

Chair of the Marketing Committee, called the meeting to order at 5:35 p.m. once a quorum roll call was conducted. The meeting was held via Google Meet video conference.

Committee Members Present: Caroline Sheu (Chair), Lauren Goody (departed 6:23 PM), Nancy Moya, Jason Scalse (departed during meeting), Rhea Wadia, Scott Winn

USTA NorCal Staff Present: Becca Bauer (Sr. Manager, Marketing)

Invited Guests: N/A

1. **Approval of Minutes:** The committee considered approval of the minutes for the February 10, 2025, meeting.

The following motion was duly made by Scott Winn, seconded by Rhea Wadia, and approved by a vote of seven in favor, none opposed and one absent.

Resolved: That the minutes of the Marketing Committee meeting held on February 10, 2025, be approved as presented.

2. **Chair Report:** Chair Caroline Sheu provided a detailed recap from the USTA Annual Meeting. She reported that USTA's national goal is to reach 35 million players by 2035. As of 2024, one in every 12 Americans plays tennis, which marks the highest participation rate in the sport's recorded history. Caroline highlighted the USTA's three key pillars to achieve this goal: players, coaches, and courts. She noted that USTA is launching a new coaching organization focused on growth, development, and support of coaches and is also investing \$100 million in tennis facilities across the U.S.

She also shared that USTA experienced 2 million new players last year with a 79% retention rate—the highest ever recorded. Red Ball Tennis is now positioned as a key entry point for all players, regardless of age. The national meeting featured a keynote from five-time Grand Slam champion Maria Sharapova, who shared her inspiring story on her career in tennis to her current role as a business leader.

Caroline also reported that USTA NorCal has begun regular meetings on electronic line calling, supported by a national grant. In addition, beginning in 2026, all junior tournament players will be required to complete an educational module. She also mentioned that she met with USTA's Chief Technology Officer, Chief Legal Officer, and a national board member to discuss the organization's plans for a major digital investment, including improvements to the USTA website, mobile application, and digital marketing efforts.

3. **Staff Report:** Becca Bauer provided updates on the strategy and planning for the 2025 Town Hall series, shared plans for National Tennis Month, and highlighted upcoming events, including the Women's Summit scheduled for May 30.

She also discussed the Annual Meeting's focus on enhancing branding and event experiences, as well as investments in the volunteer portal and educational resources. During the discussion, Lauren Goody asked whether student volunteers could earn hours

toward the Presidential Service Award. Additional conversation followed regarding beginner player retention and participation trends.

4. Tennis Participation Report

Becca also presented highlights from the 2025 Tennis Participation Report, which had been sent to committee members prior to the meeting. The report indicated strong returning player metrics for NorCal, but flagged the need for improved efforts in attracting and retaining new players. Becca clarified that while NorCal has had strong retention of returning players, the area continues to face challenges with attracting new players. The committee discussed the importance of supporting Red Ball Tennis as a way to encourage early-stage participation and improve retention. Caroline emphasized that USTA has ten years to meet its national growth goal, and that the most effective strategy will likely involve focusing on digital engagement and converting beginner players into long-term participants.

5. Sponsorships

The committee discussed potential updates to the sponsorship media kit and considered bundling options to enhance value and clarity for sponsors. Rhea Wadia suggested that the team think about offering bundles based on content frequency and across multiple marketing channels.

6. Billboard Marketing

The committee reviewed opportunities for billboard marketing. Rhea shared her positive experiences with billboard campaigns in the basketball space and emphasized their impact. She noted the importance of including a clear call-to-action in any billboard creative so that performance can be tracked and ROI can be evaluated. The committee agreed that billboard advertising could be particularly effective for high-traffic events or regional tournaments like the Laver Cup.

7. SEO

There was a brief discussion about developing a search engine optimization strategy. The committee agreed to follow up with Scott or Gourab to outline an initial plan and share suggestions via email following the meeting.

There being no further issues or discussion to come before the Committee, the meeting was adjourned at 6:36 PM.