



Pickleball BC Association Board Meeting  
23-09-05, 6:00 pm Zoom

**Attendees**

Dave Eaton	Present	Sharon MacDonald	Present
Rick Folk	Present	Phil Sheps	Present
Susan Inkman	Present	David Snell	Present
Walter Knecht	Present	Rod Williams	Present
		Mel Buenaventura	Guest attendance 6 to 6:45 pm

1. **Quorum** – achieved – quietly with no comment.

**2. Agenda**

Agenda had been modified to allow Mel to join and partake in the new newsletter formatting, colours and all. Tacit approval given via email earlier.

**3. Newsletter review**

Mel joined and opened the discussion – based on the latest email form him to David and copied to all.

Considerable discussion on various points:

- a. The header / banner – colours, wording, inclusion of PBC Logo
- b. Lead in article – picture and teaser every month – not Presidents mug shot
- c. Table(s) of contents – formats, joining, linking etc
- d. Small mug shots with each report signature line
- e. Include more web links – Resources, Grants, minutes ? ?
- f. Check advert sizing – 100 by 400
- g. Ad placement & rotation
- h. More – Mel took detailed notes as he is doing the next draft

**4. Prior Minute Review – August 8, 2023**

Moved by Rick, seconded by Suzi that these minutes be adopted as presented.  
Carried



## 5. Old Business

- 1) 23.00.02 BCRPA Report etc  
We have our copy out to ALL Clubs. We do not expect to hear back from BCRPA on their updates till late summer. Still waiting.
- 2) 23.00.03 PADS  
Signed agreement with PADS early August. Working to an April 20, 2024 date. Official launch event now set for Sep 20, 2023 at Robert Burnaby Park, Burnaby. Invites to come out by Sep 8.
- 3) 23.02.01 Officiating  
Request for training and assessments in the northern area – still waiting for info from N51 – not going to happen – not enough people. One session coming in Nanaimo. Assessments happening at Surrey Cup. Mentioned an official rule change – making it the referee’s responsibility to tell servers and receivers of their position – not to allow faults because of.
- 4) 23.01.01 PBC Policy Review  
WK did write to all Clubs for feedback. Not a great lot of feedback.
- 5) 23.02.01 viaSport Report card  
Sharon was taking on the task of feeding viaSport as required. Sharon has enlisted Dave for help – this is not easy, nor small.
- 6) 23.02.02 Strategic Plan  
No current specific actions. No update
- 7) 23.03.01 Provincials ‘23 Follow-up  
Two meetings held – very good progress mainly by Dale Charlton and Ken Nowlan. Expecting a second draft late this week. Phil is pushing for cleaner delineation of PBC role(s) and cost. Target end of Sep still realistic.
- 8) 23.03.02 Tournament Points  
Short list sent July newsletter. A Sep 15<sup>th</sup> update is planned.
- 9) 23.04.03 PCO PCNS Levy  
PBC is the only Province not paid yet. The concept is to be reviewed at the PCO level. We wait. Nothing from PCO at this time.
- 10) 23.04.04 BC 55+ Games  
Games on! Aug 22-26. Rick asked about refereeing – will connect with Sport Chair. If any of us plan to attend we may be able to participate as medal presenters – let WK know.  
WK plans to be on site Friday Aug 25 – most of the day. WK went to games, hopes to participate in wrap up pickleball meeting – primarily for membership push.
- 11) 23.04.04 Business Practices Update  
WK will review and make this a LIVE issue. No update.



- 12) 23.04.05 Grant Documentation Review  
Sharon sent an update this week – too late for thorough reading – on agenda for Oct.
- 13) 23-08-08 Newsletter  
See notes at beginning of this meeting.
- 14) 23-08-08 Retention Survey – WK need to check if this was sent to everyone yet
- 15) Head Coach or a different title – Robin D’Abreo  
A couple discussions with Robin so far – trying to define the actual role and the title to make sure it does not escalate or be in conflict with PCO .

## 6. **New Business**

- a. Policy on Adverts and Promotions  
Considerable discussion on the draft sent two days ago. What is paid advertising versus free advertising. Volume, appearance – everything.  
  
Suzi with the help of David will put into words the possible consensus.
- b. Next Club presidents meeting set for Sep 12, 7 pm Zoom
- c. Fee increase?  
Motion by Rod, seconded by Rick that PBC will increase annual fees to:
  - Effective Jan 1, 2024 - \$5.00 per annum
  - Effective Jan 1, 2025 - \$7.50 per annum
  - Effective Jan 1, 2026 - \$10.00 per annumDiscussion - Dave will draft verbiage to explain etc. CARRIED
- d. Wk reported the advancement of a 4.5/5.0 tournament being set for Nov 11 & 12. Details to come ASAP.

## 7. **Reports**

Attached but not discussed during the meeting.

## 8. **Next meeting – 6 pm, October 3, 2023**

## 9. **Adjourned – 7:55 pm**



**Post meeting notes – items forgotten:**

- PBC has been invited back to for the 2024 Wellness show, first weekend in Feb 2024 – we have our deposit IN.
- Air Quality Policy – a vote by email will be conducted this week.



Dave Eaton, Facilities Development

### **Report to the Board – September 5, 2023**

After another contact with BC Recreation and Parks, were no closer to having their input into our project; here's the response I got on Sept. 1<sup>st</sup>:

*No updates from me on a provincial scale. Although, some regions should be close to having their multi-court strategies complete and ready for sharing. Particularly the capital regional district, and they will share so others can learn afterwards.*

If anyone wants to get a feel for the ongoing battle in the US between pickleball and residential neighbours, you can join one or both of two Facebook pages I follow: Pickleball Sound Mitigation and Pickleball Noise Relief. Both sites feature angry people looking for legal, municipal or some other help. It can be a bit overwhelming, considering there are many, many locations that are working quite well. With the various news stories combining with these sites, there will be more focus on this issue amongst the public, including those not affected. Once again, our sport will need to work hard to create facilities that work for players as well as neighbours.

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### **Snell's Report To The Board September 5<sup>th</sup>2023**

1. PADS Update
  - a. Event date scheduled April 20<sup>th</sup> 2023
  - b. September photo shoot
  - c. Announcement TBA
2. Communications & Social Media
  - a. New News Stories
    - i. **Top August News Stories:**
      - [PCO Update: Globe "Pickleball in a Pickle"](#)
      - [National Championships Start Tomorrow](#)
      - [NSPC Highlights Need For Court AED's](#)
      - [Ben Johns at Richmond's Belvedere Club](#)
      - [Canada's National Pickleball Day](#)
      - [Steve Deakin Honoured in Pitt Meadows](#)
    - ii. **Continue positive stories & more suggestions please!!**
  - b. Potential September News Stories
    - i. PADS Tournament



- ii. Grant Program update – need help with details and story line
    - iii. CNPL continuing coverage
    - iv. Western Region and Nationals Updates
    - v. Acoustic study release?
  - c. New Newsletter “Makeover” Discussion (Sample Sent)
    - i. Dave and Mel to present prototype and suggestions
      - 1. Suggested Names and Name Plate (Banner)
      - 2. Tag Line
      - 3. Colors
      - 4. Segments and Navigation
      - 5. New Content
    - ii. Discussion on Agenda Sept 5<sup>th</sup> – if agreed use for Sept 15<sup>th</sup>
  - d. Walter’s September 15<sup>th</sup> Newsletter
    - i. Changes as above
    - ii. August Links to Website= **420 (up 120 from July)**
    - iii. Sept 15<sup>th</sup> target Date for Next One
  - e. Continuing Projects (same)
    - i. Tweets @PickleballBC Continues (every story)
    - ii. Using Hootsuite Platform for Social Media Messaging Dashboard
    - iii. Other Social Media Sites: Facebook, YouTube& Instagram TBA
- 3. Website:
  - a. Places to Play update
  - b. 2023 Tournament Page Updated Regularly& Board Minutes Posted
  - c. 2024 Tournament Page to be started – Excel spreadsheet from Walter as a start
  - d. Comparative August to July Stats mostly up on a daily basis:
    - i. All stats on average up in August including Newsletter day
    - ii. Unique visitors down 7%to 4600
    - iii. 1.9Pages per “Unique Visitor” same
    - iv. Page views down 8% to 9,000 - Page Traffic:
      - 1. Home page and 2023 Tournaments most visited
      - 2. 2023 Tournaments next then Where to Play
      - 3. Clinics higher usage
      - 4. Become a Member and News after the above
    - v. August2023 vs July 2023 all “Key Word Search” Sources **UP**
      - 1. More Google US vs Canada search sources Month to Month (8% vs. 6% up)
      - 2. PCO next highest source like June
      - 3. Surrey PBC as always next
  - e. Website Updates TBA:
    - i. 2024 Tournaments page as above



- ii. New Landing Page & Site Look and Feel
  - iii. Encourage more BC good news stories
  - iv. BC Players' Focus Stories and Details
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Rick Folk  
Head Referee, Pickleball BC

We have one new Certified Referee in Canada and she is from Penticton. Congratulations to Dianne Hill who achieved her certification in Regina at the National Championships. We now have 9 certified referees in BC.

I will not be conducting a referee training session this fall in Northern BC. There was not an adequate sign-up to proceed.....so, hopefully next year.

However, I will be leading a referee training session on October 19, hosted by the Nanaimo Pickleball Club.

On September 15 to 17, I will be attending the Surrey Cup in Surrey. I will be refereeing in the tournament, as well as conducting some referee assessments. I was talking to the tournament coordinator, and she is looking for volunteers to help out during the weekend. If you have any suggestions, please let me know, and I will pass them along.

I hope to have an information message ready for our next PBC newsletter. In it, I will outline the process for interested pickleball players to become an accredited pickleball referee. As you may recall, we (I) ran into some uncomfortable, unexpected situations having assessments done this past spring. I felt there were three factors that contributed to the problems. One, some of the candidates were not aware of the preparations that were required. Two, the scheduling was not right...we tried to do too many assessments in too short of a time period. Three, I was a rookie Head Referee.

In consultation with Sharon (Referee Training Coordinator for the West), we are going to ask that each candidate be recommended for assessment by a referee trainer or accredited referee, and that Sharon and/or I be notified of any plans for assessment. I will also make sure that adequate time is allocated for the assessments to take place. Finally, I feel that I am somewhat of a grizzled veteran head ref.



Pickleball BC  
 Financial Position  
 As of August 31, 2023

	TOTAL
<b>Assets</b>	
Current Assets	
Cash and Cash Equivalent	
1000 Van City Chequing...6176	41,475.72
1005 Class B Membership Shares	5.77
1010 Term Deposit 3 yr July 2025 #100088733487	0.00
1015 Term Deposit 18 mth Jan 2025 #100092238723	6,855.00
1020 Term Deposit 3 yr Nov 2025 #100090026112	7,000.00
1030 Term Deposit 3 yr Nov 2025 #100090061135	12,000.00
1040 PayPal	0.00
<b>Total Cash and Cash Equivalent</b>	<b>\$67,336.49</b>
Accounts Receivable (A/R)	
Accounts Receivable (A/R)	590.00
<b>Total Accounts Receivable (A/R)</b>	<b>\$590.00</b>
<b>Total Current Assets</b>	<b>\$67,926.49</b>
<b>Total Assets</b>	<b>\$67,926.49</b>
<b>Liabilities and Equity</b>	
Liabilities	
<b>Total Liabilities</b>	
Assets	
Opening Balance Equity	70,186.10
Retained Earnings	0.00
Excess/Deficiency of Revenue over Expenditures	-2,259.61
<b>Total Assets</b>	<b>\$67,926.49</b>
<b>Total Liabilities and Equity</b>	<b>\$67,926.49</b>





Pickleball BC  
 STATEMENT OF OPERATIONS  
 January - August, 2023

	TOTAL
<b>REVENUE</b>	
4000 Membership Revenue	23,565.00
4100 Advertising Revenue	1,640.00
4700 Interest Revenue	176.97
<b>Total REVENUE</b>	<b>\$25,381.97</b>
<b>TOTAL REVENUE</b>	<b>\$25,381.97</b>
<b>EXPENDITURES</b>	
5000 Bank charges	37.80
5100 Advertising and Promotional	1,796.30
5200 Dues, Fees and Subscriptions	467.41
5300 Office Expenses	464.00
5400 Credit Card Merchant Fees	9.60
5500 Travel to Meetings	4,502.57
5600 Facilities	203.67
5700 Officiating	7,452.14
5800 Grant Program	4,793.27
5910 Provincial Tournament Medals	3,314.82
5920 TRAP = Travelling Referee Assistance Program	4,600.00
<b>Total EXPENDITURES</b>	<b>\$27,641.58</b>
<b>EXCESS OF REVENUE OVER EXPENDITURES</b>	<b>\$ -2,259.61</b>



## August 31st Membership Report

Rod Williams  
PBC Registrar

Two new Clubs completed the necessary organizational process to begin registrations this month, Cortes Island and Abbotsford have now begun the registration of members. This leaves us at 91 affiliated clubs, 1 in progress (Qualicum) and 2 Associated organizations, up 15 Clubs from this time last year. I have begun the process to remove a couple of defunct clubs from the system as The Pickleball League and Vancouver Island Pickleball Association have gone dormant. VIPA is and was Ken Holman's organization and he hopes to pass it on to someone, but there are no takers. More clubs may follow.

There were 634 registrations in August, 216 renewals and 418 brand new PBC members. Again, this month, new member numbers were higher than renewals, continuing the trend began in May 2023. August 2022's Membership registration numbers were 332/219/113, so we are almost double last years trends.

As of August 31st, there were 15,294 Active PBC memberships, far more than we had at the end of 2022 and an increase of 3963 over this point last year. There are still 2500+ members who expired in 2022 and have not yet renewed, though a number of them have rejoined in the past 2 months. Last year we gained 1300 new members between September 1 and the end of the year. We could easily reach 16000 members this year if that growth occurs again.

October 1 is the rollover date for renewals to carry forward into the end of 2024. I have place a notice on all club registrations pointing this out. It should slow down new member applications this month, but we did have 49 newbies last September.

No new National data has been provided to compare our results with.



PBC Grant Log

APP's	Type	Date APP Received	Name of Applicant	Status	Grant Amount	Grant #	Date of Grant Approval	Date of 90 Day Claims Expiry	Paid out	Comments	
1	Youth	Jan.11/23	Victoria PB/Centre Mountain Lellum Sch	approved	\$ 500	117	Jan 18/23	Apr 18/23	Apr.25	portable nets for outdoor use/paddles/balls	
2	Com	Jan.26/23	Metchosin PB/Carol Voyt	approved	\$ 500	118	Mar 5/23	June 5/23	Apr.24	nets	
3	Com	Mar 5/23	South Cowichan PB/Laurie Vasey	approved	\$ 500	119	Mar 6/23		Aug20/23	celebrate National Pickleball Day	Extension Granted to August 30 when event occurs
4	Com	Mar 5/23	Qualicum Beach/Peter Drummon	Expired		n/a			expired	outdoor court construction	Not an affiliated Club -- No response to become one -- expired
5	com	Mar 7/23	Peninsula PB/Cindy Barton	approved	\$ 500	120	Mar8/23	June 8/23	Apr.24	3 portable nets	
6	youth	Feb.28/23	Vancouver PB/Janet Martini/E Van Elem	approved	\$ 500	121	Mar 8/23	June 8/23	Jun14/23	junior paddles and balls	
7	Com	Apr.5/23	Campbell River	approved	\$ 500	122	Apr.14/23	July14/23	July04/23	paddles & balls for beginner players	
8	Youth	Apr.15/23	Peace Country PB/District of Taylor	approved	\$ 400	123	Apr.17/23	July17/23		paddles, balls and eyewear	No further correspondence or contact --
9	Youth	Apr.18/23	North Shore PB/Queensbury Elem	approved	\$ 200	124	Apr.20/23	July20/23		portable pickleball net	No further correspondence or contact --
10	Youth	Apr.21/23	North Shore PB/Highland Elem	approved	\$ 430	125	Apr.24/23	July24/23	extended	24 wooden paddles - advised need to be USA approved	Request to change grant from paddles to nets -- asked them to resubmit -
11	Com	May22/23	Terrace PB/Lennette Desjarlais	approved	\$ 500	126	May 23/23	Aug 23/23	July19/23	start up of Club -- nets and equipment	Payment for balls only \$304.63
12	Com	May 21/23	Comox/Ron Dumbarton	approved	\$ 500	127	June11/23	Sept 11/23	July 1/23	instruction on pickleball machine	
13	Com	June 18/23	Pickleball Kelowna Club	approved	\$ 500	128	July 1/23	Oct 1/23	July19/23	lessons for members and new players	
14	Com	Aug.17/23	Port McNeil PB	approved	\$ 500	129	Aug.20/23	Nov.20/23		portable pickleball nets	

Total \$ 6,030

Please note Grant #126 -- these recipients original grant was for nets and equipment for start up -- they decided they did not need nets and submitted many receipts but only the receipts for balls purchased at \$304.63 was approved -- Now they would like to buy more balls and top up their grant money to \$500 -- I need some leadership on this, as this is not the first time this type of request has come in. I am conflicted as in the past we have asked for a resubmission -- Thoughts and guidance by the Board needed please.