

Minutes of the USTA NorCal Board of Directors
Wednesday, May 21, 2025
Video Conference

Directors Present: Leslie Airola-Murveit, Shaun Chaudhuri, Christine Costamagna (President), Anoosh Davoudzadeh, Mike Dickey (Treasurer), Cheri King, Samir Mahir, Mylene Martin, Andrea Norman (Secretary), David Panconi, Craig Pasqua (Parliamentarian), Caroline Sheu, Pam Sloan (Delegate)

Directors Absent: Andrea Barnes (Vice President)

Advisory Director Present: Martha Ehrenfeld, Jack Walker

Legal Counsel Present: Jonathan Madison

USTA NorCal Staff Present: Summer Verhoeven (Executive Director), Darren Wenger (Director of Operations), Cherryl Silva (Advocacy Programs Manager)

1. Call to Order

President Costamagna called the meeting to order at 6:33 pm and roll call was conducted. She then asked Mr. Davoudzadeh to read the NorCal Mission Statement and Vision Statement.

2. Approval of Agenda

The Board considered approval of the agenda, a copy of which was distributed with the meeting packet. Following a request to move consideration the advocacy-related Action Item to immediately following the report of the Advocacy Department, the agenda was announced approved as changed.

3. Approval of Minutes

The Board considered approval of the minutes of the meeting held April 15, 2025. Following discussion, the following motion was duly made by Ms. Norman, seconded by Ms. Sheu, and **approved** by a vote of 11 in favor, none opposed, and no abstentions.

RESOLVED: That the minutes of the meeting of the USTA NorCal Board of Directors held April 16, 2025, are hereby approved as corrected.

Ms. Ehrenfeld and Mr. Walker left the meeting for the duration of the Closed Session.

Mr. Chaudhuri and Ms. King joined the meeting during the Closed Session.

4. Closed Session

President Costamagna announced that the Board would be going into closed session. Following the conclusion of the closed session, President Costamagna announced all discussion held during the session was to remain confidential; however, it was agreed that the following would be reported in the public minutes:

- Legal Updates. The Board heard updates on outstanding legal issues.
- Requests to Anonymize or Delete a USTA Account. The following resolution recommended by the Adult Leagues Committee was **approved** following a motion duly made by Mr. Dickey and seconded by Ms. Martin. The vote was 13 in favor, none opposed, and no abstentions. It was noted that this policy applies to all USTA members that reside in the geographic boundaries of USTA NorCal.

RESOLVED: That, effective immediately, the NorCal League Rules FAQ be amended to add the following question and answer regarding requests to anonymize or delete a USTA account:

REQUESTS TO DELETE OR ANONYMIZE A USTA ACCOUNT

Q: Under what circumstances will USTA Northern California approve a request to anonymize or delete a USTA account?

A: USTA Northern California will consider a request to anonymize or delete a USTA account only for serious and compelling reasons, such as verified safety or privacy concerns. Each request will be evaluated on a case-by-case basis and must be supported by appropriate documentation. Decisions will be made in consultation with USTA National and in accordance with applicable state privacy laws.

- Approval of Adult & Junior Tournament Sanctions. The following resolutions were **approved** following a motion duly made by Ms. Norman and seconded by Ms. Sloan. The vote was 13 in favor, none opposed, and no abstentions.

RESOLVED: That the sanction for the 2025 Adult Tournaments listed below are hereby recommended to the USTA NorCal Board for approval.

Adult Tournament Sanctions								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
June 1	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
June 8	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
June 21	7	NTRP 3.0-4.0	MS, WS	East Palo Alto Tennis & Tutoring	Alistair Jeffs/ Francisco Lopez	Palo Alto	6	32
June 21	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
June 29	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
July 6	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
July 13	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
July 27	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Aug 3	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Aug 10	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Aug 17	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Aug 24	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Aug 31	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Sept 7	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Sept 24-28	4	Open	MS, WS	Lifetime Activities	Joe Noth	San Francisco	9	64
Sept 28	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Oct 5	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Oct 12	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Oct 19	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Oct 24-26	TBD	Age Group	MS, WS, MD, WD	Laguna Creek Sports Club	Christohper Wall	Elk Grove	20	32
Oct 26	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Nov 2	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Nov 9	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Nov 16	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Nov 23	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Nov 30	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Dec 7	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Dec 14	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Dec 21	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24
Dec 28	7	Open	MS, WS, MD, WD	Antelope CTA	Thor Barrera	Antelope	7	24

RESOLVED FURTHER: That the Levels of any Adult Tournament may be adjusted by the Adult Competition Committee, as needed.

RESOLVED FURTHER: That the sanction for the 2025 Junior Tournaments listed below are hereby recommended to the USTA NorCal Board for approval.

Junior Tournament Sanctions								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
June 7	Level 7	BG18	Singles	Antelope CTA	Thor Barrera	Antelope	7	16
June 21	Level 7	BG12-18	Singles	Yolo Tennis Academy	Lukas Burger	Davis	10	8
June 22	Level 7	BG18	Singles	Antelope CTA	Thor Barrera	Antelope	7	16
June 28	Level 7	BG18	Singles	Antelope CTA	Thor Barrera	Antelope	7	16
June 28	Level 7	BG12-16	Singles	Reuts Academy	Reuel Henry	Sunnyvale	6	8

Junior Tournament Sanctions								
Date	Level	Divisions	Events	Organizer	Director	Location	Courts	Limit
June 29	Level 7	BG12-14	Singles	Acers Tennis	Katie Martin	San Jose	7	8
July 5	Level 7	BG18	Singles	Antelope CTA	Thor Barrera	Antelope	7	16
July 5	Level 7	BG12-16	Singles	Reuts Academy	Reuel Henry	Sunnyvale	6	8
July 19	Level 7	BG12-16	Singles	Reuts Academy	Reuel Henry	Sunnyvale	6	8
July 20	Level 7	BG12-14	Singles	Acers Tennis	Katie Martin	San Jose	7	8
August 2	Level 7	BG12-14	Singles	East Palo Alto Tennis & Tutoring (EPATT)	Francisco Lopez	Palo Alto	6	8
August 16	Level 7	BG12-16	Singles	Reuts Academy	Reuel Henry	Sunnyvale	6	8
August 24	Level 7	BG12-14	Singles	Acers Tennis	Katie Martin	San Jose	7	8
August 30	Level 7	BG12-16	Singles	Reuts Academy	Reuel Henry	Sunnyvale	6	8
August 31	Level 7	BG12-14	Singles	Ygnacio Valley	Kimmel Sadat	Concord	6	8
September 13	Level 7	BG12-16	Singles	Reuts Academy	Reuel Henry	Sunnyvale	6	8
September 27	Level 7	BG12-16	Singles	Reuts Academy	Reuel Henry	Sunnyvale	6	8

- Vacancy on Board. The Board will be exercising the authority in Bylaw VII.L. to nominate and elect a new Director to fill a vacancy at its next meeting scheduled for June 18.

Legal Counsel Jonathan Madison left the meeting following the legal updates.

Ms. Ehrenfeld and Mr. Walker returned to the meeting following the Closed Session.

Ms. Silva joined the meeting following the Closed Session.

5. Advocacy Projects Update - Cheryl Silva

Ms. Silva attended the meeting to present an update on the advocacy projects in progress. Highlights of her presentation included:

- Data on the number of tennis courts lost to pickleball - 3% of NorCal's inventory (as compared to 10% nationwide);
- 58% of the tennis facilities are public (30% are park and rec facilities; 28% are in schools)
- While 28% of the facilities are schools, schools house 43% of the courts in NorCal. In smaller communities, relationships between parks/cities and the school districts are stronger, which facilitates the use of school courts by the greater community.
- NorCal must monitor the number of courts transitioning to pickleball. Most are in private clubs, but some have been lost at schools.
- Despite a healthy inventory, per information NorCal has received from the USTA, many of the tennis courts are neglected and put them at jeopardy.
- Advocacy Initiatives: Ms. Silva and Ms. Verhoeven have gone on an advocacy roadshow, meeting with many communities, tennis groups, and city councils, all in the effort to build relationships and awareness about tennis. Volunteer Tennis Advocates (pilot proposed for adoption tonight), Adopt-a-Tennis Park and USTA NorCal Facility Grants are all programs addressing the need for advocacy.
- National Tennis Month Proclamations have been done in Vacaville, Foster City, San Joaquin County, Stockton, Mountain House, Antelope District, all helping to promote the healthy aspects of tennis, and provide information on where to play.
- Tennis Venue Services: Significant funding is available through grants from the USTA. Historically there have been few applicants from NorCal. Restrictions have been lessened, making now the time for cities to apply. Currently five NorCal cities, 5 CTA/NJTL sites, and one private park are in the application process.
- Capital Improvements/Private Ventures: EPATT has a new 6-court facility in use for the NJTL; the city of Mountain House is breaking ground on a new 12-court facility; the African American Sports Entertainment Group has purchased the Oakland Coliseum land with a goal to build a sports complex that is likely to include tennis courts.

To meet the 35x35 goal, NorCal needs to grow participation by 800K players. NorCal needs to identify areas of the Section - usually small communities - where the courts aren't in use, or are rarely used, and focus on growth there.

6. Action Item: Volunteer Tennis Advocate Pilot

Mr. Panconi presented the Action Item proposed by the Advocacy Task Force to begin a Volunteer Tennis Advocate Pilot, and allocate \$10,500 in funding from the 2025 budget for this purpose.

Mr. Panconi explained that Volunteer Tennis Advocates ("VTAs") are individuals who will focus on protecting, improving, and expanding access to public tennis facilities. The Advocacy Task Force believes that the long-term impact of this pilot will be for USTA NorCal to protect and improve public tennis facilities, engage community leaders, and empower a network of dedicated volunteers to conduct grassroots outreach. Through strategic advocacy to targeted communities, and building partnerships with city officials, tennis will remain accessible and equitable for all. This pilot address two of the three key pillars of the 35x35 campaign: facilities and participation. The Committee estimates that over 5,000 tennis players will be impacted by having VTAs in certain geographic areas to preserve and expand tennis facilities.

The Budget and Finance Committee (BFC) reviewed this Action Item on May 13, 2025, and opined that it is in favor of the Action Item and its budget implications. The BFC noted the Action Item and its components should align with and not attempt to supersede existing NorCal policies on reimbursable expenses and recognition of volunteers. Adjustments were made to the proposal before the Board based on this feedback.

Following discussion, the following motion was duly made by Ms. Sheu, seconded by Ms. King, and **approved** by a vote of 13 in favor, none opposed, and no abstentions.

RESOLVED: That, effective immediately, USTA NorCal pilot a new Volunteer Tennis Advocate position as described below:

Volunteer Tennis Advocates ("VTA") are individuals who will focus on protecting, improving, and expanding access to public tennis facilities. The objective of VTA pilot is to monitor local government decisions affecting tennis courts (court conversions, renovations), advocate against unnecessary court conversions to non-tennis uses, including pickleball, while promoting collaborative solutions with USTA NorCal section staff. VTAs will be involved with local government officials, parks and recreation departments, and community stakeholders to ensure tennis remains a priority in public spaces. VTAs will work alongside a local Community Programs Representative ("CPR") (preferably in a territory in which the VTA resides) and the Advocacy Programs Manager. The goal of the pilot is to have up to three VTAs per CPR territories, maximum of 15 VTAs in total.

RESOLVED FURTHER: That, effective immediately, up to \$10,500 to be added to the 2025 budget for the Volunteer Tennis Advocate Pilot.

PROJECTED EXPENSE	Amount
Mileage reimbursements for up to 15 Tennis Advocates (maximum of \$300 per year)	\$4,500
Briefcase kit (folders, pad, pens, advocacy postcards \$100 x 15)	\$1,500
Vest and polo shirt (\$50 x 15)	\$750
Red Ball for All tennis kit (bag, banners, red ball, rackets, nets, tape etc. \$150 value)	\$2,250
Training (Section staff will facilitate onboarding and training)	\$0
Section Connection Volunteer Dinner	\$0
Advocacy National Training (USTA National online training June – August)	\$0
Certificates (Marketing)	\$0
BUDGET REQUEST	\$10,500

7. Consent Calendar

President Costamagna directed the Board’s attention to the Consent Calendar that was distributed with the meeting packet and noted that there are:

- 1 recommendation being made by the Adult League Committee
- 1 recommendation being made by the Officials Committee

President Costamagna explained that any Director may unilaterally request that an item be removed from the Consent Calendar for individual consideration apart from the Consent Calendar. She also noted that simple questions, clarifications, or short amounts of dialogue relative to an item on the Consent Calendar may be discussed after the motion to approve the Consent Calendar.

President Costamagna asked if any Director intended to pull any recommendation. There being no interest in doing so, a motion to adopt the Consent Calendar was duly made by Ms. King and seconded by Ms. Martin. Following discussion, the following motion was **approved** by a vote of 13 in favor, none opposed, and no abstentions.

RESOLVED: That items listed on the Consent Calendar attached as Exhibit A are hereby approved.

8. Delegated Authority Decision Report

Ms. Norman directed the Board's attention to the report of decisions made by Committees that were within the clearly defined scope of authority that the Board has delegated to the Committees in the applicable Committee Charters, a copy of which was distributed with the meeting packet. She noted that the report contains the following decisions:

- Consideration of 13 grievances filed with the Adult Leagues Grievance Committee
- Consideration of 97 NTRP Self-Rate appeals filed with the NTRP Self-Rate Appeals Committee
- Consideration of 3 Adult Leagues medical appeals filed with the Adult League Medical Appeals Committee
- Consideration of 2 grievances filed with the Sportsmanship Committee

Ms. Norman explained that if the Board disagrees with any action, it may consider taking further action as it deems appropriate. Following the presentation of the Report, the Directors had neither questions, comments, nor objections to the actions taken by the Committees.

9. New & Returning Organization Members

Mr. Wenger presented the report of 3 new and 12 returning Organization Members since the last time the Board met on April 16, 2025, so that the Board may fulfill its obligation to review such report pursuant to USTA NorCal Bylaw III.D.

10. Treasurer's Report

Mr. Dickey directed the Board's attention to the financial statements and Treasurer's Report distributed with the meeting packet, which included the financials through March 2025.

- Mr. Dickey discussed the summary and details of the Income Statement, year-to-date, including significant favorable and unfavorable variances.
- Mr. Dickey reported that streamlining accounting and administrative efforts are underway, including transition to QuickBooks Online and new payroll provider.

11. President's Report

- Project 35 x 35. President Costamagna gave an overview of the updated given at the May 5 meeting of the Section Presidents, which included procedures to collect data around Section initiatives. Two addition to two regional workshops will be held, as well as a Section roadshow.
- Other Concerns of the Presidents. Upcoming topics for discussion at Presidents Meetings will include the NTRP ratings system, Electronic Line Calling, the impacts of tariffs, Red Ball, and facility support.
- NorCal Staff/Committee Reporting at Board Meetings. Similarly to the presentation heard at this meeting from Cheryl Silva on advocacy, President Costamagna will be building in routines going forward so Directors can hear directly from committees and staff on their work.
- NorCal Strategic Plan. Work on the Strategic Plan will pick up again, with focus on 35x35.
- Leadership Training. President Costamagna will be coordinating to identify training available through the USTA's Cornerstone platform that will benefit the projects currently in progress.

President Costamagna encouraged the Directors to review her full report in greater detail.

12. Executive Director's Report

In addition to the NorCal program statistics and written report included in the meeting packet, Ms. Verhoeven's in-meeting presentation included the following:

- 35 x 35 Impact Award. A new USTA Award has been created to recognize individuals making a difference in their communities to expand access, create new play opportunities, improve the player experience and build a stronger tennis ecosystem. Applications are due May 23.
- 2025 NorCal Women's Summit. Ms. Verhoeven reported that planning continues for the annual women's summit, "She Rallies Sip & Serve" to be held at Silverado Resort & Spa in Napa on Friday, May 30. To date, we have 159 confirmed participants, including 129 paid attendees. The maximum capacity for paid attendees is 150.
- 50th Annual Maze Cup. For only the sixth time in its 50-year history, NorCal won the Maze Cup by a decisive score of 14-6. The event served as a pilot for SwingVision's Enhanced Learning Capture system, which includes Electronic Line Calling.

- Staffing Update. The Administrative Assistant to the Executive Director position is in the last phase of hiring. The NorCal data specialist position will end on May 30. A new posting is going up that is more in line with our IT needs.

Ms. Verhoeven asked the Directors to review her written report for other important information, including important events happening during the next several months.

13. Delegate's Report

At their meeting held on Monday, May 19, the delegates discussed the effort to re-imagine the allocation of invitations to the US Open's President's Suite to align with 35 x 35 and invite those who are making great strides in the game.

14. Adjournment

Following the announcement that the next meeting by video conference on Wednesday, June 18, 2025, with no objection, the meeting was adjourned at 8:32 pm.

Respectfully submitted,
Andrea Norman, Secretary

This document contains all committee recommendations made (or not included) since the previous board meeting on April 16, 2025.

Adult League Committee

- Awards.** Approved at a meeting held April 21, 2025, by a vote of 7 in favor, none opposed, and no abstentions.

RESOLVED: That, effective immediately, the NorCal League Rules FAQ be amended to add the following question and answer regarding awards:

AWARDS

Q: Which teams receive NorCal section awards?

A: Section Awards will be presented to the 1st and 2nd place championship teams in each Division for each league. For divisions held with only two or three total teams for the league, awards will only be presented to the 1st place championship team.

Rationale: Having an FAQ in place regarding the awards presented for leagues will help to make this clear for all participants. There is no financial impact as NorCal is already presenting these awards.

Officials Committee

- Awards Criteria.** Approved at a meeting held May 13, 2025, by a vote of 5 in favor, none opposed, and no abstentions.

RESOLVED: That, effective immediately the following criteria for the Officials Awards is hereby approved

Officials Awards & Criteria	
Process: Selected by the USTA NorCal Officials Committee. Nominations will be accepted throughout the year and the committee votes on the nominees.	
<p>Umpire of the Year: Awarded to an individual who demonstrates outstanding ability and performance as an umpire for dedication to excellence and commitment to professionalism both on and off the court.</p>	<ul style="list-style-type: none"> • Must be a current certified umpire. • Based on outstanding ability and performance as an umpire for dedication to excellence and a commitment to professionalism both on and off the court. • Must work at least 15 days. • Cannot be on probation/suspension in that year. • Must be in good standing with USTA and USTA NorCal. • Cannot win the award 2 years in a row.
<p>Referee of the Year: Awarded to an individual who demonstrates outstanding ability and performance as a referee for dedication to excellence and a commitment to professionalism both on and off court.</p>	<ul style="list-style-type: none"> • Must be a current USTA certified referee. • Based on outstanding ability and performance as a referee for dedication to excellence and a commitment to professionalism both on and off the court. • Must work at least 2 tournaments in that year. • Cannot be on probation/suspension in that year. • Must be in good standing with USTA and USTA NorCal. • Cannot win the award 2 years in a row.
<p>Rookie Umpire of the Year: Awarded to an individual who is in his or her first 3 years of umpiring that demonstrates an outstanding quality of work, determination to grow in knowledge and skill and enthusiasm, and support of the officiating team.</p>	<ul style="list-style-type: none"> • Awarded to a certified umpire in his/her first 3 years. • Based on the outstanding quality of work, determination to grow in knowledge and skill, and enthusiasm and support of the officiating team. • Must work at least 15 days. • Cannot be on probation/suspension in that year. • Must be in good standing with USTA and USTA NorCal. • Can only win the award once.

Officials Awards & Criteria

Process: Selected by the USTA NorCal Officials Committee. Nominations will be accepted throughout the year and the committee votes on the nominees.

<p>Shadow Mentor of the Year Award: Awarded to an umpire who has excelled in mentoring new officials through their shadowing requirements.</p>	<ul style="list-style-type: none"> • Must be a current certified official. • Umpire who has had the most impact on new umpires shadowing them during the current certification year. • Based on data from the Section Chairperson for Officials, NorCal staff, National Officiating office, etc. • Must be in good standing with USTA and USTA NorCal. • Cannot be on probation/suspension in that year. • Cannot win the award 2 years in a row.
<p>Excellence in Development Award: Awarded to an umpire who has demonstrated a dedication to learning and improving their officiating.</p>	<ul style="list-style-type: none"> • Must be a current certified official. • An Umpire who has attended in-person workshops/COE/ITF Badge Schools in the current certification year. • Based on learning records in the Officiating Development Hub and ITF. • Work records should show development results (increasing levels of responsibilities). • Must be in good standing with USTA and USTA NorCal. • Cannot be on probation/suspension in that year. • Cannot win the award 2 years in a row.

Rationale: The Officials Committee was directed by the Board to submit to the Board for approval the names of awards and criteria for all future awards, prior to selecting future recipients, which must take into account the strategic initiative to grow the base of officiating and to recognize excellence at all levels of officiating.