

CAPITAL AREA PICKLEBALL ASSOCIATION

EXECUTIVE BOARD MEETING

WEDNESDAY OCTOBER 11, 2023

12:00 PM HITTERS TENNIS AND PICKLEBALL CLUB MIDDLETON

Present were board members, Kevin McPherson, Shelley Reynold, Mark Blitz, Mick Viney, Heidi Lawton, Jill Jorstad, and Joanne Crapisi. Attending via phone Jerome Klein and Karen Jerg. Guests attending were Rico Goedjen, Richard Russell and Jeannie Burgess.

Treasurer's Report:

Jerome sent the board the financial report and the financial summary of the CAPA Cup prior to the meeting. The financial report was accepted by the board.

Membership report: Mick reported CAPA has 1194 members at this time. 261 members have not renewed their membership. There were 31 new members in the last 30 days. Between January and August there will be 600 members that will renew. In 2022 there were about 287 that did not renew. A current list of the non-renewals will be sent to the board after the meeting. It was decided that an email to the non-renewal members was not necessary as they have received 3-4 email reminders. Board members that know anyone on the list can reach out to them about renewing.

Mick handed out a list of the parks and recreation staff that attended a pickleball meeting this past summer. The tech team has added a membership type of Recreational Professional. The recreation staff will be offered a complimentary CAPA membership. In addition, Mick suggested a Friends of Pickleball membership type for people who promote pickleball in the Dane County area. A membership committee should be added to the potential committee expansion.

CAPA has received a request from a person under 18 to become a member. The board will need to discuss how to handle this in the future. The insurance company should be consulted on this matter as well.

Administration:

Appointments of Officers and Committee Chairs: Kevin stated that part of his task as president was to appoint the treasurer, secretary, and committee chairs. He asked for the board's approval for the following appointments, Treasurer Jerome Klein, Secretary Joanne Crapisi, Communication Chair Joanne Crapisi, Finance Chair Jerome Klein, Organized Play Chair, Mark Blitz, Player Development Chair Jerome Klein, and Technology Chair Mick Viney. The floor was open for discussions. Several board members are chair of more than one committee. In the future we will try to look for additional members to head committees. Jerome made a motion to approve the appointments. Karen seconded the motion. All were in favor. (Kevin abstained)

Newsletter assignments: Mark said he would continue with the newsletter but would like to have some help. Joanne said there were members that indicated they would be willing to volunteer for communications/newsletter when they filled out the registration form. She will reach out to those members. Mark asked to have articles submitted by October 23rd. The content will be etiquette- Kevin Devine, rules- Steve from Sun Prairie, lighter side - Richard Russell, tech plus Fun Prairie and Cottage Grove courts- Mick, Results of CAPA Cup- Richard Russell, Results of Madtown Open-Karen, annual meeting-Joanne, player profile-Shelley, interview Mike and Rico- Heidi, membership update and 2023 events- Joanne. Mark asked that articles are proofread prior to submission.

Committee Reports:

Organized Play: Mark reported that there have been 3 leagues held in May, June, July, August, and September. October there are only 2 leagues. Due to court availability indoor leagues may not be offered. Rico brought up that if you look at the events calendar on the website it appears that we are not much going on. Mick said we have not put the events that fill so quickly such as all the organized play in Sun Prairie. It is something that the communications committee can look at. Joanne spoke about the number of organized events that were offered from May – October. There were 20 clinics offered by PPR Certified instructors. In Sun Prairie there were 7 Thursday Skills and Drills run by Karen, 26 Monday Morning Round Robin run by Mick, 24 Monday Mixer run by Jim Halberg, 26 Tuesday Round Robin run by Jo Kiesow, 26 Thursday Best of Court run by Jo Kiesow, and 23 Wednesday Court Climber run by Cheri McIlquham. David Mott organized 3 Dinks, Drills and Plays and 3 Skinny Singles clinic and tournament. That equals 151 organized events with about 2,556 participants.

Player Development: Jerome started by restating the mission of the committee for the new board. The goal of this committee is to increase the number of people playing pickleball and improve the quality of play in the CAPA service area. The target audience will be on the novice level (1.0 to 2.0) up to the intermediate (3.5) level as defined by USAPA. Our intention is to improve the fundamentals and skills of these players in larger group sessions and not to conflict with players who are seeking advanced level, paid coaching in smaller or individual sessions. The members of the committee are Jerome, Karen, Mick, Shelley, Joanne, Kevin Devine, and David Mott. The committee's past accomplishments are the development of skill-specific / level-specific lesson plans which have been supplemented with other content and posted on the new website. We have implemented a trainer stipend program for initial and current trainers to increase the number of instructors and clinics provided to our members. In return the PPR certified trainer would offer 4 free classes to CAPA members. The focus for next year will be to determine if we continue the stipend program for current and/or new instructors, coordinate with area reps to identify specific community opportunities, recruit volunteers to lead skills & drills clinics at those community locations, facilitate "Train the Trainer" sessions lead by David Mott, formalize a model for skills and drills, develop strategies for court usage and how to best use any budget assigned to the committee, and develop more diligent clinic follow-up methods. Karen would like to see working with communities for free space whenever possible. Jill volunteered to be the volunteer coordinator.

Communications: Joanne reported that the "contact us" option on the website is working well. There are 3 people that receive the emails, Mick, Michael Wedge, and Joanne. Joanne directs the email to the person that can best answer the question or concern. In the past the newsletters have been sent out in October, February, and June. Informational emails, to keep in touch with members, were sent out in January, March, April, May, November, and December. During the summer months emails are sent out as needed as there are many event emails being sent to members. Mark indicated that he would like to send the newsletter out quarterly and would like to see the dates set for the year. Communications is a big part of making CAPA visible to the pickleball community so Joanne will look to adding members to the committee. Heidi volunteered to maintain the CAPA Facebook page and help where needed.

Technology/Website: Mick reported that Jen Feldman is taking over the court information segment of the website. Mick is working on the 3rd trial for how instructors can post their own sessions. During the winter Mick will work on "How To" instructional videos to post on the website. In addition, the team will be working on event management instruction as well as documenting what each of the technology team does so when they leave the position there is a smooth transition. CAPA is continuing to use Gmail for storage of documents.

Finance: Jerome reported that there are 3 board members that hold credit cards, Mark, Kevin, and himself. It was decided that no other board members would need a credit card. Jerome spoke briefly about the budget he sent to the board. He built the budget with the assumption of 1400 members. He put in place holder for potential board discretionary items. The board will review the budget and it will be redone as needed and approved at the next meeting. Heidi and Kevin questioned if CAPA is carrying more than a non-profit should carry. The suggestion is to find spending that is in line with our mission.

Area Rep Report:

Mick: Cottage Grove additional courts at Bakken Park are now open. There are 8 dedicated pickleball and 4 tennis courts which can be temporarily lined for 8 additional pickleball courts when needed for tournaments. So, they would have 16 courts with lights. They are hoping to host tournaments in the future. There is a pavilion. The park is very family friendly. **McFarland** is looking at how to best manage their courts. **Sun Prairie's** Fun Prairie dates are set for 2024. The event will be held June 7th, 8th, and 9th. There will be 2 age groups, 59 & under and 60 & over.

Heidi: Waunakee is looking into replacing the court dividers that have broken. The players had an end of the summer round robin fun event. A group of intermediate skill level players have been meeting from 10-12 Monday, Wednesday, and Friday. **Cross Plains** offered teachers an opportunity to learn to play pickleball during the beginning of school in service meetings. **Mount Horeb** courts are completed, and they are testing the lighting.

Karen: Lights are up and working at Wyndham Hills in **Sun Prairie**. Sun Prairie West High School softball team held a pickleball fundraiser. Fireman's Park in **Windsor** is developing a big complex.

Indoor venue: The Sports Enhancement Academy in Verona held an open house recently. They have 8 courts that are open weekdays from 8:00 am to 12:00 pm.

New Business:

New initiatives and Potential Committee Expansion: Due to limited time this item will be discussed further at the next meeting. Some ideas that were discussed were expanding the communication committee, adding a membership committee, and looking at ways to spend money on items that are in line with CAPA's purpose.

Lake Mills and Oregon Grant Proposals: The board discussed each grant request. There was discussion as to whether Lake Mills fell within the CAPA jurisdiction. The board decided that Lake Mills is adjacent to Dane County. Mark made the motion to accept the Lake Mills grant request. Heidi seconded the motion. All members were in favor. Mick made a motion to approve the Oregon grant request. Joanne seconded the motion. All members were in favor. (Jerome abstained)

Recreation Staff Outreach: The board discussed setting up a meeting with recreation staff to determine how CAPA can support pickleball in the respective communities. This meeting's purpose is also to clear up any misinformation that some recreation staff have about CAPA. This meeting should be held soon as recreation staff is already planning for spring and summer programs.

Franklin Pickleball program: Kevin has set up a pickleball ball program with Franklin. The plan is to order every 2 months. Kevin thought we would be ordering about 1500 balls a year. The first order is for 1300 balls right now. The price is set for CAPA members. This is an additional benefit for members.

Items for discussion at the next meeting are a request from paddle representatives to post on website, purchase of white erase board, the need for a storage unit, and Boys and Girls Club activities.

Next Meeting: Wednesday November 8th Time and location to be determined.

