



Pickleball BC Association Board Meeting
23-03-07, 6:00 pm Zoom

Attendees

Dave Eaton	Present	David Snell	Present
Brett Forsythe	Absent	Rod Williams	Present (6:45)
Rick Folk	Present	Miranda Thomas-Merkley	Present
Walter Knecht	Present		
Sharon MacDonald	Present		
Brian Shum	Absent		

1. **Quorum** - achieved.

Miranda introduced herself. Welcome Miranda!

2. **Agenda**

Tacit approval - no changes.

3. **Prior Minute Review**

a. February 7 meeting

Moved / seconded by Sharon M/David S that the February 7, 2023 minutes be approved as presented. Carried.

b. February 28 meeting

Moved / seconded by Sharon M/David S that the February 28, 2023 minutes be approved as presented. Carried.

4. **Reports**

a. David S - Website - report attached

Salient discussion points - **Trophy Wall** ready on website and will put **Recognition** up soon.

b. Sharon - Grant - report attached

Sharon asked for direct access to Grant Application app. WK will enable.

c. Rod - Membership - report attached

No discussions - Rod not present at the time.



- d. Rick - Officiating - report attached
Details with respect to referee per diems still in progress.
Two sponsor agreements with Pickleball Depot in place:
 - i. Officiating Program - shirts for all existing and new L1 & L2, plus up to \$2 k to support training activities - each of 3 years, option for 3 more years
 - ii. Board member identification support - shirts for existing and incoming Board members - 3 years plus option for 3 years.Both sets/types to be ordered in the next week.
Working with Vernon (Provincials) on referee supply, limits etc.

- e. Dave - Facilities
Sent a 'Call to Action' email to the full database - significant response!
BCRPA - PBC Guidelines doc still with BCRPA for hopefully final editing!
Selected 5 Clubs as our next level review panel for the PCRPA-PBC Guideline doc - sent them info. Process started - with short timeline.

- f. Brett - Tournaments
No information - no discussion.

- g. Brian - Financial - reports attached
Brian has submitted our Y/E report as required to the Government.

5. Other - WK

- a. AGM Feb 22 6 pm Zoom - see WK report

- b. Vancouver Wellness Show Feb 11 & 12 - see WK report

- c. PADS
Agreement with PADS still a bit away. Several emails exchanged today with PADS - details details details yet. Should have a draft within days for Board perusal.



d. Strategic Plan etc

Between the Strategic Plan, our viaSport score card and general upgrades to PBC and Club management needs - following plan in place:

- i. All Clubs invited to a Zoom meeting March 14
- ii. Agenda & format ~ 90 minutes, first half directed conversation, second half open mike
- iii. Directed conversation this meeting - Member retention and Policies covering Ethics, Conflict of Interest and Privacy (believe I may have misspoke at the meeting)
- iv. This is first in a series of monthly meetings - rotating topics with Club inputs
- v. PBC Board will always be invited. Topics/agenda may influence attendance.

Our viaSport report card will probably be on the agenda for April

e. May meeting in Vernon - YES - work in progress

f. Volunteer recognition - see WK report

g. PCO

- i. Bylaw working group - in progress, meetings not always fruitful. Some separate discussions within G4 = QU, MB, AB & BC
- ii. Larger policy review with respect to SafeSport concepts

h. Tournament Points System

Shared screen showing basic calculation methods for a concept.

Support shown - recognizing work involved in performing

More work needed to get even close to implementing

Meeting adjourned 6:50 pm.

Next meeting - 6 pm PST, April 4, 2023 via Zoom.



Snell's Report To The Board March 7th2023

1. Communications & Social Media
 - a. 2nd Press Release Provincials Mar/Apr 2023?
 - b. New News Stories
 - i. CNPL First Team & Tryouts Announced (**March**)
 - ii. PB Derangement Syndrome Explained
Expansive PB Facility in BC Opening Soon
Fastest Growing Sport 3rd Year In A Row
PBC's New Logo and Virtual Trophy Page
Rancher Converts Event Space to PB
Wellness Show Debuts Full Size PB Court
BC Player's Incredible GOLDEN TICKET Win
Canadian National PB League Announced
PBC President Honoured By Sport BC
 - iii. **Continue positive stories & more suggestions please!!**
 - c. March News Stories
 - i. Grant Program – need help with details and story line
 - ii. Walter's Award
 - iii. Virtual Trophy Wall
 - iv. CNPL Updates & Facilities for Tryouts
 - d. Walter's Newsletter
 - i. February Links to Website= Down to 469 from Jan Historical 600+
 - ii. Mar 15th target Date for Next One?
 - e. Tweets @PickleballBC
 - i. Tweet Sent Every News Story Posted with Links
 - ii. Using Hootsuite Platform for Social Media Messaging Dashboard
 - f. Other Social Media Sites
 - i. Facebook, YouTube & Instagram TBA



2. Website:

- a. Virtual Trophy Wall and Tournament Pic Page
 - b. Tournament Page Updated Regularly & Board Minutes Posted
 - i. Brackets Links and Reg Updates
 - ii. PDF for Kamloops Open
 - iii. Poster for Nelson
 - c. Comparative Jan to Feb Stats:
 - i. All stats up (in fewer days) except Newsletter day
 - ii. Feb Newsletter Day Traffic Down - 469 "Unique Visitors" vs. 608
 - iii. Improved Overall February stats **6%**
 - iv. 4,700 unique visitors up 7%
 - v. 2.03 Pages per "Unique Visitor" 100+ / day Down Slightly
 - vi. Feb 2023 vs. Jan 2023 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
 5. Curious Note: UK Searches ↑
 - vii. Most Feb 2023 vs. Jan 2023 Page Visits (**Up 6% to 10,000**)
 1. Home page ↑
 2. 2023 Tournaments Highest Search Again by Far
 3. CNPL News 2nd ranked Story Read
 4. Clinics then Where To Play
 5. News ↑ +18%
 - d. 2023 Website Updates TBA:
 - i. New Landing Page & Site Look and Feel
 - ii. Encourage more BC good news stories
 - iii. BC Players' Focus Stories and Details
 - iv. Continue to Consolidate/Add/Delete older pages & content
3. Sponsorships and Ads: Responsibilities handed over to Walter due to conflict of interest concerns – continue to post/delete new ads and links
-



Grant Report - March 2023

New Applications: Pending

1. Qualicum Beach Pickleball Society – Community Grant – Walter has sent a PBC Affiliate MoU as this club is not an affiliated member, which is a requirement to qualify for a Grant
2. Peninsula Pickleball MeetUp – Community Grant – rejected Dec 12, 2022 but has asked to resubmit with new information recently provided.

Approved

3. Metchosin Pickleball Club – now an affiliated entity and approved as Grant #118 for \$500 for approved nets
4. Steamboat Mountain PB – requested 60 day Report – No response as yet
5. 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. – **NO UPDATES**
6. 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 -- Grant #117 **APPROVED in Feb. Waiting for expense report**

Submitted by Sharon MacDonald

March 5, 2023



February 2023 Membership Report – Rod Williams

Six New Clubs completed the setup process in February and are accepting Memberships – Tofino, Port McNeill, Naramata, Peninsula Community (Saanich), Global Indoor (Kelowna) and Metchosin.

Sicamous just appeared in my inbox today seeking info.

There are currently 91 BC clubs and affiliates launched and processing memberships through PCNS.

Registrations.

1354 memberships were processed during February. 522 or 39% are brand new PCO Member numbers and the rest are renewing or previously expired members. Last month's newsletter and the recent BC Provincials instructions mentioned the need for people to register themselves properly so their PCO and Pickleball Brackets profiles align to the same PCO number. There are currently roughly 100 duplicate members listed in our Member List. While I can merge their all of their profiles into one Membership number, I cannot determine which PCO number they may have used with Pickleball Brackets, making a decision on which number to use problematic, so I wait for them or their club to complain.

As of February 28th, there were 9627 Active PBC members, with 7760 inactive and expired member, including both 2021(3098) and 2022 (4659) expiries. Both totals are lower than last month. There are a few legacy 5 year PCO memberships still active, but they should all be gone in 2023.

National PCNS News – Nothing new

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



Report submitted March 3, 2023
Rick, Head Referee

1. Walter has finalized an agreement with Pickleball Depot for a three year (confirm) sponsorship of the Pickleball BC Referee Program.
2. I have started the process of ordering referee shirts for all of our Level One and Level Two BC referees. There are about 18 right now. Pickleball Depot will sponsor these shirts. Will have REFEREE on back, our two PBC logos (round on left chest, banner on arm), as well as Pickleball Depot logo on other arm. These will be yellow in color.
3. Pickleball Depot is also sponsoring white polo shirts for us members of the PBC Board. No REFEREE on back. PBC banner logo on left chest with Board Member underneath, PBC round logo on one arm, and Pickleball Depot logo on other arm.
4. The Pickleball BC Traveling Referee Compensation Program is ready to begin. \$400 per qualified level 2 or Certified Referee. Non-BC refs also eligible. Must travel over 150 km from home. Referee at least 35 (still to be decided) matches at our Provincials. Sole purpose to referee (not play). Be member of Pickleball Canada. If a second credentialed referee in the household, he/she would receive \$200 instead of \$400. The number of matches will be verified by the Vernon Committee, approved by PBC Head Referee, and submitted to PBC Treasurer for payment.
5. My estimated expenditure for the above program is between \$6000 and \$8000.
6. Pickleball Alberta has instituted a similar program, but has capped its expenditure at \$4000.
7. Pickleball Saskatchewan has also started a similar program. \$350 for eligible referee, but only for Level Two referees, not Certified Referees.



8. I have received 3 inquiries about joining our BC accredited referee program, and also have had requests to travel to parts of BC to conduct training and evaluation sessions. I am beginning to work with Sharon MacDonald (Pickleball Canada Referee Training Coordinator for Western Canada) on how to best train and evaluate interested referees. Sharon and I are both new in our positions.

Cash Position			
Board Meetings			
			Mar 05/23
			8:15pm
Opening Bank Balance (VanCity)			52,623.48
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)		<u>12,000.00</u>	
Investments			25,200.00
Total Cash Available			<u>77,823.48</u>
Expenses (Est):			
Walter (MailChimp)		Mar	50.00
PCO (PCNS 2023 Annual Dev Fees)			3,000.00
Provision for 2023 Grants	Awarded	500.00	
	Paid	<u>0.00</u>	500.00
	Awarded 2022 - Paid		0.00
Misc			500.00
Total Expenses (Estimated)			<u>4,050.00</u>
Ending Bank Balance - Estimated			<u>73,773.48</u>



The Walter Report submitted March 3, 2023

Recent AGM

This summary very brief as a supplement to previous communications
Minutes not done yet.

Meeting was short etc. Just over 40 people attended.

Vancouver Wellness Show

This summary very brief as a supplement to previous communications
About 28 volunteers over 2 days introduced about 250 people to pickleball.
Thanks again to all that volunteered in any way!

PADS

Discussion ongoing

Should have a tentative or draft agreement by meeting time

Strategic Plan

I will have a few specifics ready for discussion, including:

Club Presidents Zoom sessions

General member Zoom sessions

May Board Meeting

Suggesting Friday

Need to know if you are a player as this will affect the actual timing

Volunteer Recognition

Feb news letter - 10 individuals

March - probably 5 (per original plan)

To be followed by 5 per month thereafter

As many as 40 'nominations' received so far

Each nominee as posted will have their (some of anyway) nomination
words attached - a short bio in effect



Need to get all this started on the website as well

PCO Bylaw update

Slow process

A lot of immature (lack of common sense) conversations

Efforts to ensure transparency

Budget

Discipline

Communications with other entities

Misc PCO

SafeSport

New rules and players coming in

PCO needs to review their policies as a result

PBC will need to do the some reviews as well

Ongoing

PCO internal workings - not so internal at this point

Six or 8 months ago one board member was under a pseudo suspension

The process PCO took did not follow any norms, policy or even common sense

A resolution was forced

Currently one other board member is under suspension

Again the process is not following norms or written PCO policy

More?

Intimidation

Lack of truth telling

Other disciplinary actions