



Pickleball BC Association Board Meeting
22-09-06, 6:00 pm Zoom

Attendees

Dave Eaton	Present	Rod Williams	Present
Walter Knecht	Present		
Sharon MacDonald	Present		
Brian Shum	Present	Brett Forsythe	Guest
David Snell	Absent		
Al Thomson	Present		

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 Al/Brian the August 2022 minutes be approved as presented. Carried.
4. **Board Member Changes**
Catalin Costea and Lucinda Atwood have both expressed wishes to be removed from active service. Accepted.

Moved (Dave)/seconded (Rod) that Brett Forsythe be appointed to fill one of the Board vacancies. Brett 'presented' himself. Carried.
5. **Reports**
 - a. Website etc - David absent with permission.
WK reported - Ken Holman is nearly 'out' of this loop as David is doing most updates etc. David submitted a report post meeting date - included / attached.
 - b. Financial - report attached - Brian
Discussion - none.
 - c. Grants Program - Sharon
Working on details of one application.
This program is still active!
WK will put an item in the Sep Newsletter.



WK will ask David to add a highlight to the website.

- d. Membership - report attached - Rod
This evening member #s approx 11,375.
Rod trying to get 'regions' recognized in the PCNS - would make certain (directed) communications easier.
Rod should get (and disseminate) the usual PCNS analytics in a few days.
- e. Officiating - Al
One new L2 this month - Mike Strenkowski
Question about identifying shirt for L1 and L2 officials - Al (with help from Brett maybe) will check into and recommend.
- f. Facilities - report attached - Dave
Short discussion re Mayne Island situation.
Question re business cards - Dave to research/report.
- g. Polices - Walter
Six were submitted for review - no comments requiring updates. Will be sent to Club Presidents shortly.
Another 5 or 6 to come to the Board soon.
- h. Tournaments - Brett
 - A 2023 provincial tournament
 - Assistance for new tournaments
 - Support for existing perpetual tournaments

6. Other Business

- a. Regional Meeting Nanaimo Sept 7 - proceeding as planned
- b. Deaf player tournament in Burnaby - in jeopardy - one sign up so far
- c. PCO Bylaw review - in progress, still a bumpy road.
- d. Fee increase - short discussion - future agenda item

Motion to adjourn Move Dave, second Sharon!

Next meeting - Oct 4, 6 pm Zoom.



Snell's Report To The Board

September 6th 2022

1. Website:
 - a. Last item for website turnover is Tournaments Page to be completed in September - Ken to remain as backup while needed
 - b. Complete overhaul planned for incremental improvements:
 - i. Website Board listing for Brett changed
 - ii. Change navigation and dropdowns
 - iii. 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)...
 - 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
 - c. New page/tab contemplated – club certification, training, courses, tutorials, Al T. videos...
 - d. First try at mobile optimization☺
 - e. August Traffic Update – Holding Steady
2. Social Media & Outreach
 - a. Doing first Tweets but @pickleballBC handle ownership question
 - b. Pamela Martin (past CTV BC news anchor) discussion continues
 - c. Future discussions – LinkedIn, Instagram, Twitter (@PickleballBC), Facebook Group
3. Sponsorship
 - a. PCO Sponsorship Media Kit Discussions – National and Provincial joint efforts
 - b. Ad Revenue steady at \$2100 Annually – review pricing!!
 - c. HEAD Pickleball Canada asked for 2023 sponsorship proposal for budget purposes - Sara McInnes
 - d. London Drugs discussion planned



Financial Update

Cash Position

Board Meetings

	Sep 04/22
	4:10pm
Opening Bank Balance (VanCity)	30,906.94
PayPal account balance	0.00
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>72,106.94</u>
Expenses (Est):	
Walter (MailChimp)	Aug & Sep (2 x 275) 550.00
BAP Acoustics - Contract / Pmts to date	18,900.00 (6,300.00) 12,600.00
Website Ad Expense (Ken)	0.00
PCO (PCNS 2022 Annual Dev Fees)	0.00
Provision for Grants Awarded (not up to date)	6,750.00 (5,237.00) 1,513.00
Misc	500.00
Total Expenses Accrued	<u>15,163.00</u>
Ending Bank Balance - Estimated	<u>56,943.94</u>



PICKLEBALL BC viaSport ACCREDITATION STATUS

September 2, 2022

From viaSport representative – August 12, 2022

Recognized PSO's may receive an invite to enter the PSO Review Process for **Accreditation**, although this is still to be determined. The process will likely start in October. There is no guarantee that you will achieve Accredited Status.

Pickleball will only be considered for Accredited status if Government increase the size of the funding pot from its current level – we are still waiting on Government to confirm the funding envelope. Additionally, Pickleball would need to receive a review score that is high enough for consideration.

If the size of the funding pot does not increase no Recognized PSO's will be moved to Accredited status.

RECOGNITION AND ACCREDIATION FRAMEWORK DEFINITIONS

Affiliated – identified as an organization serving a demonstrated need of a particular demographic, region, sport or group of sports that other organizations do not, or are not able to meet

Recognized – recognized as the entity responsible for the organization and development of a sport, sports or group of sport disciplines in British Columbia

Accredited – accredited as the authoritative body for a sport, sports or group of sport disciplines in British Columbia, also responsible for the sport's organization, growth and development



CRITERIA	Affiliated	Recognized	Accredited
Is a registered society in good standing with the BC Societies	Yes	Yes	Yes
Able to demonstrate integration of LTAD in organizational implementation plan	Yes	Yes	Yes
Has a NCCP coaching pathway or equivalent	Yes	Yes	Yes
Has a verifiable annual membership *	n/a	1,000 members+	1,000 members+
Has demonstrated a base membership in a minimum # of BC Games Zones	* n/a	At least 3 zones	5 zones+
Serves as the exclusive provincial organizing body of the sport in B.C.	n/a	Yes	Yes
Is designated by the NSO as the provincial organizing body	Yes	Yes	Yes
Has a publicly available criminal record screening policy	Yes	Yes	Yes
Received an evaluation matrix score	n/a	n/a	Yes

Disability Sport Organizations are only required to have annual membership of 100 members

* And participation in at least 3 BC Games Zones.

APPLICATION

Step 1)

If your organization meets the above criteria then you can apply by filling out the eligibility application. You will be asked to submit the following supporting documentation:

1. Valid certificate of good standing –
2. Membership data –
3. Copy of your Criminal Record Screening Policy –
4. LTAD implementation plan –
5. NCCP materials –
6. Letter from NSO

Should there be sufficient evidence that the organization meets the criteria outlined above, the organization will be granted either Affiliated or Recognized Status.



Step 2)

Recognized organizations will qualify to participate in a full organizational assessment to be evaluated against a matrix of questions related to Sport 4 Life, Coaching & Officiating, Excellence and Organizational Readiness during the next funding review cycle. Timing for the review will be determined by the government.

Step 3)

Should your organization receive satisfactory results during the assessment, a recommendation will be made by viaSport to the Ministry of Tourism, Arts, Culture and Sport for the organization to receive Accredited status.

Results of the review do not guarantee funding, all funding allocations are subject to availability of funding provided by the Ministry. *If your sport is governed by the BC Athletic Commission, their approval will be required before you can proceed with the viaSport recognition process. Please provide evidence in writing.

Kevin from viaSport has also added in these criteria for accreditation that are not all noted above:

Those PSO's that are Accredited meet similar criteria to Recognized PSO, with the additional requirement that they have representation in 5 BC Games Zones, instead of 4.

Accredited PSO's also go through a comprehensive organizational review against a detailed matrix, every 3 - 4 years. This PSO Review has a higher threshold of requirements in comparison to the recognition process, examples include Governance and HR Capacity reviews, NCCP pathway evaluation, Number of NCCP Certified Coaches, Diversity and Equity, Strategic Plan, Regional Distribution and Club engagement, LTAD, Competition Pathway Review, etc.

That review is coming up in the next little while. There is a chance that Recognized PSO's will be invited to be part of the process. That said, if there are no additional dollars to allocate, we may not be able to move any Recognized PSO's to Accredited status.



BENEFITS	Affiliated	Recognized	Accredited
Project Grant Funding	Yes	Yes	Yes
Annual Contribution Funding	No	No	Yes
PSO Communications	Yes	Yes	Yes
Logo on viaSport website	Yes	Yes	Yes
PSO education	Yes	Yes	Yes
Dispute resolution support	Yes	Yes	Yes

August Membership Report – Rod Williams

No New Clubs operating this Month
 No New Affiliates this month

There are currently 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 month about organizing. No definitive word yet from them

Registrations.

322 memberships processed since August 1. 277 are brand new PCO Members and the rest are renewing but expired members. Registration is slowing down a bit (109 less this month) now that clubs are fully operational. Several clubs have stopped new registrations, but some have opened them up for the rest of the season at discounted rates. I have placed a notification in RED on the registration form that every new and expired member sees indicating that memberships purchased now (and prior to October 1st) are only valid until the end of 2022, but that isn't slowing new members down very much. I will delete this message as of Oct 1st when renewals will carry over to the end of 2023.

As of August 31st, there were 11,331 Active PBC members, 2643 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 4878 new PCO/PBC members registered since September 30, 2021. We acknowledged the 10,000th and 11,000th members in the July newsletter.

There are still 4873 inactive memberships in PBC. A decrease of 45 from July. 1766 of



these expired at the end of 2021 and have chosen to not return yet. The rest are longer term inactive members going back 2 years. 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

I did a demographics report for the West Kelowna club exec who were having a meeting with the local Mayor, councillors and Recreation staff regarding local Pickleball stats. I thought you might be interested.

2474 individual Pickleball Club Members in the Okanagan Valley (Vernon to Penticton) – **22%** of the total of 11189 registered in BC (This % might be higher if several clubs-including West Kelowna didn't need to cap registrations). Approximate population of the Okanagan Valley - 400,000, or Approximately **7.5%** of BC population. Provincial Membership is currently 2500+ higher than it was at the end of 2021. 4600 Brand New Members since Sept 30, 2021. Average age of Provincial membership is trending younger:

- currently it is 62.0 down from 62.3 in June and 62.5 in April.
- currently, 4650 Members under age 62. 6539 Members over age 62.
- 5495 over age 65.
- 3636 members under 60 years old (33%)
- 1254 Members under 50 Years old (11%)
- 599 Members under 40 Years old (5%)

These last segments are growing on a faster basis than the 62+ membership.

Pickleball BC has provided \$6750 in Community and School Grants to provide equipment and supplies to communities around the province. A Majority to School Programs.

Pickleball BC is spearheading an Acoustic Survey of balls and equipment suppliers to help facilitate Municipalities in the process of placing new courts in the best locations. \$20,000 project.



Report to the Board – September 6, 2022

Our sound mitigation research project is nearing the finish line, with the preliminary report from BAP Acoustics now in our hands. We have reviewed it, found several points to discuss with their lead engineer and will do that in the next few days. Once the amended report is available, it will be shared with BC Recreation & Parks as well as Pickleball Depot, who loaned us the equipment needed. The resulting information will then be packaged and provided to interested user groups and the media as appropriate. We plan to showcase this project to demonstrate how we are taking the initiative to try to deal with sound complaints related to pickleball.

Mayne Island Pickleball is currently dealing with legal action taken by their Island's tennis club over the use of what has recently been shared courts, but previously were used strictly by tennis players...more to come on this issue.

Dave Eaton

Facility Development