

# CAPITAL AREA PICKLEBALL ASSOCIATION

## EXECUTIVE BOARD MEETING

WEDNESDAY JANUARY 10, 2024

12:00 PM ZOOM

Present were board members, Kevin McPherson, Shelley Reynolds, Jerome Klein, Karen Jerg, Mark Blitz, Mick Viney, Heidi Lawton, Jill Jorstad, and Joanne Crapisi. Guest Richard Russell

Minutes were approved from the December meeting.

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

Jerome sent the board the financial report for their review prior to the meeting. He summarized the report. There were no questions. The financial report was approved by the board. Jerome is going to talk to Michael Wedge about the number of pending memberships. It appears that there might have been a change in the system as there seems to be a higher number than usual of pending memberships. There have been 20 since December 4<sup>th</sup>. Jerome received an email from Pickleball Central stating there are going to be changes in the loyalty program. More information to follow. In February he should receive the Pickleball Central credit CAPA has coming for 2023. CAPA has until August to use the credit. He is still working on getting addresses updated with the virtual address.

### **Membership report:**

Mick reported CAPA has 1250 members at this time. 8 renewals overdue, 3 lapsed, and 20 renewals pending. There were 6 new members in the last 7 days and 18 new members in the last 30 days. The skill level breakdown is: 160 Advanced, 285 3.5-3.99, 424 3.0-3.49, 158 2.0-2.99, and 206 1.0-1.99. Woody inquired about the lifetime membership he received for donating the lobster machine. Mick was going to check on that.

### **Administration:**

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

**Tournament Sub Committee** is headed by Kevin. He will be the CAPA Cup Tournament Director. Kevin will be calling a meeting of the committee soon. He will report monthly to the board.

**Volunteer Committee:** Jill shared a survey for volunteer interest she has drafted which she would like to see on the website or be sent out via email to members. The board felt that it should be emailed to all members. Joanne will send the board a copy of the survey for edits. Joanne and Jill will work on drafting a survey using Google forms after all edits are received. Jill would like to see the survey sent to members as soon as possible.

**Social Committee:** Kevin asked if there was a board member that would be interested in heading a Social Committee. Shelley said it might be a possibility depending on how much help Jill will be needing with volunteers. There is a possibility that we will get an interest from the survey.

### **Committee Reports:**

**Organized Play:** Mark reported that there are 3 leagues that started in January at PicklePro. All but the 4.0 league was able to get the rounds completed in 2 hours. There were some logistical problems with the signup that he hopes to get worked out. There was a health incident that occurred where Mark was asking the board if there should be an incident report filed. Kevin is going to check with our insurer to get the answer to

that question. Mark also had to address some un-sportsman like conduct that occurred on the court. He asked about the need to file an incident report on that as well. The board did not feel a report was needed. Mark handled the situation very well.

There are 2 people, Cole Lindwall and Caden Nelson, that are looking to run pickleball tournaments in the area. They have approached Cottage Grove about the availability of their courts. They are still in the planning stages. Kevin would like to get area tournaments on a calendar so there will be no conflicts.

Mick would like to meet with Kevin since he is the CAPA Cup Tournament director about the use of the event portion of Wild Apricot . Mark said he could join the meeting as well.

**Player Development:** Jerome reported the committee as a group has listed the volunteer descriptions and sent them to Jill. The committee is waiting for feedback from the recreation staff follow up to make plans for the spring and summer.

**Communications:** Joanne said that there should be a newsletter that goes out at the end of January. Mark will send article assignments to the board. Mick would like to see the communications committee duties include weekly newsletters, marketing, fliers to be posted this summer at the courts since we no longer have a brochure, and current picture that can be posted on the website. Joanne and Mick will work together on listing the duties of the communications committee.

**Technology/Website:** Mick reported that he has a volunteer, Abigail Darwin, that is interested in writing a new blog every week. He would like someone with a marketing background to look at the email templates that go out to our members when they renew their membership. He is working on a description of duties for the Technology/Website committee for the volunteer committee.

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

### **Area Rep Report:**

**Shelley:** She met with Fitchburg Park and Rec and Chamber. Both are trying to work on bringing more people to their courts. Stoughton club is running a round robin for the members.

**Mick:** Cottage Grove contacted him to help set up an advisory committee. Sun Prairie advisory team had a meeting for court sponsorship for court maintenance. The general maintenance court sponsorship would be \$500 per sponsorship. There will be a plaque identifying the companies for their sponsorship.

**Karen:** Sun Prairie is in the planning stages for offering a youth league on Tuesday and Wednesday nights for grades 6-8 and 9-12. The plan is to have drills and play. There are 3 coordinators. The sessions will be run by volunteers. Windsor will be adding one outdoor court.

### **New Business:**

**New initiatives** Kevin heard back from Pickleball Kingdom. They have currently not signed a lease agreement as the plan is not to open until spring of 2025. They are working to open the Brookfield courts in spring of 2024.

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

**Franklin Pickleball program:** Kevin reported 3,500 balls have been sold so far.

**Storage Unit Space:** Kevin signed a lease on a storage unit on Demming Way at the cost of \$20 a month. He will send an email out to the board asking what will need to go in the unit. There will be an inventory list in the unit to check off when checking items out. The lock combo will be shared as needed.

**Other:** Kevin reported there was a request from UCP asking for help running a tournament fundraiser for an employ who was killed in a car accident. He did think it was not something CAPA would do but he is going to assist on his own.

A list of upcoming tournaments should be added to the website. The date for Fun Prairie is June 7-9, Madtown Open is July 11-14, and CAPA Cup will probably be in August.

Kevin would like to reach out to other pickleball clubs to try and share best practices and such.

Jill would like the board to reconsider evening meetings every other month. Since her work schedule is not flexible.

Jill also suggested instead of donating money to charitable organizations, as we did for the CAPA Cup, we consider donating the money to communities that have strongly supported pickleball.

**Next Meeting: Wednesday February 14th at 12:00 pm via zoom.**

Submitted by Joanne Crapisi