

COTA Board Meeting
January 22, 2024
6:00pm, ATC Conference Room

Attendees:

Terry Gattiker, Kala McNair, Debbie Tonks, Robin Stevens, Jessica Kallay, Emily Davenport, Brenda Rodgers, Carlo Finlay

Minutes:

November meetings approved.

1. Treasure's Report:

- Refer to Wanda's budget report sent via email.
- Positive growth in the league; program numbers are good.
- Refer to Robin's 2024 Budget Prediction sent via email.
 - Board approved the 2024 budget.

2. Social Media:

- COTA intern tasked with gathering material for social & engagement.
- Tested paid ads for league registration.
 - Positive trends noted; engagement numbers highlighted.
 - No current method to track conversions.
- Encouragement to promote events and upcoming leagues.
- Investigation into a more efficient Social Media scheduler.

3. LLC Report:

- Men's 40+ down, Men's 18+ up
- Women league participation up, including captains
- Notable events:
 - 4.5 Women's Mixer @ACC
 - Successful Virtual Captain's meeting with good attendance.
 - Strategic planning for the promotion of Tri Level and Mixed leagues.
 - ALC (Adult League Committee) to apply for Mixed League "swag."
- Tri-level registration is coming up
- Plans on a calendar committee meeting in February to work on changes based on fall and spring season

4. Executive Director's Report:

- Robin Stevens, Terry Gattiker, Kala McNair, Emily Davenport, and Jessica Kallay attending the CTDW
- Looking for new outreach coordinator to serve on the board.
- One-Day Tournament/Round Robin- Goal is to host 40 players for the round robin (April-mens, May- womens); details being finalized.
- OVP score tenders installed at facility. Purchased through grant funds.
- Seeking support for the USTA Facility Grant; in need of an engineer for OVP expansion project.

Next Meeting: [February 19, 2024]

These minutes are subject to approval at the next meeting.