

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 7:03PM. 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 and Amy Anh.

Absent: Marco Sanchez

USTA NorCal Staff Present: Cherryl Silva, Staff Liaison

1. Chair Report

Item 1: No chair report. Minutes approval from March 8, 2026

2. Staff Report

Item 1: Staff Liaison Silva shared target market, top 10 participation data and its alignment with the mass participation priorities outlined in the Northern California Section Strategic Plan. The plan emphasized the role of community engagement and long-term sustainability in growing the game across the region. Mass Participation initiatives will continue to focus key areas: improving and preserving tennis facilities, strengthening the pipeline and development of coaches, and expanding Red Ball programming to create more accessible and lowering barriers on entry points for youth and adult players. These priorities are intended to support participation growth, enhance player development opportunities, and ensure communities throughout NorCal have greater access to the sport.

Item 2: Upcoming events, incentives & programs

- NTM (Red Ball Kit) – Incentive program sent out to all provider to encourage to host events during National Tennis Month and offer Red Ball events to increase mass participation and invite the community to try Red Ball Tennis.
- AAPI Family Festival – USTA NorCal will be hosting a family festival in celebration of AAPI Heritage on May 3rd. Event will be held at Fremont Tennis Center in conjunction with National Public Parks Tournament.
- Family Festivals (Red Ball for All) – USTA NorCal Section will be hosting Red Ball for All on May 23rd in San Francisco. Seeking volunteers for this event.
- Adopt A Tennis Park – Align with Mass Participation strategic priorities. Section will pilot Adopt A Tennis Park program around the section. Adopt-A-Park aims to enhance the quality of local parks through community stewardship and volunteer services. This program is to ensure and preserve tennis courts.

3. Retreat Discussion:

Item 1: Committee retreat and topic suggestion discussions.

- How to engage higher level players (women)
- Key growth segmentation data findings (data resource)
- How to increase more women coaches
- Allyship "Theory of Change"
- How to support underserved communities and create a pathway. Narrow the focus to ensure sustainability and expansion of programs.
- Evaluation of Scholarships offerings "What do we want to accomplish"

4. Old Business:

Item 1: Character of Champion Grants and NJTL Camp

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 8:02PM. The next meeting is May 13, 2026.