



Pickleball BC Association Board Meeting
22-10-04, 6:00 pm Zoom

Attendees

Dave Eaton	Present	Al Thomson	Absent
Brett Forsythe*	Present	Rod Williams	Present
Walter Knecht	Present		
Sharon MacDonald	Absent		
Brian Shum	Present		
David Snell	Present	* left meeting	6:30

1. **Quorum** - achieved.

2. **Agenda**

Moved / seconded by Dave/Rod - the Agenda as presented be approved. Carried.

3. **Prior Meeting Minute Review**

Moved / seconded by Rod/Brian the September 2022 minutes be approved as presented. Carried.

4. **Reports**

a. Website etc - see attached report.

David reviewed his written submission, eliciting a few comments and questions.

Salient items:

- another meeting with P. Martin if possible
- DS & WK to meet re priority of many upgrades DS plans
- Club events or Clinics page to be discussed with others
- DS & WK to meet to discuss sponsor issues in general

b. Tournaments - Brett - no written report

Known fact - *Pickleball Tournaments bought Pickleball Brackets*. Changes unknown at this time. New website launching in a day or two, with details? Brett will monitor etc. WK input from PCO - expectation and hope that all upgrades made via PB will be retained!

Provincial Tournament 2023. BF in consultation with Vernon Pickleball Association. VPA (as a club) are 'all in' for a May '23 date. VPA have asked the City of Vernon for temp use of adjacent tennis courts and await replay. BF is also in communication with Kamloops as an alternate.



Tournament Directors Manual. Following a call to all Clubs to assist in developing such a document, a Zoom meeting was held Oct 3, 7 pm. Over 20 names submitted to work this task. Five met Oct 3 (1½ hours), good discussions, notes taken, session recorded. After notes are compiled and reviewed additional discussions will be initiated. A very productive session!

Survey results - data not analyzed yet.

- c. Financial - report attached - Brian
Discussion - minor comments only.

- d. Grants Program - Sharon
Sharon absent no update, except WK indicated a couple new applications received this month.

- e. Membership - report attached - Rod
System now accepting memberships for 2023 (and remainder of 2022).
Renewals and new sign ups increased since Oct 1st.
Short off the record re the PCO analytics.

- f. Officiating - Al
Al absent but advised nothing to report.
Post meeting note / questions - any movement on the shirt aspect - see prior meeting minutes?

- g. Facilities - report attached - Dave
Business cards - concept off the table for now

BPA (acoustics) delivered revised reports today - DE & WK to review and distribute per earlier plans. Including BCR&PA update and broadcast?

DE gave short verbal report on work with USA P - see his report as well.

Short discussion on other older quieter paddle modules. DE to contact Manta.

WK will work offline re the older paddles from a long ago era.



5. Other Business

a. 2023 - Budget and AGM

AGM 2023 - probably mid Feb

Need to do budget and AGM planning prior to or during Nov meeting.

b. PBC Polices

Six were sent to all Clubs for review, significant comments and details received from Ken Nowlan, Surrey, have been incorporated. A late set of comments came from Vernon - these will be reviewed, discussed and included as appropriate as well. Those first 6 polices are held in abeyance pending this last input from Vernon.

The next set of 6 are close and will be submitted to the Board soon - round one of the review process.

c. PBC Strategic plan

No comment beyond 'it is long'.

WK will review, edit, etc and make look more cohesive and resubmit.

d. Regional Meeting North of the 51st.

Planning in progress for an in person - this is getting tough- average travel distance over 200 km.

Will reconsider and probably do a shorter Zoom version.

e. Easter seals --> PADS - Pacific Assistance Dog Society

WK re-initiated contact with the Easter Seal lady Joanne, who moved to PADS recently. Intent (WK) is to take advantage of the promotional capability of such an organization - specific dedicated tournaments with (now?) a PADS sponsorship. Many details still to be worked out. First tournament day opportunity (PADS needs time to get into corporate budget cycles) would be October 2023 and then go March 2024 and March in following years.

f. Vancouver Wellness Show Feb 2023



"They" approached various pickleball clubs in the LM and Fraser Valley, who referred the contact to PBC. I asked Karen Watson, Burnaby, to conduct the preliminary communications with VW. I believe this is a great opportunity to promote the health benefits of pickleball both physical and brain related.

Karen has a tacit agreement that VW to provide us with a 30' by 60' space wherein we would establish a PB court, demo the game, have show attendees try it, etc. This for the princely sum of \$600. Note the rack rate for this space would be about 20 k.

Motion to commit up to \$2,000 to facilitate participation in the Vancouver Wellness Show 2023 - M/S Dave/Rod. Discussion - where - Vancouver Trade and Convention Centre
Motion carried!

g. Parkinson's

Following on the success (and wellness considerations) of the group in Parksville that ran a short program specifically for those afflicted with Parkinson's, contact has been made with the Vancouver Parkinson's centre - can we do something here? WK is following this one.

h. PCO Bylaws - next national meeting Oct 5, 3 pm PST

The road is not smooth nor straight.

DE suggested a motion of support be drawn, passed and forwarded. WK to draft and circulate for immediate consideration.

Post meeting note by WK - this should be a more informed and considered motion - WK will provide, formally, background data to support 'our' position before a motion is considered.

7:15 Motion to adjourn M/S Dave/David.

Next meeting - Nov 8, 6 pm Zoom.



Snell's Report To The Board

Oct 4th 2022

1. Communications & Social Media
 - a. Email and GoDaddy Spam/Phishing Concerns
 - b. First Tweets but @pickleballBC “handle” ownership question
 - c. Pamela Martin (past CTV BC news anchor) discussion continues – reporter reach-out done
 - d. Future discussions – LinkedIn, Instagram, Twitter (@PickleballBC), Facebook Group
2. Website:
 - a. Stats:
 - i. 20% less traffic in general Sept YR over YR, 14% less Month over Month (more travel?)
 - ii. Newsletter Release = Higher visits (324 unique) YR over YR (more links)
 - iii. Page visits up to 1.97 on average
 - iv. Search Terms: Google 90%+ of all searches - Clubs and Pickleball Canada
 - v. Most Page Visits – Where To Play, Clinics, Results...
 - b. Matrix Design for Tournaments’ Page to be tested (Safari, Chrome and Mobile) and Implemented - Ken to remain as backup for HTML page while needed
 - c. Update In Planning Stages:
 - i. Change navigation and dropdowns
 - ii. Consolidate/Add/delete pages – community outreach, training/certification, COVID advisories and Isolation Challenge, BC player focus spots (background, tournament play, up and comers...), pics and videos (Instagram)...
 - iii. Club Events’ Calendar
 - iv. More sponsors like HEAD (see below)
 - v. Continue positive stories - suggestions please!!
 - vi. More info on “About Pickleball”
 - vii. More links in media e-Blasts, Newsletters...
 - viii. Archive extraneous info, update/delete broken links & outdated info, and reduce repetitiveness
 - ix. Where To Play & Map – already in search form with links on Pickleball Canada website?
3. Sponsorship
 - a. PCO Sponsorship Media Kit Discussions – National and Provincial joint efforts with Jon de la Mothe
 - b. Ad Revenue steady at \$2100 Annually – new pricing recommendation coming!!
 - c. HEAD Pickleball Canada asked for 2023 sponsorship proposal for budget purposes - Sara McInnes
 - d. London Drugs and Westerleigh PARC discussion planned
4. Hollyburn Membership Drive now after Successful Club Tournament



PICKLEBALL BC

Cash Position
Board Meetings

				Oct 03/22
				8:37pm
Opening Bank Balance (VanCity)				28,476.51
PayPal account balance				145.05
TD #1000 88733 487 (2.85/3.10/5.0%) Mat Jul 06/25 - Annual Opts)			6,200.00	
Term Deposit #2 (1.0%/1.5%/2.0% Mat Nov 24/24 - Annual Opts)	*		7,000.00	
Term Deposit #3 (1.0%/1.5%/2.0% Mat Nov 28/24 - Annual Opts)	*		<u>12,000.00</u>	
Investments				25,200.00
BC Recreation & Parks (projected reimbursement for sound testing)				16,000.00
Total Cash Available				<u>69,821.56</u>
Expenses (Est):				
Walter (MailChimp)	Sep & Oct	(2 x 275)		550.00
BAP Acoustics - Contract / Pmts to date	18,900.00	(8,400.00)		10,500.00
Website Ad Expense (Ken)				0.00
PCO (PCNS 2022 Annual Dev Fees)				0.00
Provision for Grants Awarded (Data not current. Grant Adm to provide)	6,750.00	(5,237.00)		1,513.00
Misc				500.00
Total Expenses Accrued				<u>13,063.00</u>
Ending Bank Balance - Estimated				<u>56,758.56</u>

* Will opt out at anniversary date and renew with more favourable rates



September Membership Report – Rod Williams

New Affiliated Clubs operating this Month – Nanoose Bay Pickleball

No New Associates this month

There are currently 78 BC clubs and affiliates launched and processing memberships through PCNS.

Ucluelet, HorseFly and Sorrento PB clubs are in the process of getting their registration process in place and will all be opening up soon.

Registrations

151 memberships processed since September 1. 136 are brand new PCO Members and the rest are renewing but expired members. Registration has slowed down and I placed a notice on the registration forms telling everyone that their September registrations only provided membership until the end of this year. I have received a couple of complaints about this and have approached PCO about backdating some registrations to provide coverage for 2023. Last year they backdated things to September 1 to accommodate the deluge of 297 memberships from Vernon in that month. Most folks and clubs seem to have heeded my message, as there are over 80 new registrations completed by Noon on the morning of October 1.

I have updated the message on the registration forms to indicate that everyone who now registers receives membership until the end of 2023

As of September 30th, there were 11,482 Active PBC members, 2794 more than at Dec 31st 2021. If we grow by even half of what we have done this year, we will be approaching 13,000 PBC members in 2023.

There have been 5014 new PCO/PBC members registered since September 30, 2021, and more coming in every day.

There are still 4859 inactive memberships in PBC. A decrease of 14 from August.

National PCNS News

Per the August 31st Analytics information I received from PCO, BC accounts for 29% of all PCO memberships, and has provided 33% of all the revenue generated by the PCNS system. That last figure should be going up for 2023, as several clubs are in the process of moving to collect their local dues through the PCNS while they haven't in the past.



Report to the Board – October 4, 2020 – Dave Eaton: Facilities Development

Two significant efforts are at different stages for our organization as we meet on Tuesday.

First, we are waiting for a soon to be delivered “final” report from BAP Acoustics on our sound testing. Walter and I have analyzed their first two reports and then via Zoom, met with their senior consultant to suggest changes and additions, which were, for the most part accepted. Once we receive the next version, it will be forwarded to BC Recreation & Parks for their consideration and comments. The next step will be for BAP to complete the final report, at which time we will have BCRPA pay the \$16,000 they committed to the project to BAP. Then more work awaits as we decide how to promote the project and share the info with other organizations.

The second direction I’m working on is communication with the Carl Schmits, Managing Director of Facilities Development with USA Pickleball. I had asked him what their organization was doing to deal with noise complaints caused by our sport in many communities. I will be speaking with him this week to begin to explore how our two organizations can work together to avoid duplication and achieve results more quickly. More on that to come soon; here is Carl’s reply:

We are working on a number of fronts regarding pickleball's acoustic signature; with over 10,000 documented sites, there are approximately .5% per year that have acoustic issues - largely due to lack of planning in the conversion of existing recreational facilities - e.g., tennis courts to pickleball courts in residential areas.

1) Regarding facilities - We are assisting in new site design, including using the services of an acoustic consulting firm, to prevent location in sensitive areas or to provide mitigation design input. These resources were funded and put in place this year at USA Pickleball's expense.

2) On the equipment front, we have designed standardized tests to characterize and measure the acoustic profile of paddles and balls. We're testing a cross section of paddle types/materials to establish baselines, and will create two paths to quieter equipment:

a) a separate category of certification for recreation equipment targeted to HOA's and municipal sites with acoustic sensitivity. This equipment would not be eligible for sanctioned competition.

b) An incentive program for manufacturers to produce equipment that exhibits a lower acoustic signature and meets all certification specifications.

These two will be launched in the coming months.