

AGENDA

Mountain Tennis Association Board Meeting

May 26, 2021 | 6:00 pm

Board members

Present: Dan Johnson, President | Karen Wilkins, Secretary-Treasurer | Mel Locklear | Andrew Cobb

Absent : | Lori Brinson Flink | Allyson Brantley

Guests: Kim Duval (LLC) | Rebecca Harrell, Marketing Chair

Time	Item	Owner
6:00 PM	Call the meeting to order	Dan
6:05 PM	<ul style="list-style-type: none">A. PresidentB. Secretary-Treasurer – YTD FinancialsC. DirectorsD. LLC UpdateE. Marketing Updates<ul style="list-style-type: none">a. Analytics for FB and Websiteb. MTA Ribbon Cutting at Gilmer courts	
6:30 PM	<p>Old Business</p> <ul style="list-style-type: none">A. MTA Website Updates	Rebecca
6:45 PM	<p>New Business</p> <ul style="list-style-type: none">A. Tournament Discussions<ul style="list-style-type: none">a. Mountain Lion Ball Kid Program – home conference events for doubles; build towards fan baseb. YHC Camps<ul style="list-style-type: none">i. FB posts / ?MTA calendar post?ii. interest by kids/teens for camps due to quality of instructionc. Mountain Tennis Classic Summer Series<ul style="list-style-type: none">i. Roots sponsorshipii. Th/fr camp and sat/sun pickleballiii. fall women's 6.5 combo retreat (Allyson); destination eventiv. MTA Pro-Am tournament with pot luck/wine/beer – casual settings; looking for internships for the kids down the road; bridge with the community	Mel All All/Mel

- d. Gilmer Optimist Club Tournament
 - i. 1st annual Justin Elliott
 - ii. \$22K in sponsorship raised to date (goal was \$5K)
 - iii. 64 max players – 15-20 volunteers
 - iv. MTA koozies in goodie bags
 - v. USTA cooling towels
 - vi. breakfast/lunch provided
 - vii. PLAYERS!!!! Deadline
 - viii. Andrew will make another announcement
 - ix. MTA board should volunteer
 - x.
- e. Big Brothers Big Sisters
 - i. Application for banner
 - ii. divisions? 3.0/3.5/4.0/seniors separate; ?include junior division for UTR?
 - iii. Tom – limit to Saturday & Sunday/will make contact with Brothers
 - iv. Update sponsor form
 - v. Location: YHC
 - vi. separate email for registrations
 - vii. Rebecca will handle “marketing” aspect – Send Registration forms
- B. MTA League Participation
- C. Youth Tennis (Local Schools)
- D. Meeks – wind screens added; need repairs in surface & nets

7:30 PM

Tom – Contact the individual groups (regular players) who play tennis in the Board areas (representatives) – social events/round robins/tournaments – bridge the gap between members of the different groups – need to help tennis grow in our area – try to get two reps from each “group”

Kim keeps a vast database with players in the area, etc. use FB etc for announcements. Can send an email blast...

Andrew will t/w the YHC groups to see if they would like to participate – market events, etc.

Mel will get w/ Allyson - has Terri Cullen’s list

Michelle Young – Union county (brad – spouse) – very enthusiastic

Dale Deluca

Diane Etter – introduction for emails

Contact new players at tourneys

Possible other Chamber of Commerce – Gilmer/Fannin – meet & greet – demo

Time	Item	Owner
	Possible scholarship for juniors/college?	
	Next meeting 7/20 at 6PM in Blue Ridge	
8:00 PM	Adjournment	
