



## Annual Report

### Annual General Meeting 2020 – 2021

June 9, 2021

President	Eileen McClean
Vice President	Gary Marcellus
Secretary	Douwe Spriensma
Treasurer	Ray Keroack
Director Membership	Carol Mah
Director at Large	Tamas Virag
Director Communications	Gary Spencer

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## **Introduction**

Upon reflection on the past year, we all know the pandemic changed everything for the Club. Despite the pandemic, our membership for 2020-2021 topped out at 523 on April 30, 2021. As of May 24, 2021 the membership number for the current year stands at 382, all anxious for play to return as normal as soon as possible.

Because of the COVID-19 imposed restrictions and directives, a lot of behind-the-scenes work was done in terms of accommodating the restrictions and requirements from AHS and the City. Despite all the play changes and suspensions, the board continued to do the day-to-day work and to plan for the future of the club.

We strive to be the best pickleball club in the country!

## **Key Accomplishments**

1. Made indoor and outdoor play available whenever and however possible, continually evolving to meet the ever-changing COVID-19 restrictions and guidelines.
2. Designed and implemented cohorts to enable members who were interested to play (only to find play totally suspended just as we were implementing this.).
3. Introduced reserved group play for Red Willow, as well as series play and coached play at Servus Place and B-Active Badminton Club, firsts for our club in terms of play formats and venue expansion.
4. Completed the core of the 2020-2021 Annual Plan, as adjusted for COVID-19.
5. Updated the strategic planning process and the resulting Annual Plan.
6. Developed, consulted with members, and adopted the Capital Reserve Strategy, formalizing and documenting the Facilities Task Force recommendations projecting our short, medium and long-term needs for pickleball facilities.
7. Communicated the Club's strategic plan and facilities need to the St. Albert Council and administration.
8. Wrote two letters of support regarding the Active Communities Alberta (ACA) proposed pickleball facilities.
9. Worked with Pickleball Alberta and Pickleball Canada to implement a new cross-Canada membership management system, Pickleball Canada National System.
10. Proposed major revisions for the bylaws.

## **President's Message**

Over the years many people have stepped forward to help in all the different areas of club operation, and the past year was no exception. The overall experience is that once you get involved you realize how much satisfaction volunteering gives. We are a fortunate club in this regard and are always encouraging members to step forward and assist in whatever area they can offer help.

This year we did not have a volunteer thank you evening so it is fitting to mention some of our volunteers. We thank every volunteer who gives of their time to the club. (On our website you

can check who our volunteers are on the Teams and Committees page.)  
Some are mentioned in the detailed reports below, but here is a quick overview.

Special thanks to the following:

- Registered play coordinator Carol Peabody.
- Rating clinic coordinators Gerry Gartner and Karen Cabot.
- Tournament directors Faye and Gerry Hood. (While we did not have any tournaments they took the system training needed for this position.)
- Outgoing Equipment coordinator Claude Michaud, and his successor Mark Nadeau.
- New web coordinator Dragan Radovic.
- Facebook coordinator Tara Tchir.
- Sales coordinator Elsi Lowe.
- Sticker card sales coordinator Marion Spriensma.
- Venue coordinators James Porter (Sturgeon school), Nicole Currie (Red Willow and Northpointe), Kevin McClean (Sister Alphonse and Bertha Kennedy), Cassey Campbell (Vital Grandin) and Gary Marcellus (J. J. Nearing).
- And our shoot out leads, captains, leaders of cohorts and other behind-the-scenes volunteers. We could not have had any organised play indoors or outdoors without them!

I need to close by giving thanks to the board members who met each month and stayed focused on maintaining communication with the members, attended meetings with the City, and continued to work on the future of the club. Even though play was not happening the Board members worked tirelessly behind the scenes. They are a great team to work with, each in their area of expertise.

I am proud to be president with such a hard-working and generous board.

We, as your board, look forward to continuing to work on your behalf and also to play with you and enjoy the camaraderie of our members.

## Financial Highlights

1. Total income	28,111
<i>Top three income sources</i>	
a. indoor play	8,751
b. membership sales	14,496
c. rating clinic fees	2,943
2. Total expenses	23,141
<i>Top four expenses</i>	
a. indoor play venue rental	7,315
b. Pickleball Alberta/PCO memberships	5,060
c. information technology	2,674

d. rating clinic and coaching services	2,340
3. Overall surplus	4,970
4. Net assets (club equity), Apr 30 2021	58,063
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	523
2. Indoor Play sessions <sup>(1)</sup>	95
3. Number of indoor plays	1,279
4. Indoor Venue (Sticker) Cards	
a. cards sold	149
b. cards used for play	47
c. outstanding (sold, unused) cards	486
5. Rating clinics	16
6. Members club-rated this year	141
(1) Excludes rating clinics	

## Overview of Team and Committee Work

A lot of behind-the-scenes work has been done by our dedicated volunteers.

### Facilities Task Force

The members of the Facilities Task Force, Douwe Spriensma, Ray Keroack, Stephanie MacDonald and Eileen McClean, met monthly to strategically position the Club in terms of possible future and existing opportunities for facilities.

Report:

What are we as a club looking for in terms of facilities? To have facilities that enable us to play pickleball at the times that suit us, and that allow us to have club, regional and possibly even national events. In the next few years, we will need 20+ indoor courts and 20+ outdoor courts with washrooms and club facilities available.

As the first part of its mandate, the Facilities Task Force (FTF) produced a Capital Reserve Strategy that projects our short, medium and long-term needs for pickleball facilities, and that recommends the club build a financial reserve, over many years, to use as seed funding or down-payments on future facilities.

SAPC members were invited to comment on this proposed strategy and strongly supported raising future fees to build a capital facilities reserve. This report is available on our website and

will be updated from time to time. The board also shared this report with the City of St. Albert and with our potential partner Active Communities Alberta.

One of our key goals is to have a sufficient number of courts in one location to create a club atmosphere and to host competitive events. These events will benefit our City through the increased use of hotels, restaurants and other shops and services by the participants.

The second and more complicated part of the mandate is how to acquire the facilities. The FTF is exploring a wide range of options and timelines matching our access to facilities with our increasing needs for outdoor and indoor playing opportunities.

For outdoor facilities, a cost-effective option could be for the City to expand Alpine Courts by 8-12 courts. Another option is to develop 24 outdoor courts at the Rohit site in northwest St. Albert or elsewhere in the city.

For indoor play, along with our ongoing use of schools, we are exploring sharing facilities with volleyball and badminton clubs and others. Our club is a good match with its daytime use, since due to their school age participants they use their facilities predominantly during evening hours. We would still use schools for some evening use for working members.

In this regard, the vote by St. Albert City Council against proceeding with the Active Communities Alberta proposal for a multi-use facility with indoor pickleball facilities was a disappointment for us all.

The FTF also continues to explore the possibility of leasing a warehouse, bringing our own nets, culminating in possibly owning or co-owning facilities. Of course, each of these phases can only begin once our membership numbers can support it. Note that owning our own facility would cost several million dollars in capital, along with expenses for parking, heating, property taxes, insurance and mortgage payments.

So our challenge as a club is to provide adequate facilities at competitive prices so that our members can play and socialize within our community of St. Albert. If other clubs and facilities provide a better overall experience and/or price, we will lose support, and continuing with our plans will not be sustainable. Competitive pricing for our programs hinges on support from our City and Province in terms of grants and access to shared multi-use facilities. Proceeding without City support and other partnerships is too great a financial risk at this point.

Our club has been a leader in terms of access to facilities in the past, and we are positioning ourselves to remain at the forefront of providing play opportunities in the future. We will continue to pursue grants, shared leases and other ways to provide the best facilities possible for our growing membership base.

We need to keep in mind that our City has many different types of sports organizations, other non-profit organizations, businesses and citizens. We are but one group among many who are all competing for City help, resources and preferred outcomes. In summary, the board seeks to work in cooperation and partnership with the City, and as such it is proper for all of us to be respectful in our dealings with the City and fellow citizens.

### **Program and Venue Manager and Team**

Play at the Alpine courts was as follows:

July 1125

August 2938

September 3277 members played.

A special thanks to the captains who managed each session while the COVID-19 regulations were in place.

The most popular sessions were the shoot-out sessions. They were offered by Ken Dentzien to 3.5+ for the full season and he helped Mikki Melnyk who delivered this program for the 3.0 players.

The 3.5 players also had the opportunity to be coached by the 4.0 players under the leadership of Gerry Gartner. This increased the number of 4.0 members. We offered series play for the first time last summer and this was well received with the series sessions filling up within hours.

Carol Peabody put in many hours as the registered play coordinator for all sessions this year, especially the series play at “B Active” and at “Servus Place”.

While everything was in place for cohort play, organised by Nicole Currie and Eileen McClean, we did not have the opportunity to put cohort play into place due to the ever changing pandemic restrictions on organised play.

### **Membership and Volunteers**

- Managed membership through our Wild Apricot platform.
- Responded to numerous queries from members and public.
- Contacted team leads and maintained volunteer and team listings.

### **Information Technology Team**

- Maintained SAPC website and Wild Apricot platform.
- Introduced member directory and membership card.
- Commenced project with Pickleball Alberta and Pickleball Canada to implement the Pickleball Canada National System.

### **Communications Team**

- Coordinated production of 25 web-posted newsletters.

### **Health Coordinator and Team**

A proposal drafted by the team on how we as a club would manage the restrictions was not adopted by the City officials. Therefore the directives from the AHS and the City have been our COVID-19 procedures.

### **Social Coordinator and Team**

No social activities were undertaken, due to the pandemic restrictions.

### **Tournament Coordinator and Team**

The Tournament Team was trained and ready to roll, but again, tournaments were cancelled due to the pandemic restrictions.

### **Refereeing**

Ken Dentzien and Gary Marcellus have plans in the works to certify referees, once restrictions are lifted.

### **Junior Play**

The board has drafted the policies and procedures regarding junior play.

### **Auditor**

Lawrence Taylor, 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, comprised of John Sandmoen and Scott Henderson, continues to serve the membership, focussing on filling the director, officer and other vacancies at the AGM. This year all vacancies have again at least one nominee.

## **Looking to the Future**

As evidenced by the above, despite the unusual circumstances, 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 website.

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!