

NOTE: *All minutes are final after approval by the committee and all approved resolutions are subject to final approval by the USTA NorCal Board.*

If some resolutions were not approved by the Board, or were approved by an actual vote of the Board instead of the Committee Recommendation process, note that as well.

DEI Committee Charter - [Charter](#)

Silvia Duenas-Bielser, chair of the DEI Committee, called the meeting to order at 7:06 PM – greeted everyone to the 2nd me The meeting was held by Google Meet video conference.

Committee Members Present: Silvia Duenas-Bielser (Chair), Michael Loleng, Vince Owens, Carl Mendoza, Tina Murray, Mariko-Fritz Krockow, Amy Anh and Marco Sanchez **Absent:** Marco Sanchez

USTA NorCal Staff Present: Cherryl Silva (Advocacy Manager), Summer Verhoeven (Executive Director), Essie Elsakkar and Jack Nielsen (Community Program Representative – Sacramento/Reno)

1. Chair Report

Item 1: No chair report

2. Staff Report

Item 1: PAC Study Report

Staff Liaison Silva along with Executive Director Verhoeven shared the 2025 PAC Study Report. Overview of the report is promising in all categories with an overwhelming 12% participation increase in NorCal and at +6% nationwide and total of 27.3 million in 2025. Youth and adult participation have consistent growth the last 6 years. Youth and adult 35+ leads the chart. Tennis continues to become more diverse, driven by key demographic groups particularly people of color, women, established adults, and seniors.

Item 2: Introduction of Department Staff

- Sr. Manager of Marketing (Essie Elsakkar) presented 2025 Marketing Strategy.
- Community Program Representative (Jack Nielsen) report out his role and responsibilities and coverage of Sacramento-Reno area.

Item 3: 2026 Mass Participation Initiatives

Staff Liaison Silva presented 2025 Mass Participation Initiative's pillars and area of focus.

- Advocacy: strengthen led-advocacy effort by the following initiatives:
 - increase, retain, sustain a robust volunteer network.
- Facilities: increase access, expand and improve facilities with the following initiatives:
 - Adopt A Tennis Park, High School Hubs & Tennis Advocates
- Coaching: increase number of coaches through USTA Coaching with the following initiatives.
 - recruited of entry level coaches, increase number of Women Coaching Alliance Program.
- Youth Tennis: increase youth participation through the following initiatives:
 - Red Ball for all programs, schools and event activations.

Item 4: Champions of Character Scholarship update
2025 flier updated, marketing is in progress (eblast, social media and newsletter). Postcard ordered for distributions and will be available for pick up at the Alameda office.

3. Open Discussion:

Item 1: Committee retreat
Committee discussed potential options and dates for a 2026. Staff Liaison and Chair Bielser will send out multiple date option and plan there-after.

4. Old Business:

Item 1: Sub-committee for Character of Champion Scholarship
Tabled and will be discussed in future meetings.

5. New Business:

Item 1: n/a

6. Next Steps: There being no further issues or discussion to come before the DEI Committee, the meeting was adjourned at 8:08PM. The next meeting is April 8, 2026.