



Pickleball BC Association Board Meeting
22-11-08, 6:00 pm Zoom

Attendees

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

1. **Quorum** - achieved.
2. **Agenda - Modified prior to meeting**
Moved / seconded by Sharon/Dave - the Agenda as presented be approved. Carried.
3. **Prior Meeting Minute Review**
Moved / seconded by Rod/Brian the October 2022 minutes be approved as presented. Carried.
4. **Reports**
 - a. Financial - report attached - Brian
Discussion - when do we recognize membership fees - in the year collected.
 - b. Grants & viaSport - report attached - Sharon
Discussion - none
 - c. Membership - report attached - Rod
Discussion - we are at 12,168 this eve, ~30 per so far this month
One or two clubs in limbo state still. Couple others a bit further back in the process.
Rod will write one final time reminding clubs of their upcoming charges from PCO for PCNS support overcharge.
 - d. Website, sponsors etc - report attached - David
Discussion - status of PCO sponsorship program - in limbo, *direction* issue
 - e. Officiating - no report - nothing new this month - Al



- f. Facilities report attached - Dave
Update today - met with BCRPA to clarify our joint report scope, format etc. Projecting end of December 2022 completion. We consider our consultants BAP contracted body of work complete!
- g. Tournaments - notes from email attached - Brett
Ken Purvis, Kamloops, inquires about funding from PBC and PCO to support officiating at tournaments. Takes significant of his tournament budget - can PCO & PBC help? WK comment - this could be \$5 to 7 k per tournament, 20 sanctioned per annum > \$100 k. A fee increase to \$10 per person could cover much of this expense? Ken Purvis to be asked to submit proposal in a more formal manner.
- h. Brett reached out to Kamloops re possible 2024 Provincials or 2024 Western Regionals - no response yet.

Richard Chambers (Vernon) is holding meetings with several (~20) interested parties sharing trials, tribulations and progress - two way conversations. WK did another call out to all Clubs - expressions of interest asked for - join this discussion group to learn. Comment from Dave - Victoria promised a hub end of 2023 - they may be interested.

WK raised participation qualification issue for 'Provincials' - a question from the Vernon committee - does one need to be a BC'er to play. First answer yes - probably based on having a BC drivers license. Concern raised over the host of Albertans and others that enjoy summer in BC - cut them out? More discussion needed - but soon!

5. Other Business

- a. Policies identified as #s 1 thru 6 - and final reading discussion?
No discussion but will probably held until policies #'d 7 thru 13 are to the same state.
- b. Policies #'d 7 thru 13 - first reading - any comments?
No discussion - these will be sent to all Club Presidents for their review and input - later this week.



- c. Strategic Plan - '2023 thru '2025 - comments ?
Discussion - this is a living document to be reviewed **frequently** - YES.
It will also be sent to all Club P's soon, first round of comments requested.
Several 'job descriptions' will be extracted to feed the 2023 call for Board nominations

- d. Regional Meeting North of 51 - set for Nov 12, 9:30 am
Earlier plan for Nov 5 cancelled due to illness (WK)
Six or more clubs on list of committed attendees
All Board members welcome to join.

- e. PADS
Discussion proceeding - another meeting set for Nov 10.
Confirmed that full tournament entry fees to be included as charitable donation
(will ask again Thursday)
Still targeting Oct 2023 and March 2024.

- f. Vancouver Wellness Show Feb 2023
We have a deposit down. Moving to additional details planning. To include staffing, equipment, advertising material (including banners), etc. Karen Watson still the go to person.

- g. Office of Sport Integrity Commission - OSIC
Some discussion, explanations but details not included as this is not a simple topic. The basic premise behind OSIC is help for amateur organizations with complaint handling.
More details, more clarity will come, maybe next meeting.
We will be implementing a small oversight function to monitor PBC handling of complaints - prevent anything resembling in the slightest way a Hockey Canada situation.

- h. PCO Update
 - a. Bylaws - the road is rocky
 - b. Coaching - NCCP Pickleball Coach Level 2 has arrived.
 - c. PCO is thinking of adding another recognized member organization type.
We have all pickleball (our normal clubs), multi faceted organizations with pickleball offerings and NO forced or full member requirement - and



now the proposed (smaller) multifaceted with all pickleball players must be PCO members. Confusing a bit, not 100% clear on the new type.

- d. Privacy - WK wrote to PCO for clarification why their policy is NO information is available thru a general inquiry while a supported organization has a real open door policy. There is a large disconnect between the two. The members and club admin people really want a simple lookup - is John a member - yes or no. PCO response - nope - privacy!
- e. Insurance question - WK wrote PCO asking for clarity re non members playing alongside, particularly in 'club' time. This was allowed per website data 4 years ago, and then the words just disappeared. Response - should not allow, too much risk. WK is confused by the risk analysis.

i. Other PBC

- a. Our logo - reported to us it contravenes BC Provincial flag use guidelines. Reasonable amount of discussion on why, methods or best routes to redevelop (from a clean sheet maybe) and more.

Two actions items:

- i. David will check with the BC Protocol Office (?) if we are really contravening the rules - if not we are staying the course - otherwise
- ii. Brett will be empowered to canvas for suitable replacements concepts. Some guidelines will be offered re what may be good things to consider or include in a new design.

We will need to determine (as well) our approval process and confirm handling of logo copies out there someplace if a change is warranted.

Either way consideration to include or marry with a Prov Tourney logo.

b. AGM - Feb 2023

- i. Nominating Committee - there was no rush to stand for this quite easy and pleasurable task. WK will take some of the extractions from the Strategic Plan to form some basis for asking others to join. WK will send to all clubs



asking for names to be offered up - the committee yet to be conscripted - will follow up. ASAP

- ii. Who is standing again, who has another year on their term - all this needs to be settled by next meeting - WK will send existing names, term dates etc - incumbents need to confirm early Dec.
- iii. Budget data 2023 - if you have not yet responded to the request of Brian - please get it done prior to Dec 1.

c. The Cromwell report - another story for another time - please read!

Motion to adjourn M/S Dave/David. All done 7:20 pm!

Next meeting - Dec 6, 6 pm Zoom.



Financials

Cash Position
Board Meetings

Nov 06/22

9:17pm

Opening Bank Balance (VanCity)
PayPal account balance

22,417.18
0.00

TD #1000 88733 487 (2.85/3.10/5.0%) Mat Jul 06/25 - Annual Opts)
Term Deposit #2 (1.0%/1.5%/2.0% Mat Nov 24/24 - Annual Opts)
Term Deposit #3 (1.0%/1.5%/2.0% Mat Nov 28/24 - Annual Opts)
Investments
BC Recreation & Parks (projected reimbursement for sound testing)

	6,200.00
*	7,000.00
*	<u>12,000.00</u>
	25,200.00
	16,000.00

Total Cash Available

63,617.18

Expenses (Est):

Walter (MailChimp)
BAP Acoustics - Contract / Pmts to date
Website Ad Expense (Ken)
PCO (PCNS 2022 Annual Dev Fees)
Provision for Grants (Awarded, Disbursements, Unclaimed)
Misc

Nov -->	(1 x 275)	275.00
18,900.00	(16,275.00)	2,625.00
		0.00
		0.00
6,750.00	(5,313.20)	1,436.80
		500.00

Total Expenses Accrued

4,836.80

Ending Bank Balance - Estimated

58,780.38

* Will opt out at anniversary &
reinvest at higher interest rates



Report to PBCA Board – November 8, 2022

Grants

1. Pacificsport/White Rock Youth Grant #113
Eligible expenses 24 Jugs Pickleballs. \$75.26
Paid out by B. Shum to White Rock PB President on Tuesday Oct. 25, 2022 --
Application Complete - file closed
2. Comox Valley Pickleball Association Community Grant #115 Pending
Waiting for Invoice from Ron Dumbarton who is in the UK for next 2 weeks.
3. Peace Country PB / District of Taylor - Youth applicant
Request for \$400 -- for start-up program --- too late for this season -- will reapply in the
Spring
4. Steamboat MTN PB/ Edgewater Elementary School -- Youth Applicant
\$500 for equipment purchase for school program --- Pending

No further applications received

ViaSport

Zoom meeting held October 24 at 4 pm -- Town Hall Meeting 2022 Evaluation

- evaluate how pickleball benchmarks against provincial sector standards
- better understand opportunities for organization growth
- be considered for Accredited Sport status (not guaranteed)
- determine eligibility for future funding recommendations (not guaranteed)

Due to a last minute emergency, I was unable to attend. I have asked for notes or any recordings that may have been taken but have not heard back.

Sport Canada - Access to Action Grant Program

This is a new grant that is available from Sport Canada -- application period from Oct 6, 2022 - Feb 28, 2023. Application forms are available online

1. Expected Impact -- sponsor 500 physical activity/sport before, during and after school hours.



2. Access to: equity -deserving children and youth - black, cultural or ethnic minority, 2SLGBTQ+, students with disabilities and newcomers to access high quality sport and activities.
3. Grants typically range from \$500 - \$5,000 per recipient and up to \$20,000 may be awarded as one grant.
4. All must take place during the 2022-2023 school year for elementary, intermediate or secondary schools.
5. Primary applicant must be a registered school/board/division or community service organization in Canada.
6. Additional consideration for marginalized groups as mentioned in #2 above.
7. Project applications are scored on design, impact and outcomes, knowledge of community needs, sustainability and how funds will be used. Applications will be reviewed on a monthly basis.
8. Once the project is completed an interim or final report around impact as well as supporting documents for expenses is required.

Submitted by Sharon MacDonald
October 30, 2022

October Membership Report – Rod Williams

New Clubs operating this Month – Horsefly Pickleball Club, Sorrento Pickleball Club
No New Affiliates this month.

There are currently 80 BC clubs and affiliates launched and processing memberships through PCNS.

Midway PB club is in the process of getting their registration process in place and will all be opening soon.



Registrations.

1245 memberships processed since October 1. 522 or 42% are brand new PCO Members and the rest are renewing (685) or previously expired (38) members.

I have updated the message on the registration forms to indicate that everyone who now registers receives membership until the end of 2023

As of September 30th, there were 12,050 Active PBC members, 3187 more than at Dec 31st 2021. If we grow by even half of what we have done this year, we will be easily approaching 14,000 PBC members in 2023, and given the recent plethora of new memberships, we will likely surpass that number.

There have been 5536 new PCO/PBC members registered since September 30, 2021, and more coming in every day.

There are still 4821 inactive memberships in PBC. A decrease of 38 from August. PCO will be purging this list at some point once the memberships have been expired for 2 years.

National PCNS News –

There has been no new Analytics information released by PCO but as of Aug 31, BC accounts for 29% of all PCO memberships, and has provided 33% of all the revenue generated by the PCNS system. That last figure should be going up for 2023, as several clubs are in the process of moving to collect their local dues through the PCNS while they haven't in the past. Kelowna began accepting PCNS dues registrations recently, and while the rest of the clubs in the province accounted for \$84,000 in gross revenue this year so far, Kelowna itself will add \$65,000 or more to the stream.

Snell's Report To The Board Nov 8th 2022

1. Communications & Social Media
 - a. 1st Press Release – The Wellness Show (Feb 11th – 12th 2023)
 - b. News Stories
 - i. Mark Cuban New Team Owner VIBE Pickleball League (PPA)
 - ii. CBS Stephen Colbert Celebrity Special Nov 17th
 - iii. The Wellness Show PR
 - iv. May 12th – 14th BC Provincial Tournament (lead Richard Chambers, Vernon)
 1. Info Booth
 2. Medals
 - c. November Newsletter Planned = Increased Traffic
 - d. Tweet Every News Story Posted
 - e. Future discussions (same) – LinkedIn, Instagram, Twitter (@PickleballBC), Facebook Group



2. Website:

a. Stats:

- i. Approx 30% higher traffic in general Nov(so far) YR over YR after trailing last YR in Late October (Press Release & News Effect?)
- ii. Unique Visitors Up 6% Last 30 Days – Page Visits Up 4%
- iii. Search Sources:
 1. Google 90%+ of all searches Split 50/50 Canada vs USA
 2. Clubs and Pickleball Canada
- iv. Most Page Visits
 1. Tournaments (by far overall, +6% YR/YR Comparative!)- 2023 Highest Search (separate page now)
 2. Where To Play (+17%)
 3. News (+9%)
 4. Clinics, Become a Member (+13%)

b. Simple Lists for 2023 Tournaments' Page

- i. Implemented and tested (Safari, Chrome and Mobile)
- ii. Ken Relieved of 2023 onwards!
- iii. Search for Table Capability Continues (“Simple Table” did not work)
- iv. Archive Past Years

c. Updates Planned:

- i. Change navigation and dropdowns
- ii. Consolidate/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)...
- iii. More sponsors like HEAD (see below)
- iv. Continue positive stories - suggestions please!!
- v. More info on “About Pickleball”
- vi. More links in media Press Releases, e-Blasts, Newsletters...
- vii. Archive extraneous info (Tournament info), update/delete broken links & outdated info, and reduce repetitiveness
- viii. Where To Play & Map – already in search form with links on Pickleball Canada website?

d. News – Mostly Positive and Mix of Local, BC, USA and World

3. Sponsorship

- a. Ad Revenue steady at \$2100 Annually
- b. PCO Sponsorship Media Kit Discussions – National and Provincial joint efforts with Jon de la Mothe – Direction Changed
- c. New Sponsorship/Ad Pricing – Surrey Model, Walter to Intro
- d. HEAD Pickleball Canada asked for 2023 sponsorship proposal for budget purposes - Sara McInnes
- e. Westerleigh PARC Living (Website, Provincials and Hollyburn)
- f. Walter has other Retirement Homes interest



Notes from Brett

1. Ken Purvis reached out regarding possible referee funding. I think this is integral going forward that Pickleball BC and PCO subsidize some of the referee expenses to ensure sanctioned tournaments can still be profitable. This could easily be done by increasing the annual fee to \$10. By treating refs well we will ensure they will keep coming back which in turn helps the sport grow.
2. Reached out to Kamloops Pickleball Club to see if they're interested in formally putting their name in for 2024 Provincials or 2024 Western Regionals.
3. Emailed Barry Montgomery regarding the PCO Tournament Director guideline and if such a thing currently exists.

Facility Development Report November 8, 2022

Lots more work on the acoustic study and reporting this month, with a couple of hurdles to deal with before we can make the report public. BC Recreation and Parks Association is reviewing the draft report, which will then be returned to BAP Acoustics for any needed changes. Following that step, we will meet with BCRPA to lay out a plan to make the report public and available to interested parties

I've started a relationship with my counterpart at USA Pickleball, with one Zoom meeting completed along with a few emails and discussions. As we proceed, I expect to have their equipment and sound related efforts shared with us, as we will be doing with them. There remains a very challenging standard of manufacturing currently required by USA Pickleball before they approve equipment; one that restricts innovation in the marketplace. They have 2 initiatives coming that may open up the process a bit.

With the change in weather, indoor play becomes more of an issue and many clubs are looking for ways to rent indoor space or in some cases, create brand new purpose built facilities for racquet sports. In the current environment many municipalities are facing in terms of holding the line on taxes, such expenditures will be difficult to achieve. If you know of a club who is working towards such a goal, please have them contact me so we can share strategies.

Dave Eaton