



**Lee County Community Tennis Association**  
**MINUTES**

**Date: Nov. 15, 2016    Time: 10 am    Location: Landings Helm Club**

**Board Members Present**

Harriett Bohannon  
Cecil Carter  
Jeff Kushner  
Ron Treaseh

**Staff Present**

Lyn Bruner

**I. Order of Business**

**II. Disclosure of Conflicts of Interest for this meeting** None

**III. Action Items**

**A. Adoption of agenda as order of business**

**B. Approval of minutes**

Board Meeting – Sept. 20, 2016 **Distributed by email** Approved

**C. Acceptance of monthly treasurer’s report** Accepted

Monthly report ending Sept. 30, 2016 **Distributed by email**  
Monthly report ending Oct. 31, 2016

**D. Executive Services**

1. Additional Board member consideration.

Maxine Yates and Terry See have expressed interest in serving on the board and will be invited to the February meeting. Cecil and Lyn will provide them with board information packets.

2. 2017 Strategic Plan – Approval needed Approved (See Attachment)

3. 2017 Proposed Budget – Approval needed Approved (See Attachment)

4. 2017 Meeting Schedule – Approval needed Approved (See Agenda Item VII)

**E. Program Services**

1. None

**III. Reports**

1. Executive Director Report

a. Coordinating 1 fall Lee County Men’s Team at Judd Park including collecting LCCTA memberships and Park team fees.

b. Assisted Sibob Kangwa with Early Development Camps #2 & #3 at Three Oaks on Sunday, Oct 16 and 23.

- c. Assisted USTA Local League Coordinator Susie Bessire with finding meeting space for USTA captains' meetings in 2017.
  - d. Held USTA Jr Level 7 tournament at Three Oaks on Oct 8-9. 77 participants
  - e. Assisted Mike Curran at Gulf Harbour with draws for Fast 4 Adult tournament.
  - f. Participated in FGCU Adaptive Tennis Day with Adult Wheelchair group.
  - g. Continued to meet monthly with Kimberly Jones at Lexington Country Club planning for 2017 Florida Open.
  - h. Met with new Hancock and Judd Park Supervisor, Bob Zekanoski about tennis at those parks. Delivered 4 nets. Made preparations to install storage box at Judd Park.
  - i. Preparing to meet with Lee County Sports Development consultant about facility expansion.
  - j. Help Senior Games Tennis Qualifier at Rutenberg Park on Nov 5 for LCPR.
  - k. Two grants awarded: 1) year 2 of Leavens Foundation - \$8000, 2) \$2000 wheelchair from USTA Wheelchair Grassroots Grant
2. Parks and Recreation –
- a. Staff changes continue at Wa-Ke Hatchee, Judd, Hancock Parks and North Ft Myers Rec Center.
  - b. LCPR has an Acting Director replacing Dana Kasler. Jess Lavendar is Acting Deputy Director while Alice Flanjack is on assignment in HR.
3. Tennis Directors – Connie Fox, Andrea Nelson, Bob Nelson, Sibio Kangwa
4. USTA –
- a. Nov. 12, Diversity Camp at Three Oaks
  - b. Nov. 18-20 – USTA Florida Annual Meeting in Orlando
  - c. Dec. 3 – Level 9 at Rutenberg Park
5. Tournament Report – Lyn Bruner
- a. Oct. 8, Level 7 at Three Oaks
  - b. Nov. 5, Adult Senior Game Qualifier at Rutenberg
  - c. Dec. 3, Level 8 at Rutenberg
  - d. Jan 7, 2017 – LCCTA has been approved for a Level 6, 10 & Under green ball tournament at Three Oaks
  - e. Mar 7, 2017 – LCCTA's L7 tournament has been named a Regional Qualifier for State Orange Ball Championship
6. Volunteer Services – Harriett Bohannon
- a. Volunteers continue to provide assistance at tournaments, wheelchair classes, etc.

## **V. Unfinished Business/Tabled Items**

Alex Hermeto follow-up on Tennis Director monthly income performance

Parent Advisory group proposal from Exec Director. Requested at Sept, 2016 BOD meeting.

## **VI. Good of the Order**

## **VII. 2017 Scheduled Meetings of the Board at Noon at the Landings.**

Feb. 21

May 16

LEE COUNTY COMMUNITY TENNIS ASSOCIATION

Aug. 15  
Nov. 21

**VIII. Adjourn**

Meeting was adjourned at 11:30 a.m.



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# 2017 STRATEGIC PLAN

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## **Vision**

LEE COUNTY WILL CONTINUE TO BE A TENNIS DESTINATION WITH A FULL SPECTRUM OF TENNIS PROGRAMS AND EVENTS FOR RESIDENTS AND VISITORS AS WELL AS STATE, NATIONAL, AND INTERNATIONALLY RANKED PLAYERS OF ALL AGES

## **Mission**

TO PROMOTE AND GROW TENNIS THROUGHOUT LEE COUNTY

## **Guiding Principles**

- Assure access and affordable programs to all players regardless of race, age, gender, sexual orientation, culture, income or physical abilities.
- Maintain a focus on the physical and character development needs of young people
- Continuously improve programs and operations through use of quality principles and processes
- Establish and maintain partnerships that support our goals

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# Lee County Community Tennis Association Board of Directors 2017 Strategies and Goals

<b>1. Partnership with Lee County Parks &amp; Recreation</b>	
	<b>Park Utilization:</b> Increase and improve the public's use of the tennis facilities in Lee County.
a.	Provide support, assistance, and technical expertise for the maintenance, expansion, and betterment of Lee County Parks & Recreation tennis facilities.
b.	Increase community participation in lessons and clinics by 5% based on 2016 reported numbers. <ul style="list-style-type: none"> <li>- Tennis programs</li> <li>- Tournaments</li> <li>- USTA and/or LCWTL leagues</li> </ul>
c.	<b>Player/Member Satisfaction:</b> Establish a public "feedback" (suggestion/complaint) process at each Tennis Center and on the web site which includes a suggestion box, emails, phone calls and feedback from Park Supervisors. A Satisfactory rating of 3 on a 5-point scale will be achieved.
d.	<b>Publicity:</b> Receive news media recognition a minimum of 10 times during 2016.
e.	<b>Foster Diversity:</b> Each Tennis Center will provide 50 hours of tennis lessons and clinics on a "pro bono" basis in one (1) <i>Club Rec After School</i> and/or <i>Summer Club Rec</i> program and/or for each of two (2) junior players who would otherwise be unable to participate in activities.
f.	<b>Senior Games:</b> Provide assistance to LCPR for Florida Sports Foundation annual local Senior Games Tennis Qualifier.
g.	<b>Volunteers and Donor Recognition:</b> Practice continuous recognition for LCCTA volunteers and donors.
h.	<b>Performance Reporting:</b> Meet with Lee County Parks & Recreation on a quarterly basis to report on performance including programs, accomplishments, and issues.
<b>2. Partnership with USTA Florida and USTA National</b>	
a.	<b>Tournaments:</b> Maintain, at least, one LCCTA resource who meets the requirements to be a USTA Florida tournament director.
b.	Host a minimum of twelve (12) USTA sanctioned tournaments and/or other USTA events in Lee County.
c.	<b>Wheelchair Tennis:</b> Provide \$300 quarterly to support programs. Maintain a fundraising and reimbursement account for activities. Host one (1) USTA Florida Adult Wheelchair tournament.
d.	<b>Adaptive Tennis:</b> Provide equipment and volunteer support, as requested.
e.	<b>National USTA Level 3 – Florida Open Tournament:</b> Host this event in partnership with Lexington Country Club. Maintain financial accounting separate from LCCTA Operating Budget.
f.	<b>Sectional Program Participation:</b> Participate in USTA Florida programs and activities that support LCCTA's Mission/Vision and meet the needs of Lee County tennis participants, i.e. Junior Team Tennis (JTT), Masters Tennis, Youth Progression, USTA Leagues, Junior Camps, etc.
g.	<b>Fundraising:</b> Conduct fundraising activities to provide scholarships for lessons, clinics, tournaments, and youth programs.
<b>3. Partnership with Tennis Centers</b>	
a.	Provide assistance and direction for the financial success of Tennis Directors and the maintenance of the LCCTA.
b.	Provide support, assistance, and direction for the maintenance, expansion, and betterment of the Tennis Centers.
<b>4. Partnership with USPTA/PTR, Local Tennis Leagues and Clubs</b>	
a.	Develop partnerships with USPTA/PTR, local tennis leagues and clubs to expand, promote, and grow tennis throughout Lee County.

