

NOMATA Board Meeting Minutes
March 22, 2022

Members Present: Lana, Patti, Carla, Pedro, Kim, Chris, Bob, Alvertha and Pedro

Guests Present: Brett Swartz, Bill Phillips and Kathy Hinricks

Lana called the meeting together at 12:38

February minutes were approved.

Alvertha was welcomed as new Board Member.

UNO presented their proposal for NOMATA to partner with them for facility rehabilitation in the form of a monetary sponsorship.

LTA / CTA partnership for Tennis Apprentice – LTA / Bill Phillips suggested that the LTA was taking over Tennis Apprentice / Step-Up League. LTA would be doing the work. LTA suggested including TA / Step Up as one program with inclusive pricing. The board discussed countering the LTA proposal in order that NOMATA would run Tennis Apprentice and Step-Up League due to our need to use different sites and pros with varying charges.

In the NOMATA counteroffer to the LTA, we are still requesting that the LTA provide free racquets for participants in addition to tracking participation of both programs.

Kim made a motion to counter LTA's proposal and Pedro seconded the motion.

The board discussed that there needs to be a better way to promote the Draft League.

Lana announced that Cleo Creative would make a presentation to board on April 5th to show logos and offer Marketing Strategies.

Lana announced that the LTA did pay \$5,000 to NOMATA to match our investment for new logo and rebranding.

Pedro made a motion to include the JTT Captain's and Co-Captain's to be invited to the Captain's Party April 9th. Bob seconded the motion. Lana suggested that the Party should be promoted in Captain's Corner monthly update.

Chris discussed the amenities that we should include in our Local Tournament in addition to creating a tournament committee.

Next meeting is April 5th

Meeting adjourned 2:25