

Pickleball Association of Ontario 2016-2017 Annual General Meeting

Date: September 15, 2017

Time: 6:00 pm – 7:30 pm

Location: Markham Pan Am Centre
16 Main Street Unionville
Markham, ON
L3R 2E4

1) Welcome and Call to Order

Steve Phinney called the meeting to order at 6:00pm EDT, and welcomed all.

2) Introduction of the Board

Steve Phinney introduced the Board:

Steve Phinney – President, Officer

Jim Parrott – Vice President, Officer

Peter Sennett – Treasurer, Officer

Deanna Hanes – Secretary, Officer

David Bussiere – Ambassadors

Allen Class – Technology

Terry Elliott – Director at Large & Tournament [Absent]

Chuck Mitchell – Marketing

Gail Prior – Webmaster

Steve Reynolds – Director at Large & Tournament [Absent]

3) Call for Nominations

Jim Parrott reviewed the slate of candidates, and solicited nominations from the floor. No nominations from the floor were presented at that time, nor when solicited two more times throughout the AGM.

The slate of candidates remained:

David Bussiere – appointed during last term

Cathy Denault – nominated prior to AGM

Deanna Hanes – appointed during last term

Fiona MacGregor – nominated prior to AGM

Chuck Mitchell – appointed during last term

Gail Prior – appointed during last term

Peter Sennett – appointed during last term

Cameron Taylor – nominated prior to AGM

4) Approval of Agenda

Steve Phinney asked if there were any objections and or revisions to the agenda.

Hearing none, it was moved and seconded that:

The agenda be approved.

The motion was carried unanimously.

5) Approval of minutes from prior AGM

The President inquired if the Members had reviewed the Minutes of the Annual General Meeting of September 16, 2016 and asked if there were any errors or omissions arising from the Minutes. There being no errors or omissions, the Chair sought approval of the Minutes of the September 16, 2016 Annual General Meeting. It was moved and seconded that:

The Minutes of the September 16, 2016 Annual General Meeting be approved.

The Motion was unanimously carried.

6) Treasurer's Report

Peter Sennett reviewed the 2016-2017 Financial Results and 2017-2018 Assumptions & Forecast charts that were previously made available to the membership on the website.

The 2017-2018 budget was estimated to run at a deficit of \$17,000, using the following assumptions:

- Average membership count of 1,400
- Membership fee to remain at \$10 for members who join prior to Aug 27, 2017
- 315 participants for fall tournament
- Projected tournament deficit of \$1,900 (net of Celebrate Markham & Sponsorships)
- PAO membership fee will include one year of PCO membership. The cost of \$7,000 to be funded from prior years' surplus
- Contribute approximately \$5,000 to fund PCO coaching certification program
- Expand Marketing & promotional expenses to \$8,400
- \$2,500 for starter kits to be used for skills development purposes
- \$1,500 for board and tournament planning sessions
- \$2,000 to purchase a ball machine and balls for use by clubs at events and with school programs

Bill Gohn raised a concern about spending too much money on Marketing.

Peter Sennett responded that spending of the nature in the budget and forecast was needed in order to grow the sport in Ontario, to attract a younger demographic, generally grow the membership, and to become a Provincial Sport Organization.

7) Directors' Reports

Marketing – Chuck Mitchell

Chuck verbally described the new budget initiatives and the need for a refresh of brand management

Membership – Allen Class

Allen described the healthy growth trend of the membership numbers.

Ambassador Program – David Bussiere

David described the initiatives being implemented to recruit more ambassadors and to share information among ambassadors to assist each other in their duties.

Infrastructure – Allen Class / Gail Prior

The website continues to be enhanced. Gail solicited for everyone to provide her with news and events that she could post.

Cooperative Initiatives with Pickleball Canada – Jim Parrott

Jim discussed the Coaching initiative and the need to be recognized as a PSO and for PCO to be recognized as an NSO.

PAO also developed an 8 week Pickleball program for elementary schools to roll out to their students.

8) President's Report:

Verbatim:

It has been a privilege and an honour to serve the Pickleball Association of Ontario as your President. It is said the older you get the faster the time goes. Well, the 2016 – 2017 PAO business year has been a blur.

The first thing I want and need to do is to “thank” all the volunteers within the pickleball communities across the province who ensure the game continues to be enjoyable and fun for all. Ambassadors, club leaders and convenors who are supportive and engaged in growing the sport and ensuring the environments in which we play are safe and secure are the heart and backbone of the Association. Secondly, many thanks to your volunteer Board of Directors who represented you through the monthly Board meetings and their related roles and assignments. They have been the champions and supporters of the strategic initiatives and have contributed much to growing the game and building a dynamic and sustainable organization. Knowing the time and effort each of them gave, I continue to be in awe of their actions and achievements.

In October 2016, the Board engaged in identifying accountabilities, including, champions for each of the strategic initiatives. These initiatives were designed to, over a three-year period, do two things:

- 1) Grow participation in the sport of pickleball among all demographics and at all levels, and
- 2) Build the organization and infrastructure that will sustain and enable the continued advancement of the Association

Planning is a dynamic process and in developing action plans to achieve those initiatives it was recognized that, as the environment and the needs of the membership change over time, there will constantly be course adjustments; like a sailboat in the wind. A prime example being the need to adjust our approach when we did not receive the Trillium Grant, which, as Jim Parrott has indicated, was considered essential to us putting in place the athlete development, coaching and referee programs.

We have as you can see from the numbers, made noteworthy progress:

- Last year at our AGM, Allen Class was our thousandth member. Today we have over fifteen hundred members- a 50% increase.

- Identified Places2Play on the website have increased to over 300. An increase of approximately 33%. With the restructuring of the Ambassador Program there is a high probability this will increase another 50%.
- In recognition of the Association's marketing efforts and the improvements as to how sponsors are recognized and displayed on our website, sponsor revenue dollars have doubled. We expect them to double again next year.
- In a time of economic uncertainty for many, we have, as an Association and consistent with previous Boards, been financially frugal and increased our cash position from \$27,000.00 at the end of the last fiscal year to \$38,000.00. This strong cash position, as detailed in the Treasurer's Report, will enable us to purchase and build tools to enhance member services.

As well, as detailed in the Directors reports, we have:

- Streamlined membership registration and renewals.
 - Instituted a membership system that enables members to self serve, access their own information, contact other members and find partners.
 - Provided Convenors with the ability to update and modify the information within Places2Play; improving both the timeliness and accuracy of the resident information.
 - Reworked, and are continuing to rework, the web site to enhance the type of information available by making it more intuitive and user friendly and, as previously mentioned, increasing the exposure for site advertisers. We are getting about 130+ hits a day; a year over year increase of approximately 30%.
 - Expanded the cadre of referees available to support the Tournament Directors across the province.
 - Encouraged and cooperated with Pickleball Canada to clarify roles and responsibilities regarding the design and delivery of programs and services. Specifically, provincial pickleball associations' representation on the PC Board, transferring the Ambassador Program to the provinces, maintenance and conductivity of Places2Play and confirmation that certification of coaches and officials is a national accountability.
 - Developed curriculum for pickleball instruction and implemented pilot programs in select Durham and York regions schools.
 - Expanded the Provincial Championships to three days and
 - Purchased tournament software to support the Provincial Championships and provide a base for building capability to share the tool with tournaments across the province.
 - Commenced the building of an Ambassador network to foster greater sharing of experiences and improve the ease of disseminating programs and tools.
- While it is important to celebrate the results achieved to date, the Board recognizes that what has been accomplished is the initial "spade work" for continuing to grow participation in the sport of pickleball among all demographics and at all levels. Even though many of the initiatives implemented in 2016-2017 have an on-going component which will continue to be refined through experience, the Board is excited about the next phase of nurturing growth through enhanced services to our members and clubs.

On behalf of the Board I would like to take this opportunity to share with you with a sampling of some of the new offerings and services planned or being considered for 2017-2018:

- Purchase paddles, balls and nets for use by clubs at “Come & Try” events throughout the province.
- Purchase a ball machine and balls for use by clubs at events and with school programs.
- Expand across the province the wheelchair pickleball program initiated by the Ambassadors in Durham region.
- Promote the expansion of Youth Tournaments beyond Hamilton and Markham.
- Lead in a review of tournament operations with Tournament Directors; the purpose of which is to develop a “Play Book” to ensure a positive experience for participants, volunteers, spectators and the Tournament Directors.
- Provide clubs with the opportunity to learn and utilize the new tournament software.
- Build a “how to” tool kit for starting a new club.
- Continue to cooperate with Pickleball Canada in the creation of the Coaching Certification and Athlete Development Programs.

In closing, I would again like to thank the members for the opportunity to be involved with the governance of the PAO.

With the move to expand and enhance the Ambassador Program, Board commitment and focus on further building strong relationships with Ontario clubs, Pickleball Canada, and provincial Associations and our sponsors, I feel confident about the future of Ontario pickleball and the Pickleball Association of Ontario.

Stephen (Steve) Phinney
President, PAO

Questions from the Floor:

“Why no substitutions allowed for injured individuals or teams that had to withdraw for personal reasons?”

Answer was provided by Allen Class who indicated that given this was our first experience with tournaments.com that the decision was made for ease of administration and scheduling to not allow any substitutions after a certain date. Based upon subsequent learnings we believe that substitutions could be accommodated. Given, however, that individuals had already been denied it was deemed inappropriate to allow later substitutions to take place.

“What assistance was available for start up of new clubs or to promote the growth of the game in communities throughout the province?”

Answer provided by Steve Phinney was that, clubs were provided a) information on governance, structure, bylaws and insurance by the PAO. As well the PAO arranged for potential new clubs to speak with leaders from existing clubs, both those in their infancy and those that had been established for some period of time. The President also indicated a more formal “tool kit” for the building a new club, along with the

pros and cons of doing so, was one of the initiatives being considered for 2018-2019. Similarly the PAO was looking at the creation and purchase of resources to assist in membership growth. A tangible example being the purchase of a net and paddles for use in a come and try it events as well as having, where practicable to do so, instructors to help run introductory clinics.

9) Election of Directors

For the 8 open seats on the Board, from the list of 8 nominees and appointees, namely David Bussiere, Cathy Denault, Deanna Hanes, Fiona MacGregor, Chuck Mitchell, Gail Prior, Peter Sennett, Cameron Taylor, all were approved via a unanimous vote by the membership present.

10) New Business (from the floor)

There was no new business surfaced from the membership present.

11) Adjournment

Being that all agenda items had been covered, it was moved and seconded that: The PAO Annual General Meeting be adjourned.
The Motion was unanimously carried.