



Pickleball BC Association Board Meeting
22-08-03, 6:00 pm Zoom

Attendees

Lucinda Atwood	Absent	David Snell	Present
Catalin Costea	Absent	Al Thomson	Present
Dave Eaton	Present	Rod Williams	Absent
Walter Knecht	Present		
Sharon MacDonald	Present		
Brian Shum	Present		

1. **Quorum** - achieved.
2. **Agenda** - copy attached
Moved / seconded by Al/Dave - the Agenda as presented be approved. Carried.
3. **Prior Meeting Minute Review**
Moved / seconded by David /Dave the July 2022 minutes be approved as corrected and presented. Carried.
4. **Reports**
 - a. Website etc - report attached - David
Discussion - website has now been separated from the 'other' site!
Improvements to content, flow and appearance are ongoing.
Always looking for content.
 - b. Financial - report attached - Brian
Discussion - none.
Follow up from July meeting question - revenue from Oct - Dec membership renewals - recognizing in current year or next year? Decion - current year.
 - c. Grants Program - Sharon
Sharon will be taking over management of this program.
 - d. Membership - report attached - Rod
This evening member #s approx 11,050.
Should we recognize in any way the 10,000th member and now the 11,000th member? Yes by mention in the Newsletter. Future - as we hit new 1000s we will recognize in the Newsletter - exception - the year end decline situation.



Recognition will only happen when the numbers climb back and actually reach a new 1000 mark.

- e. Officiating - Al
No advancements this month.
- f. Facilities - report attached - Dave
No additional comments or discussion
- g. Strategic - document attached - Lucinda
Several 'good' comments. David and Walter will meet again with Lucinda and review/move ahead.
- h. Polices - Walter
Polices have not been submitted. Need to get them in logical order and then submit for review.

5. Other Business

- a. Intro - Walter
We have too many tasks at the present - some things need to be curtailed to facilitate others.
- b. Regional Meetings - KEEP
The Okanagan meeting was well attended and well received!
Next - the Island (Nanaimo ?) late August. Dave will look for a venue. To include all the Island and Gulf Islands. Agenda to be determined. Two key elements - feedback on PBC activity or lack of and communications between Clubs.
Later - Lower Mainland, probably two sessions.
- c. Sport BC & viaSport
We have lots to learn still!
Sharon will take the lead.
- d. Deaf players
Tournament in Burnaby - date set as Sunday Sep 18, one day.
Organization fixed - 2 weeks max. Up to 8 courts, round robin, payments to PBC .



Deaf coaching - Motion to provide up to \$500 for reimbursable expenses to support Dan Lecours. Moved/seconded - Walter, Dave. Process to be - inform PBC ahead of activity (get approval), perform activity, seek reimbursement. Carried.

- e. Other tournaments - Easter Seals, Provincials, Regionals, Nationals - PBC Board has no bandwidth at this time - not actively pursuing any of these.
- f. PCO Bylaw review
PCO has a Governance Committee in place, suppose to be organizing etc. PBC participating with other Provinces to actually get the job done. PBC Board will be given opportunities to review new or proposed bylaws but not expected to participate in drafting them.
- g. Youth Program - a lengthy hiatus after Debbie had to step back. WK will renew the efforts!
- h. Misc
 - 1) WK discussion with ex president Tennis BC. Experienced consultant available. We would need to define needs prior to any engagement - not there yet.
 - 2) PCO and Tennis Canada are working on an agreement fashioned after the Tennis BC - Pickleball BC agreement. WK wrote and advised on mistakes in the BC document.
 - 3) NCCP L1 and L2 - L1 moving ahead, L2 coming out this fall. The providers have added to their delivery team - should go better.
 - 4) PCO Incident report - distributed for comment. It is a necessary document but it is long and has no criteria attached indicating when it is to be used. Let us review and pass comment back for PCO edification.
 - 5) Head coach concept - do we need one, what would one do? And a few other questions - before we go that route, if we do.

Next meeting - Tuesday Sept 6, 6 pm.

7:10 pm, motion to adjourn - Moved/seconded - Sharon, David. Carried



Snell's Report To The Board

1. Website:
 - a. Ownership successfully moved from Ken to Pickleball BC by Weebly/Square
 - b. Ken to remain as backup while needed (tournament page HTML needs to change)
 - c. Website issues to: davidsnell@pickleballbc.ca- info@ to Walter
 - d. News Page Strategy more media rich and positive – more info on “About Pickleball”
 - e. New page/tab contemplated – club certification, training, courses, tutorials, Al T. videos...
 - f. First try at mobile optimization☺
 - g. Summer Traffic Update – Consistent With Past History
2. Social Media & Outreach
 - a. Jill Barker Fitness reporter (& pickleball player) Vancouver Sun “Is Pickleball Really a Workout” article connection
 - b. Pamela Martin (past CTV BC news anchor) discussion
 - c. Recent Okanagan trip PR??
 - d. Future discussions – LinkedIn, Instagram, Twitter (@PickleballBC)
3. Sponsorship
 - a. Ad Revenue \$2100 Annually
 - b. HEAD Pickleball Canada discussion TBA With Sara McInnes
 - c. London Drugs and others
4. Surrey Seniors Super Slam Tournament Update



Cash Position
Board Meetings

		Aug 02/22
		3:33pm
Opening Bank Balance (VanCity)		36,576.22
PayPal account balance		0.00
TD #1000 88733 487 (2.85/3.10/5.0%) Mat Jul 06/25 - Annual Opts)	(A) 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
Total Cash Available		<u>61,776.22</u>
Expenses (Est):		
Walter (MailChimp)	Jul & Aug (2 x 250)	500.00
Website Ad Expense (Ken)		0.00
PCO (PCNS 2022 Annual Dev Fees)		0.00
Provision for Grants Awarded	6,750.00 (5,237.00)	1,513.00
Misc		500.00
Total Expenses Accrued		<u>2,513.00</u>
Ending Bank Balance - Estimated		<u>59,263.22</u>

(A) Term Deposit #1 anniversary cash out option exercised on Jul 6/22 (end of 1st year of a 3 yr term) without penalty and renewed for a new \$6,200 3 yr term (2.85 / 3.10 / 5.00) with anniversary cash out options maturing Jul 6/25. (Ref# 1000 88733 487)



July Membership Report – Rod Williams

No New Clubs operating this Month

New Affiliates this month: None

There are now 76 BC clubs and affiliates launched and processing memberships through PCNS.

Salmo and Haida Gwaii contacted us in February and received the information package to organize. No word back yet.

A North Shuswap club has initiated contact at the end of May. No word yet on whether they will continue the process.

Ucluelet approached me last week about organizing. No definitive word yet from them

-Registrations.

431 memberships processed since July 1. 360 are brand new PCO Members. Registration is slowing down a bit (140 less this month) now that clubs are fully operational. Several clubs have stopped new registrations. I have placed a notification in RED on the registration form that every new member sees indicating that memberships purchased now (and prior to October 1st) are only valid until the end of 2022.

As of July 31st there were 11,014 Active PBC members. 4601 of these are new PCO/PBC members registered since September 30, 2021. To the best of my reckoning, Carmen Neacs of the North Shore Pickleball Club was our 11,000th active member, and Theresa Orcutt of Nanaimo Pickleball Club was our 10,000th member.

There are still slightly over 4900 inactive memberships in PBC. A decrease of 71 from May. 1811 of these expired at the end of 2021 and have chosen to not return yet. At some point PCO has indicated that long term inactive memberships will be purged from the system, but it hasn't happened yet.

National PCNS News – I have received no new analytics information from PCO, but as of July 27th they announced they had surpassed 37,000 members nationally, so we account for slightly less than 30% of all registered members. The last info I received for the end of April indicated that BC was responsible for 39% of all revenue generated from registrations in the PCNS system.



Report to the Board – August 3, 2022

I have been working with the City of Parksville, in a quasi-mediator role between them and a stakeholder's group of area pickleball organizations. I met with the Operations Director in Parksville and some other key staff on July 12th, hopefully to smooth over some rough spots in their relationship. The main sticking point is a plan to re-orient the pickleball lines in the soon to be refurbished lacrosse box whereby the proposed plan creates significant safety and other issues. I forwarded my report to the Parksville pickleball group on July 12th, but have yet to receive any response, most likely because they didn't get the result they hoped for. A very complicated and long running "battle" between pickleball, city staff and elected officials isn't likely to end anytime soon.

Walter and I have been working closely with Andrew Williamson of BAP Acoustics and the CEO of BC Recreation and Parks Association to. The first day of acoustic testing took place in Esquimalt on July 20th, with the second day happening tomorrow in Oak Bay, with a final report expected by the end of August. I hope to have the results of the testing for our September meeting.

As reported in May, Ray Dear, Catalin, Al, Walter & I had a meeting with BC Recreation and Parks leading to more standardized methods for municipalities to use when operating facilities. This effort now requires more work by our group, trying to somewhat standardize procedures and guidelines for public spaces.

The CEO of BC Recreation and Parks has retired, and our current contact will be Holly-Anne Burrows. Her specialty is communications, so we look forward to promoting the work that we've done together in a multi-media program – more on that to come.

Dave Eaton
Facility Development



Strategic Plan – 2022 (pre-Draft)

Item	Content
Description of the organization	<p>PICKLEBALLBC (PBC), founded in March 2017, is dedicated to the growth, development, promotion and enjoyment of pickleball. We encourage people of all ages and skill levels to experience pickleball and discover the enjoyment of friendship and participation in an active lifestyle.</p> <p>PBC signed an affiliation agreement with Pickleball Canada in November 2018, became a registered not-for-profit society in 2019 and gained Provincial Sport Status (PSO) in 2021.</p> <p>In conjunction with the Pickleball Canada affiliation PBC is now the BC Provincial pickleball governing body.</p>
Mission statement (What we are now)	<p>The purposes of the society are:</p> <ul style="list-style-type: none"> • Promote and advance the game of pickleball as an exciting game for all ages and abilities • Support, develop, advocate for and represent all Pickleball Canada Organization PICKLEBALL ASSN BC members • Offer opportunities for organized recreational and competitive play in a respectful, safe, collegial and sporting spirit environment. • Actively support fair and equal access to all Pickleball programs regardless of age, gender, sexual orientation, ethnic or racial origin, religion or physical ability
Vision statement (What we want to become)	<p>The governing body for pickleball in BC, involved in:</p> <ul style="list-style-type: none"> • Local club accreditation and support • Training and certification of players, officials and trainers • Guidance and advocacy to diverse community, municipal, regional, provincial and federal bodies • Promoting, managing and directing the sport's visibility and reputation
Core Values (How we operate and treat people)	<ul style="list-style-type: none"> • Equity, diversity, inclusion • Sporting spirit • Respect • Integrity • Encouragement
Strategic Goals (Broad scope, longer term)	<ol style="list-style-type: none"> 1. Move from operating to governance 2. Train and certify players, officials and trainers 3. Guide diverse community, municipal, regional, provincial and federal bodies and key stakeholders 4. Promote, manage and direct the sport's visibility and reputation within BC and globally 5. Manage membership – targets: <ol style="list-style-type: none"> a. Individuals <ul style="list-style-type: none"> ■ End 2022: 11,500 ■ End 2023: 13,000 ■ End 2024: 15,000 b. Affiliated Clubs <ul style="list-style-type: none"> ■ End 2022: 76 ■ End 2023: 80 ■ End 2024: 85 c. Associated Organizations <ul style="list-style-type: none"> ■ End 2022: 3 ■ End 2023: 6 ■ End 2024: 10 6. Competitions: <ol style="list-style-type: none"> a. Tournaments b. Officiating c. Coaching 7. Build and manage relationships with other sports and organizations, including: <ol style="list-style-type: none"> a. Other sports b. BC 55+ Society c. viaSport d. Sport BC
Strategic Objectives (how to achieve the strategic goals: specific, short term)	<ol style="list-style-type: none"> 1. Move from operating to governance <ol style="list-style-type: none"> a. Policy book (target date: Dec 2022) <ol style="list-style-type: none"> i. Committee level review major Policy documents (~20) ii. Board level review iii. Club review & buy in