



Board of Directors  
Annual Report

Annual General Meeting  
2018 – 2019

June 24, 2019

President	Eileen McClean
Vice President	Gary Marcellus
Secretary	Candace Morgan
Treasurer	Ray Keroack
Director	Claude Michaud
Director	Douwe Spriensma
Director	Carolyn Ross

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## Introduction

With your help, and by working together, our club has again made tremendous progress this year, building on the great success of the past.

With our membership topping out at 535 members as of March 31, you can imagine that we've had to grow some of our play opportunities and further develop many of the supports (including people, positions, policies, and tools) that make all this possible. And, of course, we need to keep an eye out to the future. We need to be ready for that future.

Although we are always striving to establish more play, skill development and social opportunities for members, we recognize that we are very fortunate in St. Albert. We are fortunate to have as many venues as we do, and to be able to use them at such a low price, on average. These low venue costs, on average, and our volunteer help, keep our costs down. In 2019-2020, we have NO membership or play fee increases planned. But keeping our fees where they are requires that we grow our list of volunteers.

And we need to keep our position as THE one and only pickleball club in St. Albert, because if we were to lose that position, we could find many of our very economically priced venues, such as public school gyms and outdoor courts, suddenly less available to us, as their owners and agents - the City and school boards -- potentially decide to allocate such space to new clubs that arise in competition with us. We have two choices in this regard -- continue meeting the needs of as many members as we can, or become isolated and protectionist and face curtailment of play opportunities as well as venue cost increases.

As you can hopefully see from the following list of accomplishments, your club is fully engaged in ensuring we remain THE pickleball club in St. Albert.

## Key Accomplishments - Governance

1. Reviewed board, coordinator and team workload, and adjusted the structure and split some positions to more equitably balance workload and recruit new volunteers to leadership positions. Within the newly developed structure, built a team approach model to secure volunteer positions where plausible.
2. Reviewed, developed and proposed a more modernized set of club bylaws, to carry the club forward over the next decade.
3. Developed and implemented a new volunteer recruitment approach, including establishment of a nominating committee and process to recruit and elect to vacant board positions.
4. Reviewed and updated our club's mission, vision and values statements.
5. Produced, reviewed, approved and published **38** plans, policies and procedures documents to communicate a standard, equitable and manageable approach for many club activities

6. Assessed strengths, weaknesses, opportunities and threats, and produced a three-year strategic plan and 2019-2020 annual plan, setting club priorities for the future.
7. Implemented a more robust financial management and reporting system.
8. Expanded and strengthened the records management system, developing and aligning policies and practice with relevant legislation, including privacy.
9. Through the use of indoor venue sticker cards, implemented an automated means of managing payment for indoor play, eliminating cash handling and transport work for captains and the Treasurer.
10. Maintained a Facebook presence and produced **70** newsletters to members, building our sense of community and keeping our members informed and engaged in club developments and opportunities
11. Developed job descriptions and team mandates, to help people understand their roles, to help people develop their organizational skills, to help recruit volunteers to vacant positions and to help with succession planning.

## Financial Highlights (\$)

1. Total income	173,945
<i>Top three income sources (May to Apr)</i>	
a. prov. grant for Alpine development	125,000
b. indoor play (cash and sticker use)	36,540
c. membership sales <sup>1</sup>	9,182
2. Total expenses	167,858
<i>Top three expenses</i>	
a. grant for Alpine to City of St. Albert	125,000
b. indoor play venue rental	20,176
c. equipment and play supplies	5,863
3. Overall profit, 2018-19	6,087
4. Net assets (club equity), Apr 30 2019	40,653
5. Lowest fees of any Pickleball Alberta-affiliated club in the region, due to:	
a. amount of volunteer engagement and work	
b. free and inexpensive venues	
c. low IT support and systems costs	

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<sup>1</sup> Excludes 2018-19 membership sold in and recorded in 2017-18, when the club's accounting was done on a cash basis. As of Sep 2018, the club's accounting is done in accordance with generally accepted accounting principles and standards. Sales not evenly divisible by \$30 due to one partial refund.

## Membership and Play Statistics

1. Peak number of members	536
2. Indoor Play sessions Sep to Apr	620
3. Number of indoor plays Sep to Apr	9,633
4. Indoor Venue (Sticker) Cards (Oct to Apr)	
a. cards sold	713
b. cards used for play	455
c. outstanding (sold, unused) cards	258

## Overview of Team and Committee Work

The work of our club could not be done without the diligent work of our volunteers!

### Equipment Manager

With an agreement with the city, we now have a year round equipment storage facility at Alpine Courts. Along with regular equipment updates and replacements, we have added a leaf blower to our inventory in order to maintain clean and safe courts at Alpine.

### Program and Venue Manager and Team

Received and used our \$125,000 grant to complete the build of the Alpine pickleball courts, in collaboration with the City of St. Albert.

From September 1 to April 30, we accommodated **9,507** member-plays and **126** visitor-plays at **620** sessions across **7** indoor venues.

Hosted **10** sessions at **5** ratings clinics, rating **137** members, to develop and measure player skill levels, and to help better manage play opportunities based on skill levels.

Developed additional play opportunities at North Pointe, a new venue with additional play times at Bertha Kennedy, and expanded outdoor play times at Alpine and Larose.

We provided another robust schedule of training lessons and mentoring programs:

2018	Beginners	188
	Mentoring	400
	Students Trained	205
2019	Beginners	57
	Mentoring	68
	Students Trained	0

## **Web Manager**

Maintained and enhanced a robust set of automated tools (web-site, membership management, newsletter delivery and archiving, and sales) for delivering information and services to our members. Investigated alternative tools (Wild Apricot, Sign Up Genius) for possible future use.

## **Health Coordinator and Team**

First aid kits and the AED has had monthly checks to ensure equipment and supplies are in good order. AED has now been donated to the Sturgeon Heights School, which will be available to players who play at that venue. At least two members have been available for all SAPC tournament and volunteer appreciation events.

Familiarization training for AED and First Aid, Medical Protocol review  
June 26 for 11 participants  
November 29 for 22 participants

## **Safety Coordinator**

This is a new assignment and we will be looking for a coordinator. Please let us know if you have interest.

## **Social Coordinator and Team**

Catering service and set up for Volunteer Appreciation Events:  
December 7 for 41 volunteers  
May 10 for 35 volunteers

Catering service, assistance with pot lucks and set up for Fun Outdoor Tournaments:  
May 26  
June 23  
August 25  
May 18

## **Tournament Coordinator and Team**

Tournament organization for the following:  
June 23 Fun Tournament @ Larose  
August 11 National Pickleball Day Fun Tournament @ Larose (74 Players)  
August 25 Grand Opening of Alpine Courts Fun Tournament & SAPC 4<sup>th</sup>  
Anniversary (77 Players)  
May 18 Fun Tournament @ Alpine (91 players registered)

## **Junior Coordinator and Team**

This is a new team and we will be looking for a coordinator and team members. Please let us know if you have interest.

Although Pickleball Canada has not provided any guidance for introducing youth to pickleball clubs, the board has worked this past year to develop policies to guide inclusion of youth.

## **Ad Hoc Committees, Teams & Projects**

### **Alpine Project**

With an application to the Community Facility Enhancement Program (CFEP) the club was successful in securing \$125,000 which we donated to the City of St. Albert to support the Alpine Courts refurbishment project.

With other potential projects on the horizon, the club will investigate further grant applications if we determine there is a fit with other groups (e.g. Active Communities).

### **Auditors**

The audit team, as directed by the membership at the last AGM, conducted a financial audit last fall. This year the board added an accountant to the team (also a member) who is assisting the final financial and records audit. The Audit Report will be provided at the AGM. Members will then elect auditors for 2019-2020.

### **Nominating Committee**

To have a focus on filling director and officer vacancies at the AGM, the board has assembled a committee to lead this initiative. The chair of the committee will lead the nominations and elections at the AGM. Members will then elect committee members for 2020.

### **Policy Committee**

A Policy Committee convened in early August and met regularly to draft policies for board review and approval. This work has been the foundation of building our governance structure.

### **Volunteer Team**

Although this role has now been rolled under the new Director of Membership and Volunteers (and team) due to restructuring, the work this year was critical in getting to our current status.

The club had volunteers fill a number of areas aside from our formal teams and committees:

- Captains remain a major part of our volunteer recruitment program
- Members assisted with t-shirt sales (82 t-shirts sold) and ball sales (100 outdoor Onyx balls sold)
- The club was represented at Sports Day at Servus Place

#### Captain Training

September 25 (43 participants)

April 27 for outdoor captains (25 participants)

May 7 for Red Willow 2.5 captains (7 participants)

## Looking to the Future

We need volunteers to run your club! Does the club's biggest challenge align with one of your goals?

- Are you asking yourself how you can help the club continue this pace in 2019-2020?
- Would you like to develop some closer friendships as part of a team?
- Do you have some relevant skills or do you have some potential you'd like to develop?

If so, explore some options by talking to a captain, a board member or any other club volunteer. Read up on club roles, team mandates or job descriptions on your club's web-site.

We would love to have you on any of our teams - including the board! Put your name forward to our nominating committee, check off a volunteer spot in your online profile, and let a captain, venue coordinator, manager or board member know you want to help us build for the future!