

## 2019 APTA Board Meeting – May 2, 2019

### HOF Virtual Museum and Website

**Mission Statement:** To honor players and contributors to the sport of platform tennis and capture the history of the game through a “virtual” Hall of Fame museum as part of APTA’s mission to grow participation by players of all ages and abilities.

#### **Accomplishments – Updates to 2018 report:**

1. PTMHOF officially dissolved as of Q1 2017 and all assets (website and remaining cash of ~\$9K) transferred to APTA.
2. 990 Form completed and submitted to IRS for 2016
3. 990 for 2017 ready to be filed – this will be the final filing for the PTMHOF

*The above 3 items were completed with the help of APTA’s accounting/tax advisor for the 990 as the IRS had deemed the original submission as incomplete.*

4. PTMHOF’s collection of physical archival material is ready to ship to APTA for future storage. This includes the original Sticker painting.

*Completed and APTA reviewing the inventory*

5. PTMHOF financial records etc. will be included in the material shipped to APTA

*Completed and PTMHOF QuickBooks discontinued*

6. Transfer of all backed up digital archived material to APTA is ready to transfer to APTA pending decision on mechanics

*This is still a WIP and guidance from APTA needed. The **DropBox account is up for renewal on May 21***

7. PTMHOF PO Box is scheduled to close at end of current term (October 2018) and any mail rerouted to APTA. References to PO Box on site need to be switched to APTA

*Completed*

8. PTMHOF accounting (QuickBooks online) has been terminated. If APTA needs any electronic records we have 8 months to reconstitute the records and move to APTA

*Completed – see 5 above*

9. Some work has been done by the web developer (VividFront) to make the site's History and HOF sections mobile/iPad friendly but has not been completed. The Search and Explore section of the website works adequately on mobile devices

*Hand-off of VividFront to APTA completed – unsure of APTA's goal to address the issues cited*

### **Goals:**

*The following goals are still germane. The addition of Christy Hayes has provided a critical resource for maintaining HOF Museum currency and increasing awareness of the game's rich history. The "how" of integrating the APTA and HOF Museum websites remains a WIP as does creating a sustainable work-process for timely updating of the HOF section of the website.*

To maximize the effectiveness of the HOFVM in supporting APTA growth ambitions some decisions need to be made by the APTA. As enumerated below:

1. Decide if mobile version of HOFVM is useful (analytics suggest that this should be done). If so, we need a path forward (Technology Super Committee and ?)
2. Develop a "work process" to keep the Hall of Fame current and maintain the "quality" of the material being added for new inductees. The APTA may also want to consider what "quality level" represents the appropriate balance between the amount of information for each new HOFamer and the effort required to research and write the bio. This likely needs co-ordination with HOF Nominating Committee and PTM (See *Note 1* below)
3. How best to integrate with APTA website – PTMHOF has a "Shop" and has various "plugs" for APTA and these maybe better coordinated with other on-going APTA fund raising

*A number of sales of Jack Davis prints and reproductions of the Sticker painting have been made with more of the delivery mechanics being moved over to APTA*

4. APTA needs to evaluate the value of capturing history versus providing live coverage. Very little interest in the former seems to be the case. However, if there is interest we need a sustainable path forward. This would require input from the PTM Committee where much of the material is generated

5. APTA tournament records are on both the APTA site and the HOFVM site. The latter has multiple links to all archived material related to each event and the winners, finalist, host club, draw-sheets, videos, etc. APTA needs to decide how they want to handle these records going forward as duplication is inefficient. (See *Note 1* below)
6. Is there any interest in promoting the games history and HOFamers at national events? If so we need to find a cost effective way to do this. **Of note the game turned 90 at the end of November 2018**
7. PTMHOF registered a number of domain names over time as our thinking evolved and these have been registered with GoDaddy. Some likely can now be abandoned to save \$ as renewals come up.
8. The website was deliberately set up so entities can add their paddle history (Fox Meadow was added as a model) – decide whether this has any marketing/member benefit value

*Note 1: The HOF section, like the History segments, makes full use of the relational database that is the platform for the Search & Explore section (actually a separate website). Thus there are links to the individual's tournament records and other records tagged to the individual. This means that these relationships need to be added when new material is uploaded. This will require coordination among a number of committees*