



Pickleball BC Association Board Meeting
23-12-05, 6:00 pm Zoom

Attendees

Dave Eaton	Present	Sharon MacDonald	Present
Rick Folk	Absent	Phil Sheps	Present
Susan Inkman	Present	David Snell	Present
Walter Knecht	Present	Rod Williams	Present
Jim Burke	Guest	Michael Hofweller	Guest
		Billee McConache	Guest

1. **Quorum** achieved

2. Agenda

No changes – m/s Sharon/David – approved & carried

3. Prior Minute Review – November split date meeting, 2023

No changes – m/s Dave/Rick - approved & carried

4. Guests

Jim and Michael were guests last meeting and will continue to attend as guests until they become full board members when their attendance will not be recorded as guest. They are allowed to speak but not vote.

Billee, guest, unfortunately could not get his audio to work but listened the full time. We will fix that situation and invite him back for our January meeting. Thru his interpreter (Walter) Billee wishes to decline a board position nomination but has strong desire to work in the youth portfolio.

5. Old Business

1) 23.00.03 PADS

Information emails going out, settings in PB investigated. Communications with PADS continues of course

2) 23.02.01 viaSport

Jim reported on our meeting with viaSport. Short discussion on 'progress' and future plans – Jim should be ready to discuss priority steps in January.



- 3) 23.03.01 Provincials '23 Follow-up
Book or Guide has been reworked for structural issues and sent to original working committee for review.
Phil commented on lack of success so far in the search for a title sponsor. Six or seven meetings have occurred but only two had any promise but also no positive response. Discussion on the process, the progress and the contractor followed. Phil and committee will meet to review next steps
Location - discussions with Burnaby continue. And NSWC have expressed an interest for 2024 as well.
- 4) 23.09-01 Head Coach or a Director of Coaching
Meeting note – not that active again
- 5) 23.09.05 Wellness Show 2024
Have over 30 volunteers on tap – more than enough. Detailed planning to continue – on track
- 6) 23.10.02 Nomination Committee.
See attached report – another call out will go in the December Kitchen issue.
- 7) 23.10.05 “Team” Tournament
Early December there a team tournament in West Van – two sets of 48 players – 3 members per team. Forced player rotations. A lot of excitement! TO be followed. Organizers promise a December Kitchen article.
- 8) 23.10.08 BC to host 2024 Western Regional
Vernon are keen to host. They are planning
There are serious flaws in the bid book by PCO – to be followed.
- 9) 23.11.10 Social Media
See report
- 10) 23-11-03 Budget 2024
No one really ready to discuss. A specific call will be made in prep for detailed Jan discussions.
- 11) 23-11-04 AGM 2024
Set for late Feb 2024
Last call for agenda items going with Dec Kitchen
Last call for nominations in Dec Kitchen

6. Reports

Attached but not discussed during the meeting.
Salient item from Rod – over 17,000 members

7. Next meeting – 6 pm, January 9, 2024

8. Adjourned – 7:12 pm, Nov 15



November Membership Report – Rod Williams

No new clubs or affiliates operating this month. Peachland and Qualicum are still 'in progress'.

There are currently 93 BC clubs and 4 affiliates launched and processing memberships through PCNS.

Registrations

Registrations are again substantially greater than the same period in 2022.

There were 1367 memberships processed in November (666 last year), 912 renewals (405 in 2022) and 455 new memberships (261 in 2022).

Annual renewal notifications from PCO are generally sent on December 1 but I am unsure if they are done at this time. By 9AM last year on this date we had processed 315 registrations but only 70 by the same time this morning. I asked clubs to hold off on advertising club openings until after Dec 1 and this appears to be working so far.

On December 31st I will be updating the PBC dues payable in the PCNS to the \$5 level.

As of November 30th, there were 17086 Active PBC members, 5017 more than at this point last year. There have been 6975 (5536 last year) new PCO/PBC members registered since October 1, 2022, and more coming in every day.

Our membership is 45% Male (average age 60.6 years) and 55% female (average age 61.1 years) with 19 members classifying themselves as 'Other' (average age 48.6 years).

The average age of our membership is going down over time and is recently dropped another point to 60.8.

Of the people who responded to the geographic locale question, the general membership is located in the following areas.

- Lower Mainland – 5501
- Thomson Okanagan – 3547
- Island – 3038
- Interior North – 860
- Interior South East - 817

National PCNS News –

There has been no new Analytics information released by PCO but PCO recently celebrated passing the 60000 mark, so BC accounts for approximately 28% of all PCO memberships, down from 29% last year.



Snell's Report to the Board December 4th 2023

1. **Board Nomination Committee** – Dave Eaton and I (Walter “ad hoc” member)
 - a. Website story Dec 3rd, Newsletter story Nov 17th and Oct 15th, and email sent to Club Presidents
 - b. Repeat in December Newsletter
 - c. 3 new candidates to date - all will attend Dec 5th, Billee McConachie to introduce himself
 - d. **Any more ideas?**
2. **PADS “Paddles for PADS” Update**
 - a. Marketing Push #2
 - i. Mail Chimp mailing Dec 3rd with new graphics (see below)



- ii. Instagram post
 - iii. Hollyburn Pickleball Passion Facebook posting, courts booked, committed for Sat Apr 20th (no NSPC or guests invite) - Tim working on Pro Exhibition!!
 - b. Organization & PR TBA
3. **Communications & Social Media**
 - a. New News Stories
 - i. **Top November to now News Stories:**
 - Nov 30.2023: PBC Presents Paddles for PADS**
 - Nov 20.2023: USAP Certifies "Quiet" OWL Paddle**
 - Nov 3.2023: Global PB Association Announcement**
 - Nov 1.2023: Burnaby Squint Courts' Opening**
 - ii. **Continue positive stories & suggestions please!!**
 - b. Potential December News Stories
 - i. Happy holidays message
 - ii. Announce Fitness Show attendance
 - iii. PADS Tournament Updates from Clubs
 - iv. Youth Grant Program update – need help with details and story line
 - v. CNPL continuing coverage



- c. Kitchen Sink Newsletter Dec 15th
 - i. Mel continues to help☺
 - ii. Board to send their December Kitchen Counters submissions ASAP
 - iii. President's Report & Ads to be included/excluded from Walter (no infomercial?)
 - iv. Update on Nominations Committee
 - v. Stories and Links TBA
 - vi. Membership Renewal Reminder
 - vii. Lots of website links pls!
- d. November 15thNewsletter
 - i. Kitchen Sink continues new name/tag line/format
 - ii. Links to Website= 564 (down from 800 in October)
 - iii. December 15th target Date for Next One
- e. New/Continuing Projects
 - i. Instagram
 - 1. Instagram Site "[Pickleball BC Association](#)"
 - 2. Stats keep increasing – 85 Followers now, 43 pics, links to website up 166%
 - ii. Tweets @Pickleball BC Continues (every story)
 - iii. Using Hootsuite Platform for Social Media Messaging Dashboard
 - iv. Other Social Media Sites: LinkedIn discussion with Mel, Facebook, YouTube TBA

4. Website:

- a. Updated: Secure SSL and "Responsive" website all done (reorganizes content for any platform/screen) – edits completed and working!
- b. 2023 Tournament Page Updated Regularly, Board Minutes and Reports Posted
- c. 2024 Tournament Page posted and updated as info comes in from Clubs
- d. Comparative November to October Stats mostly down on a daily basis:
 - i. Newsletter day Nov 17th down (also down from 2022 with more members)
 - 1. 564 unique visitors with page views down -Oct 800+ unique
 - 2. Newsletter Page views 969 (1409 October and 1900 year previous)
 - 3. Avg 1.9 (2.1 October) pages per unique visitor
 - ii. Page Traffic:
 - 1. 2024 Tournaments' page most visited (+100%)
 - 2. Home page and Clinics (up 15% MOM) most visited
 - 3. Where to Play, Become a Member and News after the above
 - iii. November 2023 vs. October 2023 all "Key Word Search" Sources **UP**
 - 1. PCO highest source up 17%
 - 2. Other Club links way up (Nova Scotia as well?)
 - 3. More Google US vs. Canada search sources MoM 2x again
 - 4. US MailChimp (Newsletter) no stats??**
- e. Website Updates 2024:
 - i. New Landing Page & Site Look and Feel TBA
 - ii. Encourage more BC good news stories
 - iii. BC Players' Focus Stories and Details

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PICKLEBALL BC

PBCA Grant Log 01-Dec-23
Reporting Template (2023)

Type	(Comm Date APP	(R)ejected	Grant	Date of Grant	Date of 90 Day	Paid out	Comments
APP's	Youth Received	(A)pproved	Amount	Approval Email	Claims Expiry		
1	Youth Jan.11/23	Victoria PB/Centre Mountain Lellum Scl approved	\$ 500	117	Jan 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	Apr.24	nets
3	Com Mar 5/23	South Cowichan PB/Laurie Vasey approved	\$ 500	119	Mar 6/23	Aug20/23	National Pickleball Day Paid out August 20/23
4	Com Mar 5/23	Qualicum Beach/Peter Drummon pending	\$ 500	n/a		expired	outdoor court const ction/non PBCA affl Not an affiliated Club -- No response to become one -- expired
5	com Mar 7/23	Peninsula PB/Cindy Barton approved	\$ 500	120	Mar8/23	Apr.24	3 portable nets
6	youth Feb.28/23	Vancouver PB/Janet Martini/E Van Elen approved	\$ 500	121	Mar 8/23	June 8/23	junior paddles and balls
7	Com Apr.5/23	Campbell River approved	\$ 500	122	Apr.14/23	July14/23	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 e 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 i 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 appr Request to change grant from paddles to nets -- asked them to resubmit -
11	Com May22/23	Terrace PB/Lenette Desjarlais approved	\$ 500	126	May 23/23	Aug 23/23	start up of Club -- nets and equipment Payment for balls only \$304.6 Request a top up to \$500 with additional balls) Advice
12	Com May 21/23	Comox/Ron Dumbarton approved	\$ 500	127	June11/23	Sept 11/23	July 1/23 instruction on pickleball mach 90 day Report received
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 i PAID out \$390.84
15	Youth Oct 8/23	North Shore/Eastview Elementary approved	\$ 500	130	Oct 11/23	Jan11/24	paddles & balls for beginner c /nets / school progr Nov. 20/23 waiting for school budget coit to approve expenditure
16	Com Oct 11/23	North Shore/SD of N. Vanc approved	\$ 500	131	Oct.14/23	Jan14/24	school program/paddles and balls
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 resubmissio -- Thoughts and guidance by the Board needed please.							
*** Youth Grant application from North Shore/St. Thomas Aquinas -- more details needed on items requesting fundings -- contacted Oct 3/23 -- No response to date							
*** Youth Grant application from Carisrooke Elementary -- pending -- more details needed -- contacted Oct 2/e -- need to amend to add North Shore as Sponsor PC club							
*** Youth Grant #123 - Peace Country -- this grant was approved for \$400 on April 17/23 but heard no further -- new council contacted me about reactivating application -- advised to reapply							
17	Com Oct 24/23	South Cariboo PB Association approved	\$500	132	Oct25/23	Jan25/24	paddles for beginners instruct request to change to nerts & paddles -- j Nov 2/23
18	Youth Nov 2/23	Upper Lynn Elem /North Shore approved	\$500	133	Nov 2/23	Feb. 2/24	youth program equipment PAID OUT
19	Com 23-Nov	Gathel PB Association approved	\$500	134	Nov 18/23	Feb. 18/24	Powell River -- portable nets PAID OUT
20	Youth Oct 24/23	Carisbrooke Elem /North Shore approved	\$500	135	Nov.24/23	Feb.24/24	balls paddles anet portable nets for school program
TOTAL			\$9,530				



Pickleball BC
Statement of Operations
November 2023

	TOTAL
REVENUE	
4000 Membership Revenue	4,256.25
4100 Advertising Revenue	700.00
4700 Interest Revenue	807.50
Total REVENUE	\$5,763.75
TOTAL REVENUE	\$5,763.75
EXPENDITURES	
5000 Bank charges	2.70
5200 Dues, Fees and Subscriptions	525.00
5800 Grant Program	1,000.00
Total EXPENDITURES	\$1,527.70
EXCESS OF REVENUE OVER EXPENDITURES	\$4,236.05



Pickleball BC
Statement of Operations
January - November, 2023

	TOTAL
REVENUE	
4000 Membership Revenue	32,550.00
4100 Advertising Revenue	3,050.00
4700 Interest Revenue	984.47
Total REVENUE	\$36,584.47
TOTAL REVENUE	\$36,584.47
EXPENDITURES	
5000 Bank charges	45.90
5100 Advertising and Promotional	2,085.30
5200 Dues, Fees and Subscriptions	1,511.45
5300 Office Expenses	464.00
5400 Credit Card Merchant Fees	9.60
5500 Travel to Meetings	4,711.40
5600 Facilities	203.67
5700 Officiating	9,094.14
5800 Grant Program	6,184.11
5900 Provincial Tournament Expense	4,120.00
5910 Provincial Tournament Medals	3,314.82
5920 TRAP = Travelling Referee Assistance Program	4,600.00
Total EXPENDITURES	\$36,344.39
EXCESS OF REVENUE OVER EXPENDITURES	\$240.08



Pickleball BC
 Financial Position
 As of November 30, 2023

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1000 Van City Chequing...6176	42,457.91
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	7,297.50
1030 Term Deposit 3 yr Nov 2025 #100090061135	12,510.00
1040 PayPal	0.00
Total Cash and Cash Equivalent	\$69,126.18
Accounts Receivable (A/R)	
Accounts Receivable (A/R)	1,300.00
Total Accounts Receivable (A/R)	\$1,300.00
Total Current Assets	\$70,426.18
Total Assets	\$70,426.18
Liabilities and Equity	
Liabilities	
Total Liabilities	
Assets	
Opening Balance Equity	70,186.10
Retained Earnings	0.00
Excess/Deficiency of Revenue over Expenditures	240.08
Total Assets	\$70,426.18
Total Liabilities and Equity	\$70,426.18



Pickleball BC

A/R Aging Summary

As of December 4, 2023

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Alpha Sport Shop	0.00	0.00	0.00	0.00	100.00	\$100.00
GRUVN	0.00	0.00	0.00	400.00	0.00	\$400.00
Pickleball Paddles	0.00	0.00	0.00	0.00	100.00	\$100.00
Pickleball Superstore	300.00	0.00	0.00	0.00	0.00	\$300.00
Sheri Inglis Zyia Active	0.00	0.00	0.00	100.00	0.00	\$100.00
Tumbler Printz	0.00	0.00	0.00	100.00	0.00	\$100.00
Yumo Enterprises	200.00	0.00	0.00	0.00	0.00	\$200.00
TOTAL	\$500.00	\$0.00	\$0.00	\$600.00	\$200.00	\$1,300.00