

CAPITAL AREA PICKLEBALL ASSOCIATION

EXECUTIVE BOARD MEETING

WEDNESDAY MARCH 13, 2024

6:00 PM ZOOM

Present were board members, Kevin McPherson, Karen Jerg, Mark Blitz, Mick Viney, Heidi Lawton, Jill Jorstad, and Joanne Crapisi. Guest Richard Russell. Not present Jerome Klein, Shelley Reynolds

Minutes were approved from the February meeting.

**Treasurer's Report:**

Kevin summarized the financial report that Jerome sent to the board prior to the meeting. There were no questions. The financial report was approved by the board.

**Membership report:**

Mick reported CAPA has 1287 total members. 1255 active members, 8 members with free memberships (1- admin, 3 lifetime, and 4 Recreation Professionals). 1246 dues paying active members. There are 12 renewals that are overdue, 3 lapsed, and 35 renewals pending. There were 24 renewals/new members in the past month. Kevin asked what kind of outreach has been done in the past to attract new members. CAPA had brochures available at all the outdoor courts. We have a Facebook page. There have been CAPA tables at events at Sun Prairie as well as other events held at different locations. CAPA has an 8x10 poster with QR code that has been used in place of the brochures. That poster needs to be redesigned to be a better marketing tool. The question was asked if CAPA grows what the capacity would be in order is to support our members.

**Administration:**

**Volunteer Committee Update:** Jill sent the board a spreadsheet with the results of the volunteer survey. She listed the responses according to their first interest choice. Emails were sent to all the members who responded to the survey grouped by their first choice. The chairperson of the different committees were copied on the email and asked to contact the group. Jerome sent a follow up email to the volunteers interested in Skills and Drills stating that there would be a meeting in April. Joanne sent an email to the volunteers interested in Communications and had no response. It was discovered that one email was incorrect. The survey will be edited to require the members to type in their email address. The next step is to send an email to all CAPA members. Jill and Joanne will work together to get the email out. Jill asked if we should hold a group orientation for all volunteers. It was decided that each chairperson will hold their own orientation. Jill's role is to make sure chairpersons follow up with their group.

**Committee Reports:**

**Organized Play:** Mark reported the league play at PicklePro is going well. PicklePro opened 5 courts for league play. He is having a committee meeting on Friday. The plan is to take April off to organize spring and summer leagues. Mark would like to see cost-effective giveaways for league participants. The leagues are using the Bend Pickleball Club Round Robin sheets. Mark is open for any volunteer that has a different idea for the round robin format if all leagues use the same format.

**Player Development:** Kevin reported for Jerome. A meeting will be held in April.

**Communications:** Joanne reported that the February News email went out to 1249 members. 1,028 or 82% of the members opened the email. 299 or 19% clicked on one of the links. The links that were clicked on were 109 outdoor court update, 89 Forbes eye guard article, 34 Franklin ball resales, and 28 each for City of Sun Prairie and Volunteer Opportunities Description. A March News email will go out at the end of the month. Possible content is Save the Date for the CAPA Cup.

### **Technology/Website:**

#### **Mick's Technology Committee Report.**

1. WA renewal Payment March 23 -  $\$2,592/1,246=\$2.08/\text{Member}$ .
2. Thanks to Abigail Darwin for the weekly updates to Pickleblog.
3. Help Documents – Mick created Whitelist/SafeSender & SUG Documents – not added to help page yet.
4. Jerome & Michael working on Lapsed and overdue functions.

#### **Technology items needing action:**

1. Mick asked about the status of the liability review regarding adding Household/Family memberships. Kevin spoke to the insurance agent and was told that it would not be an issue as far as the insurance goes. Agent recommended CAPA follow best practices regarding volunteers not being alone with minors. Kevin was going to check with Rico regarding who wrote the present waiver and have it adjusted as needed to cover Household/Family memberships.
2. Mick requested feedback on the Home page. He asked how the board felt about moving the court pics and adding local tournament information to the home page. The board agreed they would like to keep the court pics on the home page. Mick will work on adding a tab for tournaments.

**Finance:** Jerome had nothing to report.

### **Area Rep Report:**

**Mick:** Cottage Grove has formed their seven-member advisory committee of all skill levels. They drafted a schedule for all 12 courts effective May 1st. They have requested extended hours (5:30am to 7:30 am) on Town Council agenda, reviewed and approved signage for courts, discussed CAPA grant requests, and the Recreation Department scheduled lessons with Jeanne Burgess. Mick thanked Karen Jerg for her help in making changes to the Fun Prairie Open Pickleball Tournament. Her advice, experience and counsel helped us work through challenges as we decided on how to work with 4.0 and 4.5 skill levels.

**Kevin:** He is now the Madison Area Rep. He is working with Madison Parks on their request to have volunteers teach several Learn to Play sessions at Garner Park.

### **New Business:**

**CAPA Cup:** Baird has agreed to be the title sponsor of the CAPA Cup for the next 3 years. Kevin reported that the committee has decided to look for a new location for the CAPA Cup. The construction being done on the 4 new courts at McGaw Park would only commit to completion by October. The committee has determined that the venue must have 8 courts with lights. Kevin plans to check with McFarland, Cottage Grove, and Sun Prairie. They plan to hold the tournament in August.

**Recreation Staff Follow up:** Kevin will draft a letter and send it to the area representatives to edit.

**Other:**

**Lobster Rental:** The board discussed raising the rental fee for the lobster ball machine to \$25 for a 3-day rental. Kevin will check with Blake Lewis to see if he is still interested in managing the rental of the machine.

**Promo items:** The board agreed to place another order for bag tags. They will discuss the membership giveaway at a future meeting.

**Mick** requested thoughts and prayers for Larry Stoneman, a CAPA member who was hit while riding his bike in Arizona. It was a hit and run accident.

**Next Meeting: Wednesday April 10th at 12:00 pm in person. Location TBD**

Submitted by Joanne Crapisi