



Pickleball BC Association Board Meeting
24-02-06, 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	Absent
Jim Burke	Guest		

1. Quorum - met

2. Agenda

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

3. Prior Minute Review – Jan 9, 2024

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

4. Old Business

1) 23.00.03 PADS

About 20 clubs have either started or indicated they would join. Working with PADS to update / upgrade the promo 'material'.

2) 23.02.01 viaSport

Jim shared a lot of info from our viaSport meeting late 2023. **See report / slide deck for details.**

3) 23.03.01 Provincials '24

Burnaby is OUT – construction in the way.

Victoria is OUT

Will try Surrey one more time

Walter had last chat with Essential – your work is not adequate, not getting results – thanks but you are done.

4) 23.09.05 Wellness Show 2024

Two full days, about 225 volunteers and 225 'newbies'.

5) 23.10.02 Nomination Committee.

One confirmed nominee - Jim.

Couple late names – D^2 following up

6) 23.10.08 BC to host 2024 Western Regional

Vernon is organizing to host July 25 thru 28.

7) 23.11.10 Social Media

See report

8) 23-11-03 Budget 2024

Nothing new.



- 9) 23-11-04 AGM 2024
Set for Feb 20, 2024 - notice was sent Jan 20.
 - 10) 24.12.01 Role descriptions
March probably.
 - 11) 24.01.02 Compliance with Board Orientation Manual
Open item still
- 5. New Business**
- a. 24-02-06 Crohn's & Colitis
Starting discussion re support for C & C
- 6. Reports**
No additional discussions
- 7. Next meeting – 6 pm, March 5, 2024**
- 8. Adjourned – 7:42 pm**



January 2024 Membership Report – Rod Williams

Two New Clubs launched and processing memberships in January. Fernie and Golden.

Peachland has begun the process of setting themselves up in the PCNS which will bring us to 99 affiliated clubs and associated groups operating in BC, 14 more than this time last year.

January Registrations. (prior year numbers in brackets)

3298 (2410) memberships processed during the month. 2506 (2134) renewals and 792 (276) new registrations. The comparatively large number of new registrations should drive overall membership numbers to surpass 22000 in 2024.

As of December 31st, there were 17988 (13028) Active PBC members, 4960 (4340) or 38% (49%) more than on Dec 31st of the previous year. Our percentage growth rate is actually slowing as several clubs have put caps on their membership totals as they reach saturation levels on the number of available courts in certain areas of the province. However, overall membership numbers are continuing to increase at a higher number than in previous years.

On December 31st 8353 (6844) memberships expired dropping our total membership to 9635 (6184). At the end of January our membership reached 12425 (8490), and we currently show 12212 inactive and expired members in BC. PCO will be purging long term inactive members at some point this year.

National PCNS News

No detailed information was provided by PCO, but it was mentioned at the January national PCNS meeting that total PCO membership dropped to around 40,000 which indicates that BC accounts for approximately 24% of the total membership. This number continues to drop, as our sport is growing even faster across the country than it currently is in BC. Last January we accounted for 28% of total membership. No indication was given on the total revenue provided by BC in the PCNS, but it was announced that Trackie has hired 2 new employees to support the system and implement improvements.



PBC Head Referee Report

A request for assistance to help with referee training and assessments was sent out to all Level Two and Certified Referees in BC. We, Sharon MacDonald, Referee Training Coordinator for Western Canada, and I received nine offers to assist. We will set a schedule to accommodate as many training and assessment requests as possible, using our accredited referees.

Being the Head Referee for Pickleball BC, I am also a member of the Pickleball Canada National Officiating Advisory Council. The Council is chaired by Alan Thomson, the National Leader of Officiating. I have been asked to present a plan to put in place a Maintenance Program for Accredited Officials across Canada. As our sport grows, so does the number of accredited referees, and also the number of referees required to officiate at a growing number of pickleball tournaments. It is our goal to provide our referees with the guidance to not only maintain their officiating skills, but to improve them. It has been estimated that Canada is approximately 5 years behind the [U.S.in](#) the development of our officiating program. We intend to narrow that gap with this new Maintenance program.

I will be presenting this plan at our February 14 OAC meeting. If adopted, the program will be operational this Spring.

Rick Folk
Head Referee, Pickleball BC

Snell's Report To The Board February 6th 2024

1. **Board Nomination Committee** – Dave Eaton and I (Walter “ad hoc” member) – COMPLETED ASSIGNED TASKS!
2. **PADS “Paddles for PADS” Update**
 - a. Marketing Push #3
 - i. Jan 16th Newsletter coverage
 - ii. Mail Chimp mailing and PBC website story done Jan 20th with new graphics
 - iii. Instagram post
 - iv. Hollyburn Pickleball Passion Facebook postings, 9 indoor courts booked and price/format decided
 1. “Individual Round Robin Scramble” – 9 am and 1 pm events
 2. Teams of 8 same skill level compete against each other – goal 64 or 72 players– HCC Volunteer Committee stood up
 3. Committed for Sat Apr 20th - Tim MacVinnie managing and possible Pro Exhibition on show court



4. Need new PADS contact, volunteers and pop-ups (PBC and PADS)!!

- v. Walter to provide province-wide update& MARCOM coverage

3. Communications & Social Media

a. News Stories

- i. [Virtual Trophy Wall story and pic](#) re: **Australia Pro Tour and Casey Rodgers from Kamloops**

- ii. **Top January to now News Stories:**

- Jan 30.2024: **VPA Obtains \$250,000 Capital Grant**

- Jan 29.2024: **5 Yr Prediction - 100M Players in China**

- Jan 23.2024: **Vernon's New Officiating Program**

- Jan 20.2024: **PBC/PADS Tournament Update**

- Jan 16.2024: **Quesnel PC Backpacks for Kids Event**

- Jan 11.2024: **PCO Announces July Western Regionals**

- Jan 5.2024: **PBC Full Court Booth at Wellness Show**

- iii. **Continue positive stories&suggestions please!!**

b. Ads

- i. New ad from Yumo posted and billed
- ii. Neufeld paid
- iii. Enquiry from a Real Estate agent – sent info

c. Potential February News Stories

- i. **Wellness Show Update with pics pls!**

- ii. PADS Tournament Updates from Clubs

- iii. CNPL continuing coverage

d. Kitchen Sink Newsletter Feb 15th

- i. Mel continues to help☺
 - ii. Board to send their Feb Kitchen Counters submissions latest next week please – **preferably by this weekend!**
 - iii. President's Report
 - iv. Wellness Show story with pics
 - v. Hollyburn \$1500 North Shore Family Services donation event "From the Clubs" section?
 - vi. Last AGM info update
 - vii. Other stories and Links TBA
 - viii. Lots of website links!

e. Jan 16thNewsletter Stats

- i. Newsletter day traffic to Website= 641unique visits up similar to692in December (1055 page views also similar to Dec = "sticky" as visitors looked at more than their landing page)

- ii. Feb 15th target Date for Next One

f. New/Continuing Projects



- i. Instagram
 - 1. Instagram Site "[Pickleball BC Association](#)"
 - 2. Stats keep increasing – 151 (115 reported in January) Followers now, 62 posts
 - ii. Tweets @PickleballBC Continues (every story)
 - iii. Using Hootsuite Platform for Social Media Messaging Dashboard
 - iv. Other Social Media Sites: LinkedIn discussions continue with Mel but not a positive Board reaction, Facebook, YouTube TBA...
 - v. Essential Marketing review put on hold - Walter
- 4. Website:**
- a. "Privacy and Terms of Use" Doc T's and C's and 3rd party providers Updated Feb 3rd(in footer)
 - b. 2024 Tournament Page posted, linked to Brackets and updated as info comes in from Clubs
 - c. Comparative January to December Stats all consistent or up on a daily basis:
 - i. Newsletter day Jan 17th similar as above
 - ii. Jan 2024 Page Traffic – rest all up:
 - 1. 2024 Tournaments' (up 181%) and Clinics (up 34%) pages most visited
 - 2. 2023 next most visited
 - 3. Then Become and Member and Where to Play
 - iii. Jan 2023 vs Dec 2023 all "Key Word Search"(Referring Sources) Sources **UP**
 - 1. Google (Canada and US) searches #1 source (up 23%) - Bing and Yahoo searches distance 3rd and 4th
 - 2. PCO and Surrey next highest sources
 - 3. US Mail Chimp (Newsletter) no stats except unique visitors as above
 - d. Website Updates 2024:
 - i. New Landing Page & Site Look and Feel TBA
 - ii. Encourage more BC good news stories
 - iii. BC Players' Focus Stories, Trophy Wall and Details
 - iv. Provincials when we have sponsor(s) and location/dates



Pickleball BC

A/R Aging Summary

As of February 5, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
GRUVN	0.00	0.00	0.00	0.00	400.00	\$400.00
TOTAL	\$0.00	\$0.00	\$0.00	\$0.00	\$400.00	\$400.00

Pickleball BC

Statement of Operations

January 2024

	TOTAL
REVENUE	
4000 Membership Revenue	17,978.75
Total REVENUE	\$17,978.75
TOTAL REVENUE	\$17,978.75
EXPENDITURES	
5000 Bank charges	2.70
5100 Advertising and Promotional	-100.00
5800 Grant Program	1,000.00
Total EXPENDITURES	\$902.70
EXCESS OF REVENUE OVER EXPENDITURES	\$17,076.05



Pickleball BC

Financial Position

As of January 31, 2024

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1000 Van City Chequing...6176	70,110.82
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	\$96,779.09
Accounts Receivable (A/R)	
Accounts Receivable (A/R)	500.00
Total Accounts Receivable (A/R)	\$500.00
Total Current Assets	\$97,279.09
Total Assets	\$97,279.09
Liabilities and Equity	
Liabilities	
Total Liabilities	
Assets	
Opening Balance Equity	70,186.10
Retained Earnings	10,016.94
Excess/Deficiency of Revenue over Expenditures	17,076.05
Total Assets	\$97,279.09
Total Liabilities and Equity	\$97,279.09

PICKLEBALL BC

This is the presentation material Jim Burke lead the meeting through.

To view the complete presentation deck, 10 pages:

CLICK (maybe double click) on the following picture/image/icon.

The Power Point presentation should open – full screen.

ESC should exit the presentation.



PICKLEBALL BC

PBCA Grant Feb-24										
Reporting Template (2023)										
	Type	(C)om	Date APP	(R)ected	Grant	Date of	Date of	Paid out	Comments	
APP's	(Y)outh	Received	Name of Applicant	(A)pproved	Amount	Grant #	Approval	Claims		
							Email	Expiry		
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 National Pickelball 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 affli 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 € 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 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 -- aske	
11	Com	May22/23	Terrace PB/Lennette Desjarlais	approved	\$ 500	126	May 23/23	Aug 23/23	July19/23 start up of Cl;ub -- nets and equipment Payment for balls only \$304.6 Request a top up to \$500 with addit	
12	Com	May 21/23	Comox/Ron Dumbarton	approved	\$ 500	127	June11/23	Sept 11/23	July 1/23 instruction on pickleball macl 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 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 p./nets / school progr Nov. 20/23 waiting for school budget co to approve exp	
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 app							
			*** 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 aplction from Carisrooke Elementary -- pending -- more details needed -- contacted Oct 25 - 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 -- g 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	qathel PB Association		\$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	
1	Com	Dec.27/23	Revelstoke PB/Greg Louttit	approved	500	136	Jan.2/24	Apr.2/24	pickleball skills clinic -- offset cost of h€ Paid out Jan 29/24	
2	Com	Jan 4/24	Salmon Arm PB/Michael Joyce	rejected	500	nil			Applied for referee travel and meals to attend at tournaments to get in some practice	
3	Youth	Jan.4/24	Lake Country/Brett MacPherson	approved	500	137	Jan 8/24	Apr 8/24	youth program starting April 1 to June - 6 week curriculum - Paddles, balls, First Aid Kit, Water, pamphlets	
4	Youth	Jan12/24	PoCoNo PB/Archbishop Carney	approved	500	138	Jan15/24	Apr15/24	youth program with school-- purchase paddles and balls	
5	Youth	Jan17/24	Nanaimo/John Barsby 2ndary	approved	500	139	Jan 15/23	Apr 15/24	youth program paddles & balls -- Paid out Jan 29	
6	Youth	Jan 25/24	Williams Lake PB/Lake /city 2ndary	approved	500	140	Jan 30/24	Apr30/24	youth program -- paddles	