

Chair of the Marketing Committee, called the meeting to order at 6:13 p.m. once a quorum roll call was conducted. The meeting was held via Google Meet video conference.

Committee Members Present: Caroline Sheu (Chair), Gourab Basu, Maria Greenwood, Nancy Moya, Jason Scalese, Rhea Wadia (joined at 6:32 pm) and Scott Winn

USTA NorCal Staff Present: Becca Bauer (Sr. Manager, Marketing), Summer Verhoeven (Executive Director), Chrissie Costamagna (Board President)

Invited Guests: N/A

1. Approval of Minutes: The committee considered approval of the minutes for the December 9, 2024, meeting.

The following motion was duly made by Scott Winn, seconded by Maria Greenwood, and approved by a vote of six in favor, none opposed and one absent.

Resolved: That the minutes of the Marketing Committee meeting held on December 9, 2024, be approved as presented.

2. Chair Report: Chair Caroline Sheu shared excitement about the year ahead and encouraged ongoing input from committee members. She introduced herself as the new Chair, followed by brief introductions from each committee member.

3. Staff Report: Becca Bauer gave a brief overview of the data presented in the Executive Director's report on the performance of NorCal competition programs, as well as walked the committee through the monthly marketing metrics.

As part of the discussion, the committee specifically discussed the topics of advocacy and courts based on the data presented. It was shared that the organization is making some good headway in these areas, but it is a slow progression, and we are working as an organization on some research projects and developing partnerships with those who can help us with courts, as well as looking at working with private pickleball courts and utilizing them. There was a question raised about how we get the data, and it was shared that USTA NorCal uses a system called Kinetica through National so we can collect data on what is going on with courts and then we have another national system as well that we use to track the data.

Becca Bauer also gave a general update on the marketing department including an update on the town hall series USTA NorCal will be running in 2025, upcoming Heritage Month updates and an overview of the major community events for NorCal in 2025.

4. New Business:

Marketing Committee Goals: Becca Bauer presented the 2025 Marketing Committee goals that were established in 2024 and align with the organizations overall goals to give the committee a sense of what it is looking to accomplish for the year.

Community Outreach: Chair Caroline Sheu shared how the committee wanted to look at community outreach ideas that are beyond the typical scope of the traditional tennis events. She used the Celebrity Pickleball Bash where USTA NorCal was going to have a booth later in the month as an example of different ideas to pursue.

Sponsorship Package: Becca Bauer provided an overview of previous sponsorship opportunities, and the pricing updates implemented in 2024. Caroline Sheu noted that the current pricing appears to align with market value but emphasized the potential benefit of developing a formal rate card. She suggested that the committee also consider offering customized packages, particularly when the size or nature of the target audience shifts.

The committee then discussed emerging opportunities tied to summer camps, with several members expressing support for creating a dedicated sponsorship package to align with these seasonal programs. Additionally, there was general agreement around exploring website-based sponsorship promotions, especially given the capabilities of the newly launched USTA NorCal website.

As the conversation progressed, the idea of forming a dedicated sponsorship sub-committee was introduced. The goal would be to build a more consistent and strategic foundation for sponsorships moving forward. Becca Bauer will follow up with committee members via email to identify those interested in participating in this sub-committee.

There being no further issues or discussion to come before the Committee, the meeting was adjourned at 7:10 PM.