

# CAPITAL AREA PICKLEBALL ASSOCIATION

## EXECUTIVE BOARD MEETING

WEDNESDAY APRIL 10, 2024

12:00 PM AT HITTERS

Present were board members, Kevin McPherson, Jerome Klein, Mick Viney, Heidi Lawton, and Joanne Crapisi. Members that phoned in were Karen Jerg, Mark Blitz, Shelley Reynolds, and Jill Jorstad.

Minutes were approved for the March meeting.

### **Treasurer's Report:**

Jerome sent the financial report to the board prior to the meeting. He asked if the MeetUp fee that is on auto pay is for a year or six months and if CAPA should continue paying the fee. The fee is for six months. It was decided since Richard and Abigail continue to run a lot of sessions promoting pickleball and CAPA we will continue to pay the fee. CAPA has \$446 in rewards from US Bank and \$450 from Pickleball Central. It was decided the US Bank reward will be used to pay the balance on the credit card. The Pickleball Central will need to be used by August 24<sup>th</sup>. In the past it was used to purchase door prizes for the Annual Members Meeting. The financial report for March was approved.

### **Membership report:**

Mick reported CAPA has 1234 total members. 8 members with free memberships (1- admin, 3 lifetime, and 5 Recreation Professionals). 1226 dues paying active members. Skill level breakdown is 177 – Beginner (1.0 – 1.99), 150 Novice (2.0-2.99), 431 Intermediate (3.0 – 3.49), 299 High Intermediate (3.5 – 3.99), and 173 Advanced (4.0+). Jerome is working with Michael Wedge on pending invoices that are generated for memberships that have not been renewed. Mick reminded the board that if a recreation professional wanted a complimentary membership, they need to contact him.

### **Administration:**

#### **New Committees and Leadership:**

**Volunteer Committee Update:** Jill reported there are 60 members on the volunteer list. The first email brought in 43 volunteers and the 2<sup>nd</sup> had 17 interested. Jill asked if she should organize one big meeting for all the volunteers. It was decided each chairperson will hold their own meetings. The board would like to have a volunteer recognition meeting in September or October. CAPA Cup volunteers meeting will be scheduled once the date and location has been finalized.

**Marketing Committee Update:** Joanne shared the flyer that Carrie Nemke has drafted. She will send all the board members the link for their review and edits. Carrie also made edits to the auto membership letters that are sent. Joanne will share them with Mick for his review.

**Events Committee Update:** Shelley met with 8 volunteers that are interested in being a part of the committee. They have a lot of enthusiasm and would like to see 2 per month at different locations. The organizers will work through the area reps for each location they would like to host an event. Events that the committee talked about were a round robin tournament for 2.5 – 3.0 skill level players, and a season beginning kick off and a season ending event at each court. The events can be CAPA sponsored and cosponsored with community parks and recreation events. Kevin will send out a list of the area reps and what courts they are responsible for. Mick volunteered to work on a matrix for the order in court reservation.

## **Committee Reports:**

**Organized Play:** Mark reported that 2 leagues are growing into 5-7 leagues. Mark sent a survey to members to get feedback on what members are looking for in league play. He received responses from 386 members. The lady's league was very popular. The committee will have to figure out how many courts they will need and what courts accept reservations. They would like 4 courts for each league. Start times for the leagues will vary between late afternoon and early evening. Plan to have a party at the end of each league.

**Player Development:** Jerome reported that the Skills and Drills Committee has 21 volunteers interested in joining the committee. The committee determined they would need 3 types of volunteers, instructors, logistics, and assistants. The committee will be holding two orientations the week of April 22<sup>nd</sup>. One of the sessions will be in the early afternoon and the other will be in the early evening. The plan is to start with a group meeting and then break out into groups according to what the member is interested in doing. We are hoping for some good ideas from the volunteers. Kevin Devine and David Mott will build a skills menu of what skills instructors should focus on. The goal is to offer 8-10 sessions a season for 8-16 participants a session. The sessions will run from May to September.

**Communications:** Joanne gave email feedback results for the January newsletter. It was delivered to 1251 members. The newsletter was opened by 1033 members which is an 83% open rate. 542 members or 43% clicked on the newsletter. For the most recent email on upcoming tournaments, it was delivered to 1266 members. The open rate was 79% or 1002 members. 129 or 7% of the members clicked on the information for the tournaments. The Fun Prairie had 61 clicks, MadTown had 43, and Ace Mentor WI had 25. Joanne has been in contact with Carrie Nemke and Jack Ferreri who have volunteered to be on the communication committee. Carrie has updated the flyer. Jack is interested in helping with editing and writing articles for the newsletter. The newsletter is due out on April 30<sup>th</sup>. Mark will send an email with article assignments.

**Technology/Website:** Mick reported that the website is updated with the Latest News and Pickleblog updates. Jen Feldman updated the Wild Apricot DMARC settings that were mandated by Google Gmail. Michael Wedge and Jerome are working on the financial status of the pending membership invoices. The renewal emails need updating. Joanne said that Carrie has worked on them, and she will forward the updates to Mick. Mick asked for an update on the household membership and liability leading to youth memberships. Kevin is working on it with the insurance and attorney.

**Finance:** Jerome thought an assistant would be good in the future. Jerome suggested that there be a second person audit completed on the financials.

## **Area Rep Report:**

**Shelley:** The Fitchburg advisory committee is offering cosponsored events. There will be a slight charge to try to ensure that those who sign up will show. 20% of the fees will go toward court maintenance. Leagues can keep scores on a website. The Boys and Girls Club would like to have events if possible. The advisory committee would like to hold a small tournament with CAPA's help. The goal of the tournament would be to invite the players who normally play at the Fitchburg Senior Center to play outdoors.

**Mick:** Cottage Grove advisory committee is continuing to meet to discuss the use of the courts. Currently they are using Playtime Scheduler. The next meeting is April 16<sup>th</sup>. There is a possible tournament scheduled for June 1<sup>st</sup> and 2<sup>nd</sup>. The advisory committee is considering applying for a CAPA Grant. Cottage Grove has hired Jeanne Burgess to offer lessons.

**Kevin:** Madison is offering learn to play sessions the middle of May – June at Garner Park. They have 3 courts reserved for an hour and a half. Kevin, Stephanie, and Joanne will run the sessions.

**Karen:** Windsor is adding 2 more courts at Windsor Community Park so there will be 4 dedicated courts.

**Old Business:** Kevin gave Blake the new battery for the lobster machine. Blake will let Kevin know when it is installed and ready to be rented again. The cost to rent the Lobster Machine will be \$25 for 3 days.

### **New Business and Updates:**

#### **New Initiatives:**

**Referee Development:** A member reached out to CAPA asking the board to consider offering a stipend to members that were interested in becoming certified Referees. This is the second request CAPA has received for this. The Player Development Committee took the first request under consideration but did not support the idea because the number of members that would benefit from this program would be minimal. Karen has supported the request both now and in the past. Kevin stated that it would be great for pickleball down the road to have certified referees. There is a benefit to having referees on the courts as players learn from them. It might be good to get a list of members who may be interested in becoming a referee.

**Youth Paddles:** Kevin checked with Franklin on what the cost would be for youth paddles. They had \$20 and \$30 paddles. It was decided to add a request for gently used paddles in the April newsletter.

**CAPA Clothing:** Heidi is checking into a couple of companies to see where we could get the best deals. She will get back to the board.

**Next Meeting: Wednesday May 8th at 12:00 pm in person. Location TBD**

Submitted by Joanne Crapisi