



SOUTHERN MISSISSIPPI

Mississippi Tennis Association August 11, 2022 Board Meeting Agenda

1. Old Business
 - Welcome from MTA President Jimmie Coins
 - Roll Call
 - Approval of April Board Meeting Minutes

2. Board Turnover Year
 - When to open and close volunteer application (*website says October 22 in the past??*)
 - Nominating Committee will elect and present slate after volunteer apps turned in
 - Annual Meeting potential location change
 - Anyone interested in volunteering for STA & USTA National Committee (*application now open*)

3. Mississippi Tennis Hall of Fame
 - Nomination process now open, closes September 16

4. Staff Reports
 - Executive Director & President's reports
 - Staff Highlights
 - Dashboard Numbers and performance

5. Area Directors & Officers
 - Oral Reports or area updates (not required if you do not have one)

6. Staffing Update
 - Hiring new CD staffer
 - HBCU Intern opportunity
 - Workflow, Update Office Personnel Policy

7. Budgeting
 - Budget through 8-9-22
 - Employee Retention Credit opportunity
 - Any questions about audit or 990 sent out to Board
 - Set late October/early November budget committee meeting

8. New Business
 - League Fee Increase
 - LLC Payment options

Minutes of MTA Board Meeting
April 9, 2022
Country Club of Jackson

The meeting was called to order at 10:00 AM by Jimmie Coins, President.

Present (in person only meeting) Jimmie Coins, Tom Daglis, Clay McWilliams, Vanita Phinisey, Birlette Jelks, Peggie Henderson, Mark Robbins, Mindi Selman, Katie Boykin, David Kimball

Minutes were approved from previous Annual Meeting in January.

Nominating committee approved change to MTA Executive VP to Tom Daglis.

Board approved the overage and increase of the Facilities Grant line item in 2022. Association budgets \$40,000, but approved pledged expenditures of \$63,500.

Jimmie Coins presented the President's report and discussed updates from the National USTA Meeting in Orlando as well as the MTA Staff Exchange he attended. Emphasis on return to play from Covid pandemic, as well as USTA National's emphasis on Diversity, Equity & Inclusion as well as their push of the new World Tennis Number (WTN)

Russell Dendy shared the Executive Director's report that included a report on the current MTA Calendar & Yearbook & the MTA App. Reported on the staff retreat, the Pros & Provider Luncheons held across the state (5 locations), an increase in participation numbers in 2022 vs the 1st quarter of 2021. Five organizations received grants to run "National Tennis Month" events, and we received a "proclamation" from the Governor of MS stating that May is National Tennis Month.

Area Director reports were provided by those in attendance.

Area Directors provided reports: Bill Woodworth, Mark Robbins, John Brown, Mindi Selman, Calvin Ishee, Vanita Phinisey, Stephen Campbell. Other area directors provided written updates. All discussed efforts to maintain local league play and a focus on growth in all areas of the state

The Board and Staff was preparing for the rescheduled Awards Luncheon and Hall of Fame Banquet that took place that afternoon at the Country Club of Jackson.

Jun-22		District: Georgia - Population: 20.3% - Membership: 25.4% - \$: 23.8%						
Category	2021 Actual	2022 Goal	2022 YTD	% of 2022 Goal	Previous Month	Δ from Previous Month	% of STA	Prior YTD
Tennis Link Leagues	54,066		62,488		59,167	3,321	24.7%	
Flex Leagues							0.0%	
Serve Tennis Leagues	210		35		35		1.0%	
Leagues Total	54,276	56,176	62,523	111%	59,202	3,321	24.3%	
Junior Team Tennis	5,871		2,774		2,265	509	18.6%	
Team Challenge	183		155		155		5.4%	
JTT & Team Challenge Total	6,054	6,266	2,929	47%	2,420	509	16.5%	
Adult Tournament Registrations	2,614	2,705	1,621	60%	852	769	12.3%	
Junior Tournament Registrations*	17,566	18,181	9,574	53%	6,472	3,102	31.6%	
District Total	80,510	83,328	76,947	92%	68,946	7,701	24.1%	

Jun-22		District: Mississippi - Population: 5.6% - Membership: 6.8% - \$: 7.0%						
Category	2021 Actual	2022 Goal	2022 YTD	% of 2022 Goal	Previous Month	Δ from Previous Month	% of STA	Prior YTD
Tennis Link Leagues	16,864		11,285		8,610	2,665	4.5%	
Flex Leagues							0.0%	
Serve Tennis Leagues	237		254		209	45	7.6%	
Leagues Total	17,201	17,803	11,549	65%	8,819	2,730	4.5%	
Junior Team Tennis	3,296		2,010		746	1,264	13.5%	
Team Challenge	13		25			25	0.9%	
JTT & Team Challenge Total	3,309	3,425	2,035	59%	746	1,289	11.4%	
Adult Tournament Registrations	2,870	2,970	1,639	52%	971	568	11.6%	
Junior Tournament Registrations*	4,223	4,371	2,724	62%	1,978	746	9.0%	
District Total	27,603	28,569	17,847	62%	12,514	5,333	5.6%	

Jun-22		District: Tennessee - Population: 13.0% - Membership: 9.3% - \$: 7.7%						
Category	2021 Actual	2022 Goal	2022 YTD	% of 2022 Goal	Previous Month	Δ from Previous Month	% of STA	Prior YTD
Tennis Link Leagues	20,887		19,188		14,915	4,273	7.6%	
Flex Leagues							0.0%	
Serve Tennis Leagues	945		1,669		607	1,062	49.7%	
Leagues Total	21,832	22,596	20,857	92%	15,522	5,335	8.1%	
Junior Team Tennis	5,204		2,895		888	2,007	19.4%	
Team Challenge	1,596		451		186	265	15.7%	
JTT & Team Challenge Total	6,800	7,038	3,346	48%	1,074	2,272	18.8%	
Adult Tournament Registrations	969	1,003	667	66%	266	391	5.0%	
Junior Tournament Registrations*	4,326	4,477	3,031	68%	1,402	1,629	10.0%	
District Total	33,927	35,114	27,881	79%	18,264	9,627	8.8%	

Jun-22	
Category	
Tennis Link Leagues	
Flex Leagues	
Serve Tennis Leagues	
Leagues Total	
Junior Team Tennis	
Team Challenge	
JTT & Team Challenge Total	
Adult Tournament Registrations	
Junior Tournament Registrations*	
Section Total	

Jun-22

	JUNIOR*					ADULT					UNKNOWN			10&U % of Total Members	TOTAL**	TOTAL %
	1 YEAR	3 YEAR	5 YEAR	LIFE	OTHER	1 YEAR	3 YEAR	5 YEAR	LIFE	OTHER	AD TOTAL	ADULT %	10&U Free			
AL	25	2504	279	7	182%	2,809	6,343	407	1,013	359	1	8,123	7,390%	1	10,933	7,333%
AR	23	1860	176	2	5,269%	2,061	3,993	205	527	322	1	5,048	4,593%	8	7,116	4,773%
GA	131	8520	905	5	24,447%	9,562	22,723	1,343	2,692	1,004	18	27,762	25,257%	18	37,342	25,047%
KY	6	1290	146	2	3,694%	1,445	3,621	219	652	223	3	4,715	4,290%	3	6,163	4,134%
LA	14	1510	226	5	4,487%	1,755	6,925	457	1,302	394	1	9,079	8,260%	5	10,839	7,270%
MS	15	3667	210	2	9,956%	3,894	4,883	313	759	309	1	6,265	5,700%	3	10,162	6,816%
NC	58	6526	1104	1	19,658%	7,689	18,612	1,479	3,570	849	13	24,510	22,298%	13	32,210	21,604%
SC	33	3070	448	4	9,092%	3,556	12,052	981	2,380	736	8	16,149	14,692%	8	19,713	13,222%
TN	56	5981	398	7	16,215%	6,342	6,218	429	1,126	494	3	8,267	7,521%	3	14,612	9,801%
STA	361	34,828	3,892	29	26,197%	39,113	85,370	5,833	14,021	4,650	4	109,918	26,976%	62	149,090	26,733%
USTA	1,501	127,265	20,336	152	149,305	290,162	65,297	28,328	25	407,473	930	17	557,691			

* Includes 10&U free membership

** Excludes 10&U free membership

** Excludes 10&U free membership

10&U % of Total Members

TOTAL**

TOTAL %

COMPARISON TO LAST MONTH

	MAY-22					JUN-22					MAY-22					JUN-22				
	RANK BY	JR GROWTH	JR GROWTH %	AD TOTAL	AD %	RANK BY	JR GROWTH	JR GROWTH %	AD TOTAL	AD %	RANK BY	JR GROWTH	JR GROWTH %	AD TOTAL	AD %	RANK BY	JR GROWTH	JR GROWTH %	AD TOTAL	AD %
AL	2,757	2,809	52	1,886%	7	8,008	8,123	117	1,461%	2	10,764	10,933	169	1,570%	3	10,764	10,933	169	1,570%	3
AR	2,029	2,060	31	1,528%	8	5,085	5,048	(37)	-0,728%	9	7,122	7,116	(6)	-0,084%	9	7,122	7,116	(6)	-0,084%	9
GA	9,448	9,562	114	1,207%	3	27,797	27,762	(35)	-0,126%	8	37,283	37,342	79	0,212%	8	37,283	37,342	79	0,212%	8
KY	1,346	1,445	99	7,355%	5	4,700	4,715	15	0,319%	5	6,049	6,163	114	1,885%	5	6,049	6,163	114	1,885%	5
LA	1,686	1,755	69	4,093%	6	9,046	9,079	33	0,365%	4	10,737	10,839	102	0,950%	5	10,737	10,839	102	0,950%	5
MS	3,747	3,894	147	3,923%	2	6,297	6,265	(32)	-0,508%	7	10,047	10,162	115	1,145%	4	10,047	10,162	115	1,145%	4
NC	7,578	7,687	109	1,438%	4	24,376	24,510	134	0,550%	1	31,967	32,210	243	0,760%	2	31,967	32,210	243	0,760%	2
SC	3,543	3,556	13	0,367%	9	16,079	16,149	70	0,435%	3	19,630	19,713	83	0,423%	7	19,630	19,713	83	0,423%	7
TN	6,027	6,342	315	5,226%	1	8,287	8,267	(20)	-0,241%	6	14,317	14,612	295	2,060%	1	14,317	14,612	295	2,060%	1
STA	38,161	39,110	949	2,487%	1	109,673	109,918	245	0,223%	62	147,896	149,090	1,194	0,807%	62	147,896	149,090	1,194	0,807%	62
USTA	145,182	149,288	4,106	2,828%	1	407,502	407,473	(29)	-0,007%	931	553,615	557,691	4,076	0,736%	931	553,615	557,691	4,076	0,736%	931

** Excludes 10&U free membership

COMPARISON TO LAST NOVEMBER

	NOV-21					NOV-22					NOV-21					NOV-22				
	RANK BY	JR GROWTH	JR GROWTH %	AD TOTAL	AD %	RANK BY	JR GROWTH	JR GROWTH %	AD TOTAL	AD %	RANK BY	JR GROWTH	JR GROWTH %	AD TOTAL	AD %	RANK BY	JR GROWTH	JR GROWTH %	AD TOTAL	AD %
AL	2,217	2,809	592	26,703%	5	7,851	8,123	272	3,465%	7	10,069	10,933	864	8,581%	5	10,069	10,933	864	8,581%	5
AR	1,661	2,060	399	24,022%	7	4,795	5,048	253	5,276%	8	6,464	7,116	652	10,087%	8	6,464	7,116	652	10,087%	8
GA	7,775	9,562	1,787	22,984%	1	26,815	27,762	947	3,532%	2	34,609	37,342	2,733	7,897%	1	34,609	37,342	2,733	7,897%	1
KY	1,224	1,445	221	18,056%	9	4,394	4,715	321	7,305%	6	5,621	6,163	542	9,642%	9	5,621	6,163	542	9,642%	9
LA	1,379	1,755	376	27,266%	8	8,591	9,079	488	5,680%	4	9,975	10,839	864	8,662%	5	9,975	10,839	864	8,662%	5
MS	3,292	3,894	602	18,287%	4	6,095	6,265	179	2,941%	9	9,381	10,162	781	8,325%	7	9,381	10,162	781	8,325%	7
NC	6,579	7,687	1,108	16,841%	3	23,216	24,510	1,294	5,574%	1	29,807	32,210	2,403	8,062%	2	29,807	32,210	2,403	8,062%	2
SC	2,992	3,556	564	18,850%	6	15,579	16,149	570	3,659%	3	18,579	19,713	1,134	6,104%	4	18,579	19,713	1,134	6,104%	4
TN	5,023	6,342	1,319	26,259%	2	7,929	8,267	338	4,263%	5	12,956	14,612	1,656	12,782%	3	12,956	14,612	1,656	12,782%	3
STA	32,142	39,110	6,968	21,679%	1	105,256	109,918	4,662	4,423%	63	137,461	149,090	11,629	8,460%	63	137,461	149,090	11,629	8,460%	63
USTA	125,551	149,288	23,637	18,812%	1	389,161	407,473	18,312	4,706%	960	515,772	557,691	41,919	8,127%	960	515,772	557,691	41,919	8,127%	960

** Excludes 10&U free membership

Executive Director's Report

August 11, 2022

- Completed working with accountant on audit & 990, copy was sent out to Board. Let me know if you need more details.
- Worked with committee to select two college scholarship winners for 2022, Mac Hamilton and Sunny Logan.
- Partnered with Mississippi State and Southern Mississippi to fund 3 tennis camp scholarship recipients. We put together a nomination form for those seeking the scholarships and 3 of our staff chose the recipients. Want to budget for more camp scholarships in 2023, as this was not in the budget so it limited the amount of tennis camp scholarships we could award.
- Brought in a USTA Level 1 Coaches Workshop in July with 23 participants. A "Level 1" workshop is new to the coaching pathway, and serves as a foundational workshop for beginner coaches, and then they can go on to get "Level 2" training through USPTA or PTR. The Level 1 is ideal for high school coaches or recreational/community coaches.
- Partnered with the MS Association of Coaches to co-host the High School Coaches Workshop in July. We brought in Scott Handback of Methodist University to be the on court and off court speaker/presenter.
- Want to work with the Executive members of the MTA Board to revisit the MTA Office/Employee Personnel policy. The "work flow" model has changed at many companies since Covid (including USTA Southern), and we want to revisit our policies and come up with a good hybrid model that allows in office and out of office work allowances. Will have some other states and sections models to share.
- MTA Staff scheduled five Pros & Provider Luncheons in the Spring, where we traveled around the state, treated the providers to lunch, and pitched and reviewed all of the new USTA initiatives. Also got feedback from them as to how we can work together to grow tennis, as well as feedback from them about the local delivery of USTA and non USTA programs.
- USTA National partnered with the ITF to launch the "World Tennis Number" (WTN) earlier this year. This rating hopes to be the competitor to UTR in the industry, and we will be able to use WTN to run tournaments, events, and it will be used in JTT (but NOT Adult League)

- Partnering with the USTA Pro Circuit event next week in Southaven, sponsoring the Pro-Am on Monday night as well as sending staff to support Kids Day on Wednesday.
- Our state has added 2 new NJTL Chapters this year (and potentially 1 more), and two have hosted either an NJTL Leadership Camp or a Regional Rally.
- William Foreman put together a “College Showcase” for junior players and college coaches that had 48 participants. This was a new and great event for us to expose junior players to college coaches and learn about the recruiting process.
- Working on overhauling some building maintenance and landscaping issues.
- Scouting potential locations for the 2023 Annual Meeting January 6-7 (Reunion, River Hills, Sheraton Refuge)
- Staffing wise, we received over 30 applications for the open Community Development position. First round of interviews are complete and entering the second round. Also have potential for the funding of an HBCU Intern in the Fall that we will finalize shortly.
- Trying to create a bigger “presence” overall, updating the website and social media a lot more frequently. Using Marketing staffer to do a monthly newsletter, want to do at least 1 human interest story per month, use the website for more “news” type articles and spotlight players, coaches, and events in the state. Hoping that the visibility of tennis has already been increased by just having more web & social media posts, trivia to engage players. Big social media & Tik Tok push with juniors at the JTT Championship, etc... Still not sure how to use the MTA App or if it’s just redundant with our website. May not be worth the cost, but would like opinions from the Board

MTA 2022 Half Year Marketing Report

- Have been selling merch at Adult and Junior Championships over the spring and summer. Really have enjoyed doing this having a marketing presence at tournaments.
- Monthly Newsletter with stories that are relevant to things that happened during the previous month or things that are happening the coming month.
- Social Media prize giveaways twice a month on Instagram and Facebook- trivia
- Constant growth with our social media platforms Instagram and TikTok (giving free prizes for a follow has benefitted a ton with gaining followers). Facebook has continued being our top platform.
- Still a good amount of merch upstairs. Possibly want to place another large order in the coming months for 2023 merch. Looking to purchase coolers, visors, more pullovers. Will look into other items that could sell well, unless we wanted to go the KDI route.
- Will be reaching out to other Southern Marketing staffers about what they do for sponsorships and other marketing strategies that we can do.
- Want to get back into looking into new tablecloths and retractable banners with the new brand guidelines.
- Have been looking at any events that we can attend and have a table at. Fondren Live? Bright Lights Belhaven Nights? Double Decker? If you have any other that you know of, please keep me posted.
- Still want to look into Sports Marketing conferences I can attend to grow my knowledge.

Jr Team Tennis/Ready to Rally/USTA Schools

JTT

USTA National changed the national track for teams to become eligible to advance to the JTT National Championship (NCJTT).

Instead of local play teams could play in a Qualifier and the winning teams would advance to Sectionals and then the National Championships. This was offered to 14 and 18 and under age divisions only.

MS had their Qualifier May 14 with 20 teams and 148 players. Mississippi's Qualifier had the most number of teams participate than any other state in the Southern Section.

Sectionals for this event are August 12-14 in Macon, Georgia.

The National Championships are October 7 in Orlando, FL at the USTA National Campus.

The Tri-County area was the only area to have a spring season with 16 teams and 144 players. There will be some discussion with the area coordinators to have spring leagues in 2023 and possibly a spring state championship.

The Southern Jr Team Tennis League (summer league) had 10 areas participating including a new coordinator in Meridian.

2022 JTT participation for spring and summer was 1658 players. That is an increase of 10% for the two combined seasons from 2021.

Ready to Rally

The spring and summer programs had a combined total of 13 locations and 426 players.

We picked up a new location in Meridian in the summer and they plan to continue with a fall program.

USTA Schools

MS has 37 PE teachers who are actively registered with the USTA Schools program.

February 12 the MTA hosted their High School Classic for the 7th year. There were 36 teams and 367 players. There was a slight increase from 2021 with 35 teams and 215 players.

Angie Deleon

Director of Adult League Programs

- January-March
 - Adult League registrations were 5,904 in 2021. In 2022, we had a slight increase to 6,101.
 - Snowden Grove Tennis Center ran a Tennis Apprentice program, bringing in 20 new players and USTA members.
 - Preparations for the 65&Over Championship were made with the decision to use Match App as a registration, scheduling, and virtual tournament desk platform
- April
 - The first of the Adult League Championships, Adult 65&Over was held in Vicksburg, MS
 - This was Vicksburg's first hosting of this event. They included a wine and cheese reception on Friday and a hamburger/hot dog cook out lunch on Saturday.
 - This event is the smallest we run and we used Match App for the first time. All went very well. We had 38 teams with 328 players.
- May
 - The 55&Over Adult League Championship was held in Tupelo, MS
 - Tupelo hosted a phenomenal event providing multiple amenities including lunch on Friday and a cookout afternoon on Saturday
 - This event had 38 teams and 365 players.
- June
 - The 18&Over Adult League Championship was hosted by Ridgeland Tourism Commission and MTA in Ridgeland/Jackson. Over 600 players competed in the event
 - The 40&Over Adult League Championship was hosted in Oxford, MS. Nearly 500 players competed during this event
 - Snowden Grove Tennis Center hosted their 2nd Tennis Apprentice session with 21 new participants and USTA members
- July/August
 - Adult 18&Over and Adult 40&Over State Champions traveled (or will be traveling) to the Southern Sectional Championships. The Bryan Howell 18&Over 3.5 Men's team from Jackson has secured Mississippi's first advancement to the USTA National Adult League Championships.

Lindsey Dye Brashier

2022 First Half of year Report
William Foreman
Competitive Pathway Director

This year so far has seen us adding a new event as well as bringing back some old events, all while continuing to work on making our tournament offerings better than before. From 10 and Under Player Development Camps (formerly known as Early Development Camps) to the College Showcase, we've been adding in additional events for players to look forward to. 2022 has also seen us changing many adult tournaments from a "sanctioned" to an "unsanctioned" event, to reflect the wishes of our tournament players.

This year we have added back to the calendar four 10 and Under Player Development Camps. These camps are designed for our younger players to come together with their peers and top coaches from the area and train together for a few hours. In addition to the warm up, drills, games, and point play, we also have a parent meeting. This gives us a great opportunity to explain the tournament pathway to parents as well as gives them an opportunity to ask questions. Opening things up for questions usually spurs more questions as well, and gives everyone a sense of greater understanding. At the end of the camp, the coaches provide a player assessment to each player, with parents receiving feedback and notes on how their players are progressing, with tips on what they should focus on and what they are doing well on in relation to their age and peer group.

In July, we had our first ever College Showcase. This event saw 48 future college tennis players come together and play singles and doubles points in front of over a dozen college coaches from around the state. This showcase also had a roundtable with all the coaches, going over the recruiting process, dos and don'ts, and anything players could possibly want to learn about how to find the best tennis school for them. Coaches were from NCAA D1 schools all the way to Junior Colleges, and players were also able to get on the microphone and ask the coaches anything they wanted! This event has received great feedback and we are looking forward to doing it again next year!

On the tournament side, we made a change to a lot of our adult tournaments by offering them as "unsanctioned" events. These tournaments do not carry ranking points or affect the players' NTRP, but they do count towards our numbers, have a head tax on them for players, and provide data to the new World Tennis Number rating the USTA and ITF launched this year. These unsanctioned tournaments have been popular as they allow for more flexibility for players and tournament directors and allow for creative tournaments. This past weekend, Hattiesburg had a tournament with 3 mixed doubles events, as well as 2 team events. This tournament had 52 players, with most playing the mixed doubles events first and then joining a team and playing more matches in a team format. Add in drinks, food, and a band, and this was a great event that they hope to replicate again next year with more participants!

Our tournament numbers overall seem to be slightly down, just under a 10% decrease year to date compared with last year in unique players. But, the reporting on all these tournaments has been difficult to track. Last year, for adult tournaments in the first half of the year, we had to create extra "tournaments" for a lot of events in the same tournament due to temporary limitations in serve tennis. This year, we do not have to do that and I feel that our numbers for this year are going to be more accurate than last year. We continue to get positive

reviews from each tournament based on the feedback surveys that we send, and when we do have issues that appear in those surveys, we work to fix them and make the event better in the future.

There are lots of positive things happening in the tournament world, and now that we are going on two years into the new national tournament pathway and the new software, we are able to focus less on making this happen and more on making better things happen. We are looking forward to finishing 2022 strong and are already getting ready for an even stronger 2023!

