



Pickleball BC Association Board Meeting
23-02-07, 6:02 pm Zoom

Attendees

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

1. **Quorum** - achieved.
2. **Agenda**
Tacit approval - no additions.
3. **January Meeting Minute Review**
Moved / seconded by Dave E/David S that the January 2023 minutes be approved as presented. Carried.
4. **Reports**
 - a. David S - Website - report attached
Site hit rate way up in January
 - b. Sharon - Grant - report attached
Brian will email Sharon re pending approvals to include in financial info monthly
 - c. Rod - Membership - report attached
Membership coming back - many new members
Several Clubs now have wait lists - limiting member signups
We have 5 or 6 known locations that have 'clubs' but have not joined PBC, and they are happy as they are.



d. Rick - Officiating - report attached

Considerable discussion re the officials per diem approved late 2022. Very costly - maybe as much as \$12 k for the 2023 Provincials.

Moved/seconded Rick F/Walter K that a Travel Assistance amount of \$300 per qualified referee be established with respect the 2023 Provincials. 'Qualifications to include - distance traveled, matches officiated and participation as a player limitations.

This precludes any other per diem consideration. Also a proviso that for 2024 the context and rule set be re-evaluated.

Moved/seconded by Dave E/Sharon M to increase the allowance amount to \$400 with the same qualifiers. **Carried - unanimous!**

Main motion restated - A Travel Assistance amount of \$400 per qualified referee be established with respect the 2023 Provincials. 'Qualifications to include - distance traveled, matches officiated and participation as a player limitations. **Carried - unanimous!**

Discussions re ref shirt - Walter, Rick, Richard Chambers and Pickleball Depot - in progress.

e. Dave - Facilities - report attached

BCRPA - PBC Guidelines doc is with BCRPA for hopefully final editing!

The more we learn the more we learn that facilities are not keeping up with demand - reference back to the Clubs with registration caps in place already!

f. Brett - Tournaments

Provincials seem to be under control, Richard is leading the majority of the efforts Question about live stream - - maybe look closer in March at this.

Other 'higher level' play - Canadian National Pickleball League ([CNPL](#)) - could be coming this year - maybe paralleling leagues in the USA, at a lower level? And/or/also [Picklefest](#) style. For more info follow the links.



- g. Brian - Financial - reports attached
David questioned the continued \$250 monthly provision for MailChimp.
Walter / Rod explained the use of, the problems with etc using PCNS for our mass email needs. Despite those issues we will continue to use PCNS for the immediate future. Our use may move the fixes needed up the problem chain.

The provisional amount may stay (unused) until proven one way or the other.

5. Other

- a. AGM Feb 22 6 pm Zoom
All required notice information has been sent.
No controversial items on the Agenda - expect to be a 'quiet' meeting
One reminder notice will be included in the Feb 15 Newsletter
- b. Vancouver Wellness Show Feb 11 & 12 - All set - 26 volunteers etc
- c. PADS
A couple minor questions for PADS still but basic agreement concepts OK
Still much organizing work to be done.
Should have a more detailed summary in 2 weeks.
- d. New board members
No objections raised to any of the 3 applicants.
They will all (UOS) be invited to and appoint at our first meeting after the AGM
- e. viaSport 'report card' - received after my notes sent
About 16 categories - some my answers (scale 1 to 4) were not as high as the documents I sent would indicate, a couple I may have exaggerated ?Our average 'score' - just over 50%. Some areas we are along ways away - others we are just deficient. I will do a decent summary and send.



- f. Strat Plan - any action - none?
I plan an email to the Clubs re member retention - we lose or do not resign between 20 and 25% each year - can we reduce this 'loose'?
- g. May meeting in Vernon - YES - we can plan date and time later
- h. Volunteer recognition - about 20 nominees so far - may need tweaking but good so far!

Meeting adjourned 7:12 pm.

Next meeting - 6 pm PST, March 7, 2023 via Zoom.



Snell's Report To The Board February 7th2023

1. Communications & Social Media
 - a. 2nd Press Release Provincials TBA Jan 2023
 - b. January News Stories
 - i. Walter's Well Earned Sport BC Award
 - ii. Canadian National Pickleball League Founding
 - iii. Richmond PB Stories – Popularity & Kids/VPA Charity Work
 - iv. Chilliwack Court Funding Info TBA
 - v. Hand Signs for Scoring and Line Calls
 - vi. Provincials Update Feb 2023
 - vii. The February 2023 Wellness Show Continued PR
 - viii. CNBC Survey = 36.5M Pickleball Players over 12 months in US (4M in 2020)
 - ix. Continue positive stories –**continue suggestions please!!**
 - c. Walter's Newsletter
 - i. January Issue Links to Website= **Historical UNIQUE VISITS 600+!**
 - ii. Feb 15th target Date for Next One?
 - d. AGM announcements
 - e. Tweets
 - i. Sent Every News Story Posted
 - ii. Use Hootsuite Platform for Social Media Messaging Dashboard
 - iii. Facebook & Instagram TBA
2. Website:
 - a. All new Policies & Procedures Posted on Resources Page with Links
 - b. Logo/Banner News Story & change all Website logos and banners
 - c. Tournament Page Updated Regularly & Board Minutes Posted
 - d. Comparative Stats:
 - i. January Newsletter Day Traffic WAY **☑ Yr over Yr**
 1. 608 "Unique Visitors" vs 100
 2. 1,000 Page Views vs 300
 - ii. Improved Overall January stats **50% ☑**
 - iii. 9000 unique visitors vs 2500 in December
 - iv. 2.08 Pages per "Unique Visitor" 100+/day



- v. January 2023 vs December 2022 Key Word Search Sources Approx 1500 up from 700:
 - 1. Google/Yahoo 90%+ of all searches & searches up 76%
 - 2. Pickleball Canada ↑ Again
 - 3. Bing (new search) 3rd Place
 - 4. Clubs' Searches: Surrey
 - vi. Most Jan 2023 (vs Dec 2022) Page Visits (**Up 56% to 9000**)
 - 1. Home page ↑
 - 2. 2023 Tournaments Highest Search
 - 3. Clinics then Where To Play (opposite of December)
 - 4. News ↑ +25%
 - 5. Become a Member +30%
 - e. 2023 Updates TBA (added Logo):
 - i. Logo and Banner as above
 - ii. New Landing Page & Site Look and Feel
 - iii. Encourage more BC good news stories
 - iv. BC Players' Focus Stories and Details
 - v. New Info area on Tournament page or page for Provincials
 - vi. Consolidate/Add/Delete older pages & content
3. Sponsorship Reported before: Responsibilities handed over to Walter due to conflict of interest concerns
-

Grant Report – February 2023

New Applications: Pending

1. Metchosin Pickleball Club -- not a PBC affiliated entity – Suggestion that some conditions such as 50% be PBCA members as per past precedents – Walter was speaking with Carol Voyt for a follow up on more information. Letter sent to Carol Voyt further emphasizing the 50% members and that the Club also be registered with PBCA. Also asked how we can help them to make this happen.
2. Steamboat Mountain PB – requested 60 day Report



3. Lynnmour Elementary – Grant submitted when Brian was overseeing grants. Never paid out as paddles were not USAPA – new request for nets and balls – Nets not acceptable as not regulation size as per requirements on website – request for payment of \$287.02 for balls. Brian looking into criteria for payment
4. Request for Youth Initiative Grant from Centre Mountain Lellum Middle School/Victoria Regional Pickleball Association sponsoring Club --- for \$500 for portable nets, paddles and balls --**APPROVED**

Rejected

1. Deaf Pickleball BC – does not meet our requirements of full inclusion

Submitted by Sharon MacDonald

January 2023 Membership Report – Rod Williams

Three New Clubs beginning the setup process as of Feb 1 –Tofino, Port McNeill and Naramata.

There are currently 85 BC clubs and affiliates launched and processing memberships through PCNS. South Cowichan recently completed the process and is accepting members.

Registrations -2331 memberships processed during January. 584 or 25% are brand new PCO Members and the rest are renewing or previously expired members.

As of December 31st, there were 13028 Active PBC members, 4160 more than at Dec 31st 2021. On that date 6844 memberships expired dropping our membership to 6184. At the end of January our membership stood at 8490, with 8421 inactive and expired member, including both 2021(3328) and 2022 (5193) expiries. The 2021 expiries will be purged from the records at the end of this year.

There are currently 11082 inactive memberships in PBC. PCO will be purging this list at some point once the memberships have been expired for 2 years.



National PCNS News

December 31 year end Analytics indicated that BC accounts for 28% (down 1% since August) of all PCO memberships, and has provided 36% (up 3%) of all the revenue generated by the PCNS system.

PBC Head Referee Report for February 7, 2023 PBC Meeting

My first month as PBC Head Referee has been educational and busy. I have had numerous emails about the new rules for 2023. Most have asked for clarification on the spin on serves. Basically, you cannot put any spin on the ball with your hand prior to serving, but spin can be put on the ball with your paddle when serving, as long as your serving motion is legal. I have also fielded inquiries about referee training, and am following up on requests from Kelowna, West Kelowna, and Delta.

Most of my time has been with regard to the BC Provincials coming up in May in Vernon. I have talked a fair bit with Richard Chambers about the refereeing component. I have agreed to act as the Head Referee for the tournament.

At this time, Richard is estimating that there will be 958 matches played over 4 days on the 20 courts. Of these, 835 will be matches of one game to 15 (round-robin), and 123 will be 2 of 3 games to 11 (playoffs).

As of the end of January, there were about 59 people who have said they would referee: 13 certified refs (7 BC, 6 Alberta), 2 level one, 10 level two, and 34 trainees and volunteers. My concern is the budget that PBC approved in December of 2022, whereby it was estimated that there may be 8 referees that would be eligible for the \$200 per day per diem, over 3 days. (note; it is now 4 days). That budget estimate was for \$4800.00 (8 x 3 x \$200). As of the end of January, there are 23 refs that could potentially be eligible to claim the per diem. If say, 15 submit qualifying claims, the cost to PBC would be \$12,000.00 (15 x 4 x \$200.00).



I would ask that the Board discuss this item with the following potential alternatives:

1. No changes, go with December budget, possible cost \$12,000.00.
2. Scrap the BC Referee Per Diem Program, cost \$0.
3. Make the PBC Travelling Assistance \$200 per eligible referee. Estimated cost; \$3000.00 (\$200 x 15).
4. Make the PBC Travelling Assistance \$300 per eligible referee. Estimated cost \$4500.00 (\$300 x 15).

Each eligible referee would still have to meet the program requirements: Referee a minimum number of matches, live more that 150 from event location, referee only (not play), referee every day. The tournament will also be compensating the referees on a per match basis (\$15 CR, \$10 L2, \$7 L1).

Pickleball Canada is going ahead with their \$200 per diem program in their National events. Alberta and Saskatchewan have halted discussion on their provincial referee per diem programs, and I am staying in touch with their head referees. As our provincial championship will be the first to be played this year, I believe it is worthy of discussion to get the program started on a manageable foundation.

Rick Folk

Pickleball BC Report to the Board – February 7, 2023

Here's a reply I got in late January from on a November email I sent to USA Pickleball's Facilities Development Director:

Almost there, Dave. Our consulting engineers have finalized this month the proposed testing metrics - they do have an initial list that I will share when it's a bit more fleshed out. The issue is the narrowness of the sampling process - there will be far more acceptable paddles than they have had a chance to test, resulting in denial of use to players with eqpt that would pass had it been tested. We (USAP) will address that on the front end - I am installing a test chamber in a compliance lab in PDX where I'll test every new paddle submitted.

A bit convoluted, but the point being they are ramping up the testing of paddles fairly soon and we should see some of the results, which will either confirm our testing done last summer or offer tangible alternatives for future paddle purchasers...we will see.



I attended a meeting along with 2 Nanaimo Pickleball Club Exec. Members last week at our Parks & Rec office. Very good dialogue and exchange of ideas and needs between those there. They asked us to detail what we felt was our priorities for the next phase of pickleball development in Nanaimo. Obviously, nothing promised to the club, but I saw more desire to work with us this time, compared to last year when due to the civic election an other issues, we were pretty much put on hold.

Dave Eaton

Facilities Development

Financial - Brian

Cash Position
Board Meetings

			Feb 04/23 6:15pm
Opening Bank Balance (VanCity)			51,545.45
PayPal account balance			0.00
Term Deposit #1 (2.85/3.10/5.0%) Mat Jul 06/25 - Annual Opts)		6,200.00	
Term Deposit #1 (2.85/3.10/5.0%) Mat Nov 24/25 - Annual Opts)		7,000.00	
Term Deposit #1 (2.85/3.10/5.0%) Mat Nov 28/25 - Annual Opts)		12,000.00	
Investments		<u>25,200.00</u>	
Total Cash Available			<u>76,745.45</u>
Expenses (Est):			
Walter (MailChimp)	Jan/Feb	(2 x 275)	550.00
PCO (PCNS 2023 Annual Dev Fees)		Est	3,000.00
Provision for Grants (Awarded, Disbursements, Unclaimed) - Sharon			?
Misc			500.00
Total Expenses Accrued			<u>4,050.00</u>
Ending Bank Balance - Estimated			<u>72,695.45</u>



Feb 7 PBC Board Meeting - Walter

- a. AGM - notice sent on time including all submitted reports. Will send a reminder 1 week ahead and day ahead as well.
- b. Vancouver Wellness - 24 volunteers plus a couple spares. All materials and organization done/ready.
- c. PADS - I am expecting a note from Joanne (PADS) Tuesday am. We have a basic understanding of the concept and process. Will give a short verbal update with a full report and plan by Mar 1.
- d. New applicants:
 - a. Chuck Stanford- ex fire chief. Member since June 2022. Male 58 years. Coquitlam. After sending him some reading material - he went quiet. He did suggest a face to face may be beneficial for his edification - this I have not done.
 - b. Darryl Toth - food industry, various experience levels. Member since Jan 1, 2023. Male 57 years. Coquitlam. He did read at least some of the material sent to him.
 - c. Miranda Thomas - civic employee, recreation programmer. Member since Jan 22, 2023. Female 30 years. Chilliwack. Did read some or all the material sent.
- e. viaSport survey
 - a. No report card returned yet
 - b. Areas unable to answer **well**:
 - i. Retention strategy - basically none to date
 - ii. LTAD - we just do not do or have even considered
 - iii. General inclusive programming - little to none
 - iv. Provincial team selection - what?
 - v. High performance strategy - none
 - vi. Coaching - program lead by PCO - nothing by PBC
 - vii. Officials education - program by PCO, only



- viii. Quantity of officials - not sufficient
 - ix. Org readiness - poor per their criteria
 - x. Strategic plan - just new but no action to date
 - xi. Safe Sport policies - not adequate
 - xii. Other Policy requirements - short
 - c. Some areas I have not listed as our response would be 'marginal but working on it'
 - d. A few areas - I could say better than 3 out of 4!
- f. Strategic Plan
- a.
 - b.
- g. May Meeting - I can arrange space - time of day is the question?
- h. Volunteer recognition
- a. Twenty nominations received so far
 - b. Should increase monthly inclusion rate -- >10
- i. BCRPA - attended a 2 hour pickleball social:
- a. 17 BCRPA and Van Parks staff
 - b. Jim Patterson, Greg Feehan & WK
- j. H.J. Cambie Secondary School
- a. Jed Tan & Joar Hussain rased \$4,700 - one day pickleball for Cancer BC tourney!- Jan 28, 2023.
 - b. Feb 1 - WK presented them a Letter of Commendation for their successful efforts in making this event happen!
- k. Conversations with private for profit operator re a pickleball haven!
- a. As many as 20 courts half indoor half out door
 - b. Three courts to have 'stadium spacing'
 - c. Potential "opening" Feb 28