

Minutes of USSP Board Meeting on 07/07/22 - 6 PM CDT

Submitted by Chris Thomas on 07/08/22.

Attendees: Dave Allenbaugh, David Hart, Mike Hoxie, Tim Kuss, Vicky Noakes, Dennis Poppe, Ford Roberson, Bill Schoen and Chris Thomas.

Minutes of Board Meeting held on 04/20/22 were approved unanimously.

Exec. Director/President Items:

1. **Tournament Schedule Update-Overview** (submitted by Ford): Ford summarized the first 6 months of USSP tournaments, as well as the outlook for the rest of 2022. Where events have done well, such as in OKC and in Denton in regards to registration numbers, Ford said this was largely due to a heavy market presence of USSP members in those areas. But the cancelations of events in July in Hollister, CA. and Fenton, MO. demonstrated that USSP did not have a large market presence in those areas. There were other factors in these cancellations, such as two big tournaments held before the scheduled USSP in the Fenton/St. Louis area.

The Albany, OR. Tournament scheduled for August will be rescheduled into 2023. There are still months left to register for events like the ones in GA. and VA. There are some events later this year that could be in danger of not making a go of it. Ford stressed that USSP needs to get more marketing assistance to get the word out on who we are and what we offer. USSP is not it seems a “household” word.

2022 calendar is now set. So far there are three tournaments listed for 2023. Ford pointed out how groups such as PPA, APP and USAP are excellent at promoting their events, and how these tournaments are taking large number of players and locking down tournament facilities.

On some other items, Ford listed three big pluses this year: 1) Membership up over 20% in first 6 months; 2) Facebook has doubled in terms of numbers to 7,300; and 3) USSP's financials are very healthy.

- 2. Other Board Member Items -Zone Director Reports** (submitted by Ford, Tim and Mike): Mike was doing double duty attending the meeting and also monitoring (as TD) of the USAP Pac NW Diamond Regional in WA. In terms of numbers being down in events, Mike said that those USAP Regionals held later in the year, are all down in numbers as folks attend one, qualify for Diamond Nationals, and don't go to other regionals. He said he would like to move the Pac NW event earlier in 2023.

Mike pointed out that the Scott Moore PB facility is nearing completion, and that Scott is anxious to have USSP events. Mike put in a plug for his event in Maui in late Jan. 2023. He also said Spokane is a good possibility for a tournament in 2023.

On a tournament related issue, Mike brought up the concept of having a program to certify USSP refs. He has talked with many currently USAP certified and previously certified refs, and many of them are not signing up to be recertified. Ford pointed out how complex the ref certification has become, and how negative it has become in its nature. All agreed that this is an excellent idea. Tim said that we needed a "champion" outside of USSP to lead it and be the spokesperson. Scott Moore's name was mentioned. Mike agreed to put together a proposal to present to the board, that would be on the agenda for our next meeting in Oct. Ford knows Scott, and at some point as needed he could contact Scott in this regard.

Ford is running 9 tournaments and needs help.

- 3. Marketing Program** (submitted by Dennis): Dennis presented a 6 point list of concerns/suggestions:
- a) Need a strategy or plan to move folks off of PT to PB.
 - b) In our marketing need to stress why USSP is different, such as we are for seniors and our events are all age/skill formatted. Players will not be forced to play down in age. We are age specific.
 - c) Need more membership benefits rather than focusing primarily on tournaments. Would "leagues" attract the senior recreational player?

- d) Need more participation by the board to personally “interact” with seniors on social media platforms.
- e) The Ambassador program needs easier way to engage and support ambassadors. Would some kind of “menu” of activities be a way to give direction to our ambassadors?
- f) Have other events like a “celebrity” tournament.

Bill mentioned the need for a professional marketing person. Person would coordinate all social media platforms, press releases, publication advertising, promote results of tournaments, etc.

David A. said that PB sport, from a 10K foot level, has grown exponentially. What we need is to carve out our a marketing niche. State why we are different such as the points award program. Have a marketing person create a “packet” to send out to media types about who we are and what we do. Focus on the 50+ senior market.

One idea that came out was to have non-USSP tournaments that are listed on PB provide “points” for players. Beyond just medal points, it could provide participation points for playing in events. This would be a 50+, senior based points system, like WTA or ATP. It would be “universal” for all seniors, and it would unite senior players and promote the sport.

Ford pointed out how the Cowtown facility owner incorporates a “points” system for folks who participate in facility events. Board liked the senior points concept, and Ford said he would be glad to work on a proposal and send to the board. Ford said this idea would market itself and could easily be implemented within the PB system for 2023 events.

4. Sponsorship Program (submitted by Bill): Nothing to report.

5. Treasurer Report (submitted by Dave):

Proposal from Chris: Have board authorize reimbursement of up to \$500 total for individual board member who attends the USSP Nationals event in October, 2022 and attends USSP board meeting in person. After a short discussion, treasurer verified that there are sufficient funds to cover these expenses. Ford pointed out that the treasurer report, as there are many tournaments in second half of 2022, will have future tournament expenses.

USSP 2022 - Q2 Treasurer's Report			6/30/2022
	4/1/2022	Income	Expense
			6/31/2022
BOFA Bank Balance	\$ 176,952.95	\$ 32,423.56	\$ 47,066.76
Pay Pal Balance	\$ 11,433.52	\$ 30,941.52	\$ 30,126.26
Total Cash Balance	\$ 188,386.47	\$ 63,365.08	\$ 77,193.02
			\$ 174,558.53
BofA Account Income			
Transfers From PayPal		\$ 29,000.00	
Tournament Revenue		\$ 2,550.00	
Merchandies Sales (Shirts)		\$ 188.00	
Merchandies Sales (Jackets)		\$ 274.48	
Medals Refund		\$ 411.08	
Total Income		\$ 32,423.56	
BofA Account Expenses			
Iub Expense (Tax, State payments, Ins)		\$ 1,403.80	\$ 1,403.80
Computer Software/Equip		\$ 48.78	\$ 203.84
Mailings, Shipping		\$ 615.58	\$ 2,180.22
Office Supplies		\$ 114.71	\$ 415.50
Staff Payments		\$ 3,750.00	\$ 5,500.00
Merchandise		\$ 3,819.76	\$ 8,269.76
Tournaments		\$ 32,697.21	\$ 38,114.55
Travel		\$ -	\$ -
Vieth Consulting (Memberleap)		\$ 640.00	\$ 1,120.00
Marketing Expense		\$ 3,646.92	\$ 3,646.92
Yellow Door storage Unit		\$ 330.00	\$ 632.00
Total Expenses:		\$ 47,066.76	\$ 61,486.59
PayPal Income			
Membership - Renewals (209)		\$ 4,600.00	\$ 10,140.00
Membership - New Members (446)		\$ 7,570.00	\$ 23,280.00
National Indoor Championship		\$ 9,267.50	\$ 22,340.50
North EastZone		\$ 1,327.00	\$ 1,327.00
South Central Zone		\$ 3,226.00	\$ 3,226.00
SouthWest Zone		\$ 3,866.50	\$ 3,866.50
West Zone Champ. (Canceled)		\$ 402.50	\$ 402.50
Cowtown Senior Open Series (2)		\$ 580.00	\$ 580.00
USSP Jackets		\$ 97.02	\$ 396.96
PayPal Giving Fund		\$ 5.00	\$ 9.00
Total Income		\$ 30,941.52	\$ 65,568.46
PayPal Expense			
PayPal Fees		\$ 1,126.26	\$ 2,241.04
Transfer to B of A		\$ 29,000.00	\$ 59,000.00
Total Expenses		\$ 30,126.26	\$ 61,241.04

6. **Membership Report** (submitted by Dave): See attached PDF on membership by State/Age (Membership by State/Age 62622). David discussed a new report that was attached to the agenda. It displays membership counts by state and age. Board liked the report, and David said he could also run it as ranked % of total order, as well as the current alpha state order. Chris suggested a column total by the 10 year age groups, with % of total membership. David said he could do that. It was noted that 79% of our total membership are in two ten year age groups—60-69 & 70-79. Chris suggested and David will research possibility of having a member-to-member email app on our website to assist folks looking for partners. It could be similar to what USAP now has.

7. **Points 2022 Program** (submitted by Dave):

Point Leader Stats		YTD - 6/27/22			
		# of Point winner on the Point Leader board by State			
Women		Men		Totals	% of Tot.
TX	68	TX	73	141	58.5%
Ok	31	Ok	39	70	29.0%
KS	4	KS	3	7	2.9%
MI	1	MI	0	1	0.4%
AR	4	AR	2	6	2.5%
CA	2	CA	1	3	1.2%
SD	1	SD	0	1	0.4%
CO	1	CO	2	3	1.2%
AZ	1	AZ	3	4	1.7%
ID	0	ID	1	1	0.4%
IL	0	IL	1	1	0.4%
GA	0	GA	1	1	0.4%
PA	1	PA	0	1	0.4%
FL	0	FL	1	1	0.4%
TOTAL:	114	Total:	127	241	

8. USSP Website and Facebook Stats (submitted by Dave):



Website Hits: 18,685 (3,103 Increase from 4/2/22, a 16% Increase)

Notes: Short discussion re: facebook scammers and what to do about them. Vicky mentioned her screening questions to prevent scammers.

10. Ambassador Director Report (submitted by Vicky): Vicky said there are about 125 ambassadors. She will put in for another T-shirt order (20) to cover the newer ambassadors. She does get applications, but tells folks that first you have to join USSP.

11. Newsletter: Nothing new to report. Tim asked if we need some sort of monthly communication. Others suggested a quarterly approach. Biggest need is to have someone take over this responsibility. Vicky will research her ambassadors to see if any of them want to assist.

12. ASKSSIPA/ASKUSSP Stats (submitted by Chris): For period 04/16/22 to 07/01/22 by type: Tournament – 6; Membership – 1; Points – 4; Other – 3; TOT -14. YTD Totals by type: Tournament – 34; Membership – 13; Points – 6; Other – 17. Grand total YTD – 70; highest % of grand total is Tournament with 49%.

13. Member Feedback (submitted by Chris): See attached Word doc re: Match Format. There was a discussion re: USSP tournaments using a 1 to 15 format in the winner's bracket. Mike and Ford said that you need to provide flexibility of the TD's to meet demands of time and court challenges. Chris mentioned that USSP needs to better explain this format ,and why it is used on our website under player guidelines.

14. Misc Mike mentioned that PB system has a “scramble” bracket feature that addresses the “orphan” tournament player, whose partner withdraws at the last minute. So, instead of the player not playing in the event, this scramble option includes such orphans into another bracket. This could be another advantage of PB over PT.

15. Next Meeting Time/Date: Oct. 24 at the USSP Nationals in AZ.

16. Meeting Adjourned: Meeting adjourned at 9:10 PM.