

LCTA Board Meeting Minutes

1-4-26 5:30 p.m. VIA ZOOM

Facilitator: Andrea Weinstein - President

Note Taker: Jennifer McCool - Secretary

Board Members Present: Andrea Weinstein, Nancy Pitcairn, Jen McCool, Dee Mack, April Gift, Charlotte Gerber, Val Mehta, Becky Williamson, Melinda Zegas, Will Barrett and Bill Ennis

The meeting was opened by the President, Andrea Weinstein, at 5:30 p.m. The following items were discussed.

1. 2026 Board and Committee Organizational Platform
 - a. Bill Ennis will be stepping down as Executive Director the end of May. The ED position may be dissolved creating a need for advocacy and community development committees within the Board of Directors.
 - b. LowCountry Tennis Association – Proposed 2026 Board and Committee Organizational Platform
 - i. President - Andrea Weinstein
 - ii. Executive VP - Nancy Pitcairn
 - iii. Treasurer - DJ Barnhill
 - iv. Secretary - Jen McCool
 - v. Val Mehta - (revolving)
 - c. Director of Adult Leagues - Nancy Pitcairn
 - d. Finance Committee
 - i. DJ Barnhill – Chair
 - ii. Will Barrett
 - iii. Ruth Ennis - Accounts Payable Coordinator - Volunteer
 - e. Advocacy and Community Development Committee
 - i. Andrea Weinstein - Chair
 - ii. Val Mehta - Eastern Coordinator
 - iii. TBD - Western Coordinator
 - iv. April Gift - USTA South Carolina Representative
 - f. Marketing, Communications and Events Committee
 - i. Nancy Pitcairn – Chair
 - ii. Melinda Zegas (compensated marketing specialist)
 - iii. Charlotte Gerber - Captain Communications
 - iv. Becky Williamson - Event Planning
 - v. Ken Edwards - Event Planning
 - g. Scheduling Committee
 - i. Nancy Pitcairn – Chair
 - ii. Jen McCool
 - iii. Christine Watson - Compensated Senior Scheduler – Friend of the Board
 - h. Committees meet Monthly with set date and times
 - i. 4 Board Meetings a Year
 - i. Two in Person & Two Electronically

- ii. One half day retreat
- j. Responsibilities of LCTA Advocacy and Community Development Committee:
 - i. Facility Development - Advocate for new tennis courts, renovation and refinishing of existing ones and various infrastructure used to support tennis and a positive tennis court experience for LCTA players.
 - ii. Program Growth - Focus on ways to increase LCTA player participation growth.
 - iii. Community Outreach - Educate local governments, recreation departments and various private entities (HOA's etc.) on LCTA tennis benefits (health, economic, social) to secure funding and support of LCTA initiatives.
 - iv. Policy and planning - Analyze local LCTA needs, develop strategic plans, and provide input to LCTA Board on advocacy efforts, needs and decisions.
 - v. Data accumulation and analysis - build data/graphs to oversee ongoing LCTA trend environment.
- k. Responsibilities of LCTA marketing, communications and events committee:
 - i. Strategy - Continue overall branding, messaging and communications plans for the LCTA.
 - ii. Digital Presence - Manage website content, social media and email newsletter.
 - iii. Content Creation - source stories, photos, add to news to keep LCTA members and the public informed and engaged.
 - iv. Public Relations - Build relationships with local media and the community to raise LCTA profile.
 - v. Captain Communications – Interview 5 LCTA Captains each quarter to evaluate the points listed below that they envision within the LCTA. Provide a brief report at each quarterly Board meeting.
 - 1. Positives, Challenges and Changes
 - vi. Event planning - Organize all LCTA events, meetings, town halls, etc.
 - vii. Logistics - Secure venues, manage scheduling, recruit and coordinate volunteers, handle set up/tear down and catering logistics.
 - viii. Evaluation - Track event success and gather feedback to improve future events and communication.
- l. Both Committees communicate actively with one another to support LCTA goals of growth, player/facility/government satisfaction and financial viability.
- m. After discussion, it was moved, seconded and VOTED UNANIMOUSLY THE BOARD WOULD ADOPT THE 2026 BOARD AND COMMITTEE PLATFORM.

2. Reimbursement Process for Players advancing to States; Sectionals; or Nationals
 - a. Need to send captains instructions and contracts for team reimbursements
 - b. Captains should submit a screenshot of registered players
 - c. Nancy & Jen will work on standard procedures for reimbursements
3. LCTA Philanthropy:
 - a. The LCTA has made donations in the past to Shawn Jenkins Children's Hospital at MUSC on behalf of players, coordinators and board members.
 - b. LCTA board will now make quarterly donations to a selected Lowcountry Non-Profit organization in the amount of \$2,500.
 - c. Selection of Charity for Winter donation: Lowcountry Food Bank
 - d. Process for selection of future recipients: Each Board Member can submit a non-profit organization for review.
 - e. After discussion, it was moved, seconded and VOTED UNANIMOUSLY THE BOARD WILL DONATE \$2500 TO THE LOWCOUNTRY FOOD BANK.
4. Possible LCTA fee waiver to increase registrations
 - a. Andrea suggested mixed or tri-level
 - b. After discussion, it was moved, seconded and VOTED UNANIMOUSLY THE REGISTRATION FEE FOR THE 2026 TRI-LEVEL SEASON WILL BE WAIVED FOR ALL PLAYERS.
5. Bill
 - a. LCTA has a healthy balance sheet, potential need to spend down.
 - b. As a 501 C4 non-profit organization it is OK to carry a balance but it should not be excessive and should be related to the mission.
 - i. Board needs to be sure they are fiduciary stewards of the membership funds;
 - ii. Need to document all expenditures;
 - iii. Board can document distribution of funds through meeting minutes;
 - iv. Board believes Mt Pleasant Rec will be requesting \$50,000 over the next 3 years;
 - v. Doty Park will be requesting \$50,000 in additional funds for the renovation of 2 courts.
6. Nancy
 - a. Vote for Board Officers for a 3 year term
 - i. Andrea Weinstein – President
 - ii. Nancy Pitcairn – Vice President
 - iii. DJ Barnhill – Treasurer
 - iv. Jen McCool – Secretary
 - v. After discussion, it was moved, seconded and VOTED UNANIMOUSLY THE BOARD OFFICERS WOULD SERVE ANOTHER 3 YEAR TERM

- b. Board Member Nominations for Annual Meeting
 - i. The nominating committee will meet this week to discuss new board nominees

There being no further business, the meeting was adjourned at 6:44 p.m.