janene Christopher will take over the responsibilities of the yearbook.

d. Marketing & Advertising Facebook/Instagram - Cara Beltran

The next Marketing Committee meeting will be on January 29th via Zoom. Reach out to Cara if interested in joining. The last was in October. Cara stressed the importance of posting photos and information on Facebook and Instagram regarding local tennis events like the Turkey Shoot at Balboa and Spooky Slam at La Jolla Tennis Club. Janene Christopher took lots of pictures at the Awards Banquet. Aaron Sheinbein tracks the engagement on Facebook and stated that it continues to improve and grow. By sharing, the reach of each post grows. Recent analytics for Instagram show 2,200 impressions in the last 90 days. Facebook has 1,400 followers but the reach is 5,400 users. Engagement (likes, comment) was 3000 in the last 90 days. Photos have the greatest reach followed by links. Please tag people in photos.

Cara stated that we can share a need for fundraising on these sites because one never knows who might see a posting that might support the District.

e. SDTHOF - Dave Jaehnig (absent so John Broderick spoke)

The SDTHOF Planning meeting will be in February. The process is to start with about 45 nominees, pare it down to 15 and choose 5 to be honored. The Hall of Fame event will be held at Balboa Tennis Club during the District Tournament (Saturday, Aug. 24 at 4:00PM).

f. League - Randie Lettington

Randie reported that the last 2023 sectionals starts the weekend of January 20, 2024 and is in Coachella Valley. San Diego is sending 27 teams. Last year Barnes hosted 4 national championship tournaments and they were received well by players. Leagues are doing well but there is a need for more courts to accommodate more teams.

g. Military Outreach - Steve Kappes

Balboa clinics continue and are popular. One participant comes all the way from Hemet. University City Racquet Club (UCRC) will begin offering a clinic on the first Friday of every month starting on Feb 2nd. Thanks to Cara and Rick Beltran for facilitating the use of the courts at UCRC.

h. Tournaments 2024 – Carole Farr

There **are two upcoming tournaments:**

The Pacific Beach Open will be April 19-21

The tournament at Peninsula Tennis Club will be April 26-28.

i. Club Liaison Committee – Steve Leffler

The committee will meet either January 31 or February 1 at Balboa Tennis Club. The focus will be local San Diego Special Use Permit clubs.

VIII. OLD BUSINESS

1. The 2024 budget includes \$5k to cover legal fees for the conversion of the District from 501(c)(4) to a 501(c)(3) organization as was done for SCTA. Jeff Greenwald appointed Steve Leffler to Chair an *ad hoc* committee for this purpose. Jeff noted that his wife, Patsy Greenwald managed this conversion at Rancho Peñasquitos Tennis Center and was available to help.
2. There is a need and an interest in having a Committee Chair Meeting. Carole Farr will develop the outline and coordinate with Jeff Greenwald and Steve Kappes.

9. NEW BUSINESS -

SCTA Foundation - Linda Milan

Encourage tennis fans to buy tickets to the San Diego Open. The SCTA will donate \$2k to Tennis Fest which is less than 2023. but Linda noted that the SCTA is receiving less funding. The Section would love to have more level 7 tournaments in junior and adult play. Tournament Directors are needed. The USTA National committee places limits on the number of other level 1-6 tournaments a section can have. Tournament seeding is also controlled by the National USTA.

John Broderick commented that it would be great to get clubs Surf and Turf and San Dieguito involved in hosting a tournament.

10. ADJOURNMENT: The meeting was adjourned at 8:45PM

Respectfully Submitted,

Hillary Park, Secretary

Jeff Greenwald, President

Upcoming board meetings for 2024

Tuesday **March 19 7:00 pm** General Meeting @ Barnes TC * (note - this is the 3rd Tuesday of the month)

Tuesday **April 9 7:00 pm** Executive Meeting @ **Balboa** TC

Tuesday **June 11 7:00 pm** General Meeting @ Barnes TC

Tuesday **August 13 7:00 pm** General Meeting @ Barnes TC

Tuesday **October 8 7:00 pm** General Meeting @ Barnes TC

Tuesday **November 12 7:00 pm** Executive Meeting @ **Balboa** TC

Tuesday **December 10 7:00 pm** General Meeting @ Barnes TC