



Annual Report

Annual General Meeting 2019 – 2020

June 9, 2020

President	Eileen McClean
Vice President	Gary Marcellus
Secretary	Douwe Spriensma
Treasurer	Ray Keroack
Director	Claude Michaud
Director	Tamas Virag
Director	Gary Spencer

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Introduction

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

With our membership topping out at 641 members as of April 30, 2020, 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.

We are always striving to establish more play, skill development and social opportunities for members. 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 overall venue costs, and our volunteer help, keep our costs down.

And we need to keep our position as The 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, less available to us, as 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 using a patchwork of venues or seek a partnership with one of the existing or future sport venues. The board has established a Facilities Task Force to explore and advise on the options before us. As you can see from this Annual Report, your club is fully engaged in ensuring we remain The pickleball club in St. Albert.

Key Accomplishments

1. Ongoing reduction and re-distribution of board, coordinator and team workload, evident in the Volunteer List on the Web Site.
2. Recruited new volunteers to leadership positions, promoting a team approach model to secure volunteer positions.
3. Filled the Director of Communications position after the last AGM.
4. Completed our policies and procedures to ensure a standard, equitable and manageable approach for our club activities.
5. Completed the core of the 2019-2020 Annual Plan, as adjusted for COVID-19.
6. Assessed strengths, weaknesses, opportunities and threats, and produced a three-year strategic plan and 2020-2021 annual plan, setting club priorities for the future.
7. Established a Facilities Task Force to strategically position the Club in terms of possible future and existing opportunities for facilities.
8. Maintained “best in class” financial system and records, and implemented GST collection and accounting
9. Implemented a new membership management system and website.
10. Maintained a Facebook presence and produced newsletters to members, building our sense of community and keeping our members informed and engaged in club developments and opportunities
11. Made major progress in job descriptions and team mandates.

Financial Highlights

1. Total income	57,694
<i>Top four income sources (May to Apr)</i>	
a. indoor play (cash and sticker use)	31,726
b. membership sales	18,309
c. rating clinic fees	2,955
d. tournament revenue	2,180
2. Total expenses	45,254
<i>Top three expenses</i>	
a. indoor play venue rental	22,595
b. Pickleball Alberta/PCO memberships	6,150
c. rating clinic services	3,271
d. equipment and play supplies	3,198
3. Overall profit, 2019-20	12,440
4. Net assets (club equity), Apr 30 2020	53,093
5. Lowest fees of any Pickleball Alberta-affiliated club in the region, due to:	
a. amount of volunteer engagement and work	
b. some inexpensive venues	

Membership and Play Statistics

1. Peak number of members	641
2. Indoor Play sessions Sep to Apr ⁽¹⁾	705
3. Number of indoor plays Sep to Apr	9,254
4. Indoor Venue (Sticker) Cards (Oct to Apr)	
a. cards sold	642
b. cards used for play	502
c. outstanding (sold, unused) cards	405
5. Rating clinics	22
6. Members club-rated this year	270

(1) Includes training sessions except rating clinics and beginner lessons

Overview of Team and Committee Work

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

Equipment Coordinator

Currently we are looking to replace the Equipment Manager with a Coordinator reporting to the Program and Venue Manager.

Program and Venue Manager and Team

This is the first year we have been able to offer indoor Pickleball seven days a week!

We increased our timeslots at Northpointe, acquired a new venue with additional play times at Bertha Kennedy School, and expanded outdoor play times at Alpine and Larose. Dedicated volunteers provided another robust schedule of training lessons and well-used mentoring programs. All in all, we offer the most indoor courts to our members compared to our neighbouring clubs, and at a very reasonable cost.

We also offered a variety of programs at Alpine, in our first season with the new outdoor courts, Despite the rainy season we had last summer we saw:

353 participants at 2.5 level
889 participants at 3.0 level
1021 participants at 3.5 level

Round robin participants:	2.5	139
	3.0	208
	3.5	335

Ladders: 656 participants joined in ladders.
(Note that every time a member played is counted as a participant)

We offered over 250 sessions at each of which captains took on the responsibility to captain for the club.

And, for the future, we are in contact with Active Communities Alberta as they plan to build a major new Facility which includes the possibility for Pickleball play. The club seeks to pursue as many future venues as possible to be able to provide a wide range of play options.

We continue to have excellent relationships with the owners of the venues, which is essential to our continued success.

Web Team

This year, the web team consisted of our Director of Membership and Volunteers and our Treasurer. The team saw an opportunity to significantly enhance our website and membership management, investigated different software solutions, and prepared a business case for consideration by the Board. The Board approved the team's recommendations and implementation plan, and the team spent the months of September to December building a new website and implementing the new system. As a result, the club also has a website that is more robust and is more easily maintained. As well, other club administration, such as rating clinic registration, has now been automated, and steps have been taken to similarly automate tournament registrations, reserved play registrations and meeting registrations. These steps include teaching volunteer coordinators to set up these events in our web-site calendars, and having these volunteers oversee automated registration handling by the system.

The new system has also allowed the club to post a privacy-sensitive membership directory in May 2020, and will enable event management through mobile devices in future.

This team will also be advertising for additional web coordinators in 2020-21, further delegating work, distributing knowledge, and building the club's future information technology capacity.

Communications Team

Two members were appointed in succession to serve the Club as Communications Director this year, and the latest volunteer is standing for re-election to serve another two years. This Director comes with an abundance of communications experience and has quickly acquired the knowledge needed to use our automated communications tool. He is now managing our club news postings on our web-site, is issuing email news alerts to members, and contributing to the Board's strategy development and decision-making.

The team also includes a Facebook Coordinator recruited this year. Our Coordinator administers our closed Facebook group and enhanced our club's internet presence by developing a public-facing Facebook page that directs potential members and other stakeholders to our website.

Health Coordinator and Team

Thank you to all captains for notifying the health team when supplies were used from the first aid kits, and submitting the incidence reports when an incident occurred.

Over the last year one of the health team members was present at all of our Club pickleball tournaments.

In mid-March we were forced to cease all Club play due to the Alberta Health restrictions put in place to deal with the COVID-19 outbreak. The Health Team was asked by the Board to come up with a plan to start up Pickleball play, while complying with the various restrictions that are in place due to this pandemic.

Between the time this report was submitted and the AGM, hopefully the city will have accepted our proposal for SAPC Reserved Play with our Covid-19 protocols. However, no matter what, when we play, we must be very conscious of being careful to protect ourselves and others.

Our proposal contains specific guidelines which must be strictly followed. We have all heard this over and over but we must stress that being complacent could allow this virus to spread uncontrolled again. The health team will work side by side with the board and members to safely play our beloved sport.

Social Coordinator and Team

Catering service and set up for two Volunteer Appreciation Events:

Catering service, assistance with lunches, snacks and set up for three Fun Outdoor Tournaments in May, July and September.

Tournament Coordinator and Team

The Tournament Team organised three fun tournaments in May, July and September at Alpine courts, that were very well received.

Refereeing

The August tournament finals were refereed by local members working towards their Level 1 certification. The Head Referee is Ken Dentzien who conducted a refereeing clinic the evening prior to the tournament.

Junior Play

Although Pickleball Canada has not provided any guidance for introducing youth to pickleball clubs, the board has continued this past year to develop policies, procedures and forms to guide inclusion of youth. The board is still looking for a Coordinator to take this initiative forward.

General Development

Dave Klein offered several skill development clinics during the outdoor season. Club members have carried out mentoring for players who are rated at the 2.5, 3.0 or 3.5 level.

Auditor

Our experienced auditor was re-elected at our last AGM, and as directed by the membership has conducted a financial and records review this spring. The audit report is being presented to the membership at this year's June 9 AGM.

Nominating Committee

The Nominating Committee continues to focus on filling director, officer and other vacancies at the AGM. Over the past year all positions needing nominees have been filled. The committee has done a tremendous job, and significantly lessened the workload of the board.

Policy Committee

The Policy Committee has completed the task of putting the foundation for good governance in place, and has now been inactivated. Occasional changes or additions in policy are handled at the board level

Looking to the Future

As evidenced by the above, many people have stepped forward to help in all the different areas of club operation over the past year. The overall experience is that once you get involved you realize how much satisfaction volunteering gives. So:

- Are you thinking about how you can help the club continue to be a place where everyone can enjoy the company of fun, energetic people, and enjoy playing Pickleball?
- Would you like to develop some closer friendships as part of a team?
- Would you like to use your skills, or do you have some potential you'd like to develop?

If so, explore your 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 one of our teams - including the board! Check off a volunteer spot in your online profile, put your name forward to our nominating committee, or let a captain, venue coordinator, manager or board member know you are ready to help us build for the future!