



Annual General Meeting
Sept 28, 2021
Virtual Event



Agenda



1. Confirmation of Attendance of Appointed Zone Voting Delegates
2. Adoption of Minutes from 2019-2020 AGM Meeting*
3. President's Year-In-Review Report
 - Presentation with Director Slides
4. Treasurer's Report
 - Financial Statement*
 - Budget*
5. Amendments to Bylaws
 - Past President*
 - Membership Year End*
6. 2021 Board of Director Elections*
 - See Bios of Directors distributed to Membership 09/23/2021.
7. Open Floor
 - Comments
 - Question and Answers
8. Adjournment

* a) Motion and Secunder required. b) Discussion. c) Vote.

Zone Voting Delegates

- The Delegates that have AGM voting privileges.
- Eight Provincial Sport Zones
- Maximum 3 Delegates per Zone



2021 Pickleball Alberta AGM

Pickleball Alberta AGM 2021 Appointment of Voting Delegates

Zone	Club	Names of Delegates from Clubs (Max 3 per zone)
1 Sunny South	Coaldale Pickleball Club	Dave Hansen
	Medicine Hat Pickleball Club	Deb Widdis
	Lethbridge Pickleball Club	
2 Big Country	Airdrie Pickleball Club	Peter Wuntke
	East Rockyview Pickleball Club	
	High River Pickleball Club	
	Okotoks Pickleball Club	
	Strathmore Pickleball	
3 Calgary	Calgary Pickleball Club	Tony Tighe Sherry Richardson David Penkman
4 Parkland	Camrose Pickleball Club	Dean Edwards
	Ponoka Picklers	
	Rocky Mountain House Pickleball Club	none
	Red Deer Pickleball Club	Bob Philip
5 Black Gold/Yellowhead	Barrhead Pickleball Club	
	Drayton Valley Senior Pickleball Club	
	Edson Pickleball Club	
	Parkland Pickleheads	Garand Jones
	Strathcona County Pickleball Association	Rita Fournier
	St. Albert Pickleball Club	Eileen McLean
	Yellowhead West Pickleball Club*	n/a*
6 Edmonton	Edmonton Pickleball Club	Mike Gray
7 Northeastern Alberta	Cold Lake Pickleball Club	
	St. Paul AB Pickleball Club	
8 Peace Country	Grande Prairie Pickleball Club	Clarence Lindblom Lisa Loveless
	Mighty Peace Pickleball Club	

Notes:

* Yellowhead West Pickleball Club, while affiliated has no active members as of Sept 18, 2021

Adopt 2020 Meeting Minutes



- Motion to adopt the 2020 AGM Meeting Minutes
 - Distributed to membership by email 09/23/2021.

2020-2021 Board of Directors



President	Kirk Jensen	Edmonton
Vice President	Haddow Thul	Calgary
Past President	Beverley Walker	Calgary
Treasurer	Dwight Chalifour	Spruce Grove
Secretary	Sara McNeill	Edmonton
Competitions	Haddow Thul	Calgary
Membership	Brenda Feser	Red Deer
Youth	Brad Hurshowy	St. Albert
Officiating	Garand Jones	Spruce Grove
Technology	Blair Morton	Red Deer
Communications	Danica Wu	Edmonton

President's Year-In-Review

Kirk Jensen



1. National System installed across Alberta, Pickleball Brackets for tournaments.
2. I choose President of Pickleball Alberta over President of PCO.
3. 2021 PA Provincials hosted by Spruce Grove draws over 300 players and 30 referees.
4. 2021 PCO Nationals hosted by Red Deer sets new national standard.
5. New Clubs, Membership on the rise in Alberta setting new records.
6. Alberta Referee Program top in country.
7. Youth beginning to grow.
8. Communications and Branding connects PA to Membership.
9. 2020 Pickleball Alberta Board proves to have hard working, results-orientated team and continues to attract top level expertise and pickleball experience for 2021.

Vice President Report

Haddow Thul



Supported the President of Pickleball Alberta when unavailable, complete tasks delegated by the President, and ensure decisions being made support Pickleball Alberta's goals, mission, and core values.

- Filled in as Competitions Director.
- Worked with Parkland Pickleheads to host the Provincials.
- Represented Alberta at Pickleball Canada ITAC Meetings.
- Ensure decisions being made are aligned with values of Pickleball Alberta as stated within our strategic plan.
- Support youth initiatives and competitions growth in Alberta.

National System Install Big Success

Bev Walker



- Implemented the Pickleball Canada National System (PCNS) in 2021.
 - 2021 membership year was shortened to May 1 to December 31.
 - 2021 membership renewal opened March 1st using the PA Wild Apricot (PAWA) system.
 - PA and most clubs migrated to PCNS the first week of June.
 - PA Wild Apricot was decommissioned on June 30.
 - PCNS Guide for Alberta and other info for administrators on PA website.
- PCNS implementation team for Alberta dedicated significant hours and supported clubs in the transition to PCNS - a big thank you to this group.
 - **Bev Walker (lead), Brenda Feser, Ray Keroack, Diane Main, Blair Morton**
- PCNS has been overall well received by clubs.

Leadership Decision

Kirk Jensen



In June I was asked to choose between being President of Pickleball Canada and Pickleball Alberta due to potential conflict of interest.

Using boolean logic:



.OR.



=



Onward.

2021 Alberta Provincials

Parkland Pickleheads hosted the Provincials August 6-8th with over **300 players** competing on the beautiful Spruce Grove courts. The event was run by Tournament Director, **Marcel Letourneau** and his incredible team of volunteers.

The tournament was officiated by accredited referees with the Level 1s wearing the blue Pickleball Alberta polos and the Level 2s wearing yellow. The quality of officiating and the professional image that was shown to the players was set to another level. Thank you to **Garand Jones** and **Brian and Julie Sribney** for getting the referee team to the level where so many were able to attain their accreditation.

For the first time **live-streaming** was setup for some of the gold medal matches. Play by play was done for the games by Kirk Jensen and Garand Jones. There was a steep learning curve for the livestreaming and a lot of lessons learned for the next event.



2021 Canadian Nationals

Dick and Brenda Feser



Red Deer Pickleball Club hosted PCO National Championship August 10-15

- Co-Chairs - **Dick and Brenda Feser**. Tournament Director - **Gene Vollmin**.
- Local Organizing Committees: 11; Managers: 13.
- PCO site for Nationals; *pickleballcanadatournaments.com*.
- Operational Grants: City of Red Deer \$30,000; Alberta Community Initiative Program (CIP) Major Cultural and Sport Funding Stream \$60,000.
- **789 registered players**; YK-1, BC-130, AB-527, SK-62, MN-16, ON-68, QB-30, NB-5;
- 78 events, 44.01% female, 55.99% male.
- **Pickleball Brackets** used for tournament. **Pickleball Desk** utilized for **80 officials**.
- Pre-tournament activities – Para demonstration, Sponsors night, Player Development Clinic.
- Tributes to **Red Deer Pickleball Club, City of Red Deer, PA, PCO** and **VOLUNTEERS!**
- Major sponsors: 10; Generous and in-kind sponsors: 43.
- Little Ice Cream and Soda Shoppe and RDPC; proceeds to Central Alberta Cancer Centre.
- Toonie Paddle – Red Deer Royals Marching Band.
- Festival – more than a tournament; Beer Garden, Evening meals and entertainment.



2021 Pickleball Alberta AGM

Membership and Clubs

Brenda Feser and Bev Walker



- Membership has steadily increased to over **4400** in late September
 - Higher than our pre-pandemic membership of 4060 in September 2019
- Introduced formal Club Affiliation process and agreement - now adopted by **26** clubs
 - Welcome to new clubs in **Airdrie, Coaldale** and **Grande Prairie!**
 - A few clubs have been unable to re-organize since the pandemic and did not affiliate (CLSA, Elk Point, Plamondon, Rockyford).

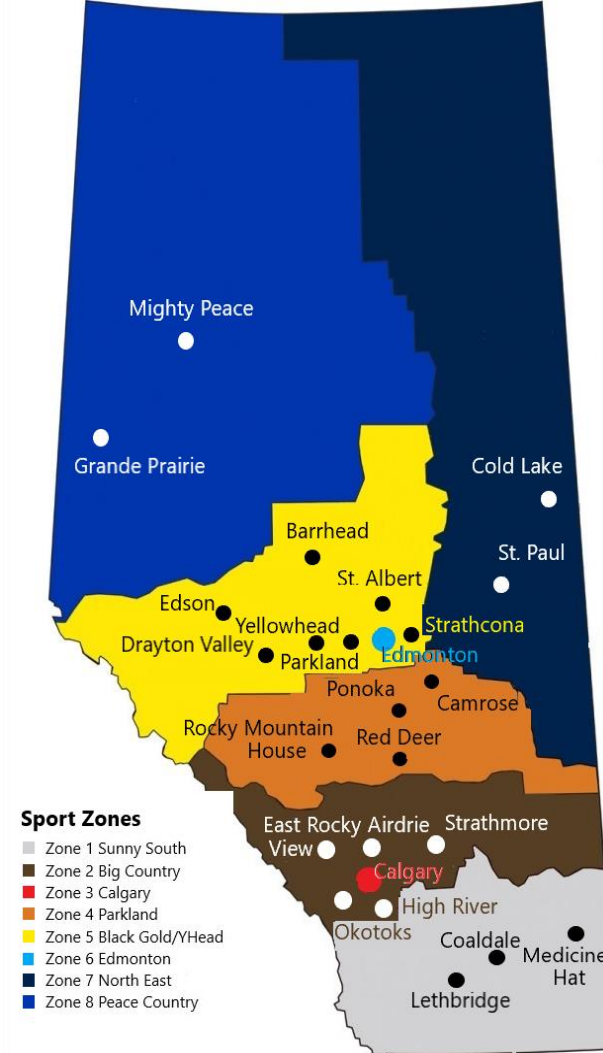
Membership and Clubs

Affiliated Clubs by Alberta Sport Zone

1	Coaldale, Medicine Hat, Lethbridge
2	Airdrie, East Rockyview, High River, Okotoks, Strathmore
3	Calgary
4	Camrose, Ponoka, Rocky Mountain House, Red Deer
5	Barrhead, Drayton Valley Senior, Edson, Parkland Pickleheads, Strathcona County, St. Albert, Yellowhead West
6	Edmonton
7	Cold Lake, St. Paul
8	Grande Prairie, Mighty Peace



CLUB MAP





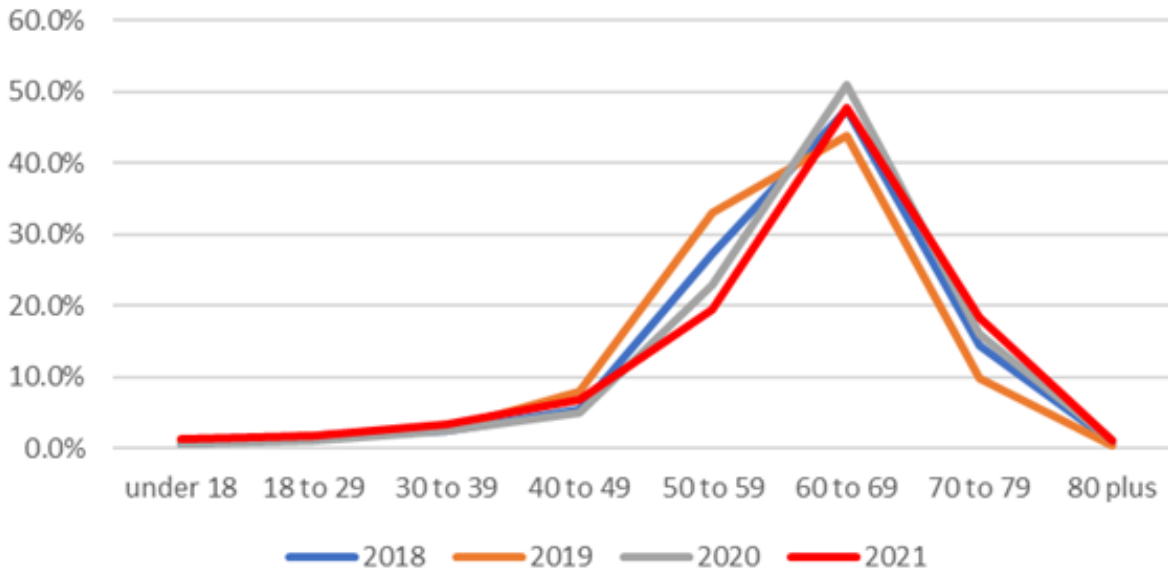
Membership and Clubs

- New membership year **January 1 to December 31** starts in 2022.
- Renewal reminders will be sent on December 1 to members whose membership expires December 31.
 - **Club, PA and PCO membership renewal.**
- Members who join or renew their membership after September 30 will have an active membership through to December 31 of the following year.
 - New member joins Oct 1, 2021 will be active until Dec 31, 2022.
 - Expired member who renews on Oct 1, 2021 will be active until Dec 31, 2022.
- Membership fees for Clubs, PA and PCO is **configured in PCNS** on the date the member joins or renews are used to calculate the total fees.

Membership Demographics

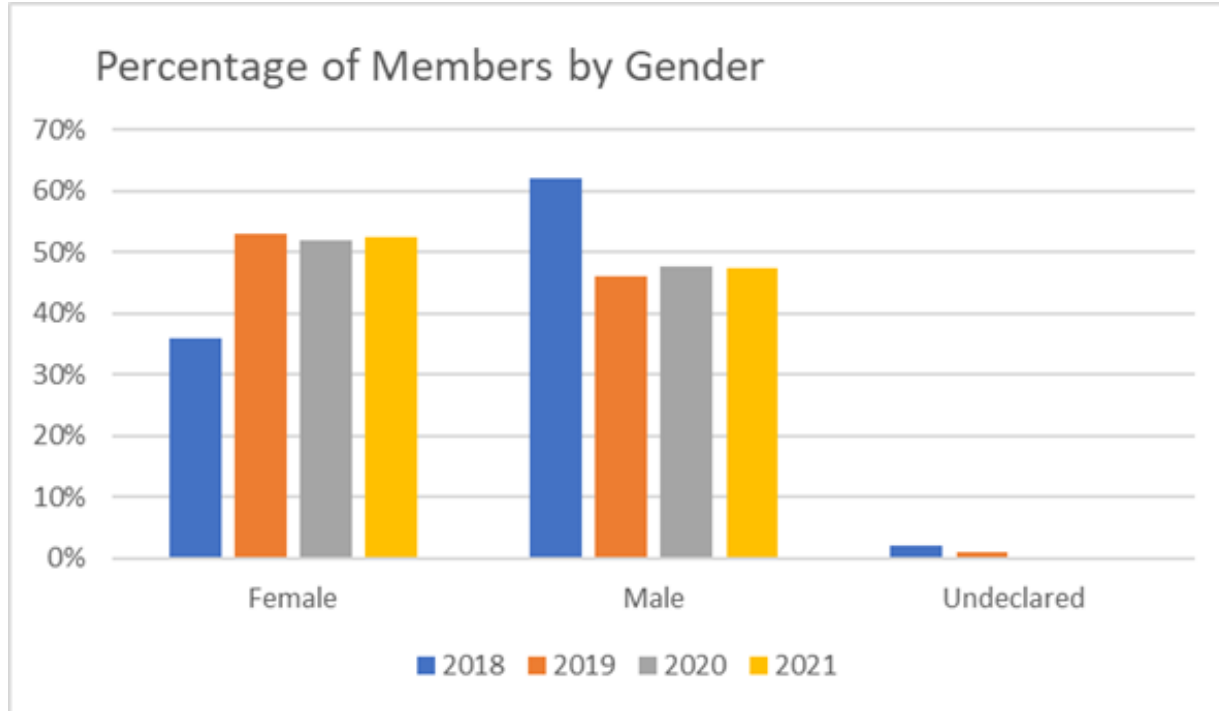


Percentage of Membership by Age Band



The Age Distribution of members is similar to the last few years.
Younger ages are on the rise.

Membership by Gender



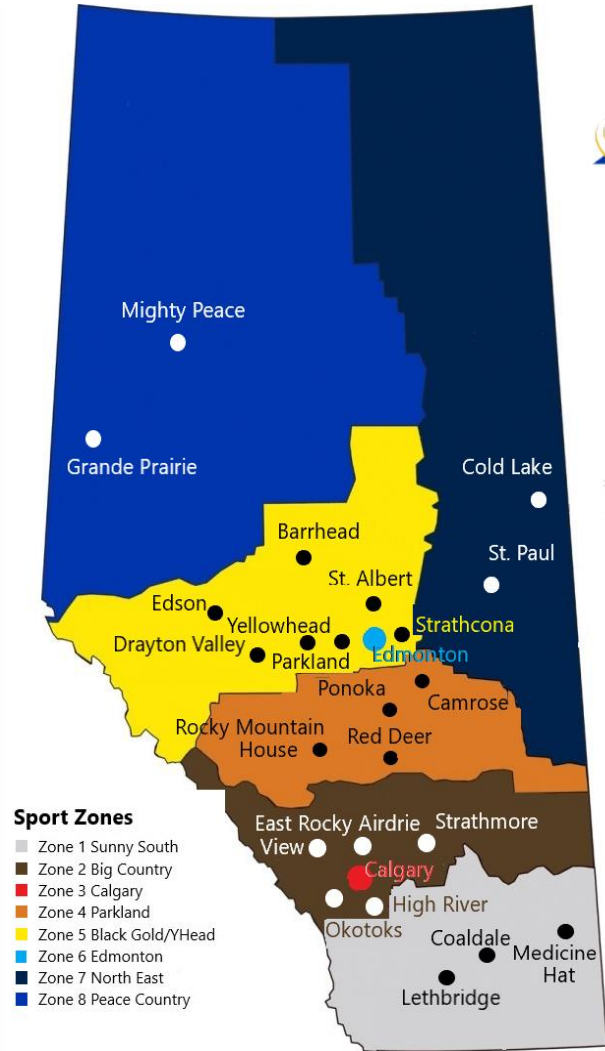
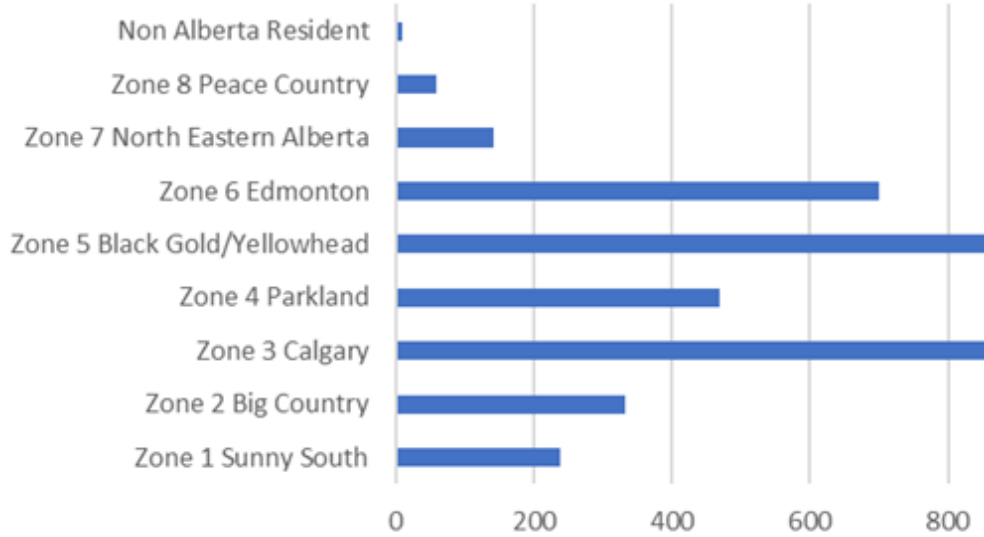
Women continue to make up a slightly higher proportion of membership.

Clubs by Sport Zone



CLUB MAP

Number of Members in AB Sport Zones



Pickleball Alberta and affiliated clubs represent **All** 8 Alberta Sports Zones. New clubs in Zone 1,2 and 8 in 2021.

Youth Report

Brad Hurshowy



- A number of Clubs organized programs and camps for the youth. Pickleball Alberta assisted and supported at different events.
- Schools are teaching the rules and skills of the game to students.
- A Youth Division was included at both the Provincials and Nationals where the experience was well received by the players.
- Youth will be a focus for PA in 2022.
- Brenda Feser will be the Provincial Youth Director for 2022 with youth coordinators in the north and south.



Communications Report

Danica Wu



Each month the **Club Virtual Tour** was done on social media with clubs across Alberta profiling the leaders and the courts. We continue to have a strong Facebook presence with analytics from Facebook. For August 1-31 they were:

- 43 posts
- Posts reaching approximately 4,800 people (400% increase)
- Post engagement was 5,105 (490% increase)
- 100 new followers, bringing our page to 695
- 231 link clicks, bringing coming to our website update

A **YouTube channel** (@pickleballalberta) was setup for livestreaming with Garand and Kirk doing on-site posts and video content, live video and commentary during Provincials. It was a big hit with viewership reaching 1,400!

Did different interviews throughout the year with Global TV, CBC Radio (English and French) and other media.

For 2022, one of the major initiatives we will be looking at is a total **review and revamp of our website**.



Facebook: @PickleballAlberta Instagram: @pickleballalberta Twitter: @PickleballAB (New)

Communications Report

Around the Post Newsletter



Pickleball Alberta *Around the Post* Monthly Newsletter continues to be popular with membership.

Around the Post continued its popularity with the Alberta membership with an average open rate over **70%**, which is top in any industry. *Around the Post* kept the members abreast of what was happening around the province and increased visibility of the provincial body.

It included upcoming clinics and tournaments, Pickleball Canada updates, officiating and youth update, male and female *Player Power Rankings*. a feature called *Faces Around the Court* that looked at the different contributors and personalities around the province.

Those featured this year included: **Blair Morton**, PA Director of Technology. **Judy Bohn**, Treasurer of the Barrhead. **Mike Cooper**, past director with Pickleball Canada and Pickleball Alberta. **Wanda Lazar**, from Medicine Hat. **Marcel Letourneau** from Stony Plain. **Ben Gibb** and **Rafe Prince**, up and coming youth players.



around the post



Technology

Blair Morton



- Support PCNS
 - Password resets
 - Resolve registration and email issues
- Manage Google Drive Space
 - Create/update folders, configure security access for ~1 GB of data
 - Manage ~17 email accounts
- Maintain Website
 - Update/create web pages (done in WordPress)
- Maintain Domain Licenses
 - Ensure licenses paid and active for GoDaddy, WordPress, FlyWheel
- Major initiative for 2022 will be to update our website.

Thank you to our 2020-2021 Board of Directors

President	Kirk Jensen	Edmonton
Vice President	Haddow Thul	Calgary
Past President	Beverley Walker	Calgary
Treasurer	Dwight Chalifour	Spruce Grove
Secretary	Sara McNeill	Edmonton
Competitions	Haddow Thul	Calgary
Membership	Brenda Feser	Red Deer
Youth	Brad Hurshowy	St. Albert
Officiating	Garand Jones	Spruce Grove
Communications	Danica Wu	Edmonton



Leaving the Board - Thank you for your contribution!

Technology Director	Blair Morton Ian Miller	Red Deer Spruce Grove
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Treasurer's Report

Treasurer Dwight Chalifour



Financial Statement

	05/01/20 - 12/31/20	01/01/21 - 09/28/21
Revenue		<i>Interim Totals - YE 12/31</i>
Membership Fees	\$12,125.00	\$21,925.00
Interest	\$80.00	\$95.00
Apparel	\$210.00	\$1,170.00
Sponsorship	\$0.00	\$125.00
Donations	\$0.00	\$0.00
Programs/Clinics	\$0.00	\$0.00
Ticket Sales	\$0.00	\$285.00
Revenue Total	\$12,415.00	\$23,600.00

	05/01/20 - 12/31/20	01/01/21 - 09/28/21
Expenses		<i>Interim Totals - YE 12/31</i>
Wild Apricot Fees	\$3,537.98	\$2,845.17
Officiating Program	\$983.73	\$4,335.75
Coaching Program	\$0.00	\$0.00
Youth Program	\$0.00	\$494.00
Competitions	\$0.00	\$2,250.00
Apparel	\$1,573.10	\$1,580.25
Technology	\$210.00	\$190.00
Office	\$0.00	\$100.80
Postage	\$0.00	\$235.50
Bank Fees	\$399.00	\$332.50
Promotions	\$0.00	\$9,209.45
Facility/Hall Rentals	\$330.00	\$0.00
Travel/Mileage	\$745.00	\$0.00
Accommodations	\$0.00	\$0.00
Meals	\$0.00	\$0.00
Expenses Total	\$7,778.81	\$21,573.42
Surplus/Deficit	\$4,636.19	\$2,026.58

Budget

Treasurer Dwight Chalifour



Budget Forecast

01/01/22-12/31/22

Revenue	
Membership Fees	\$24,000.00
Interest	\$110.00
Apparel	\$3,000.00
Grants/Funding	\$0.00
Sponsorship	\$1,000.00
Donations	\$0.00
Programs/Clinics	\$0.00
Ticket Sales	\$0.00
Revenue Total	\$28,110.00

	Budget Forecast
Expenses	01/01/22-12/31/22
PCO System Fee	\$3,000.00
Officiating Program	\$1,500.00
NCCP Coaching/Instructor Programs	\$5,000.00
Youth Program	\$3,000.00
Competitions	\$3,000.00
Apparel	\$3,000.00
Technology	\$5,000.00
Office	\$200.00
Postage	\$200.00
Bank Fees	\$400.00
Promotions	\$3,000.00
Facility/Hall Rentals	\$400.00
Travel/Mileage	\$700.00
Accomodations	\$400.00
Meals	\$200.00
Expenses Total	\$29,000.00
Surplus/Deficit	-\$890.00

Bylaw Amendment - Past President



Pickleball Alberta Organization Special Resolution – Past President Board Position

Preamble: Pickleball Alberta became a registered not for profit society in 2016. The original by-laws provide for up to eleven Directors; six designated positions and five of which may be appointed by the Board. The position of Past President is not a designated as a Board position in the current by-laws. When Beverley Walker, the first President of Pickleball Alberta, completed her term of office in 2019, she was appointed by the Board to one of five undesignated Director positions acting in the capacity as Past President. The knowledge and experience of a Past President has proven to be useful continuity and guidance to new Directors of the Board, therefore, the following changes to Pickleball Alberta bylaws will be presented for approval at the upcoming Annual General Meeting

Whereas Pickleball Alberta Organization (Pickleball Alberta) shall continue to operate as the governing body for the sport of Pickleball in Alberta

Whereas the role of Past President provides for continuity and mentorship to new Directors and is a beneficial option.

NOW THEREFORE, BE IT RESOLVED that article 2 of the by-laws be amended as follows:

2.1 The Board of Directors of the Society (hereinafter referred to as “the Board”) shall consist of the following Director positions:
a. President **b. Past President** c. Vice President d. Secretary e. Treasurer f. Membership g. Communications h. Up to five Directors appointed by the Board of Directors

2.14 It shall be the duty of the Past President to:

a. Continue in an advisory capacity to the Board after completing his/her term as President during the incumbency of the next President.

b. Attend meetings of the Board for the purpose of providing advice and guidance on previous Board initiatives and proceedings.

c. Chair the nominations committee for the purpose of communicating the nominations and election process, identifying and nominating candidates for the Board of Directors.

Bylaw Amendment - Membership Year



Pickleball Alberta Organization Special Resolution – Membership Year

Preamble: Pickleball Alberta and *affiliated* Alberta clubs successfully launched the **Pickleball Canada National System** (in June 2021). In this integrated system it was necessary to adjust the membership year for Pickleball Alberta and affiliated Alberta clubs to commence January 1st for twelve months starting January 1, 2022. In 2021 the Pickleball Alberta membership year was adjusted to May 1 to December 31, 2021 in order to transition to a January 1st membership year. **Therefore, the following changes to Pickleball Alberta bylaws are necessary.**

Whereas Pickleball Alberta Organization (Pickleball Alberta) shall continue to operate as the governing body for the sport of Pickleball in Alberta.

Whereas a common, January 1st membership anniversary is a beneficial option.

NOW THEREFORE, BE IT RESOLVED that article 1.4 of the by-laws be amended as follows:

1.4 The membership year will commence on January 1st and continue for twelve months. The anniversary for membership year may be changed by a majority vote of members at a General meeting.

2021 Board Elections

Bios sent by email to membership 09/23/2021



Nominations for 2021 - 2023 Term

- **Kirk Jensen - President**
- **Haddow Thul - Vice President**
- **Dwight Chalifour - Treasurer**
- **Ray Keroack - Director Membership & Technology**
- **Wanda Lazar - Director Competitions**
- **Pending - Director Player Development / Coaching**

Directors continuing into the second year of their term:

- **Sara McNeill - Treasurer**
- **Brenda Feser - Provincial Youth**
- **Brad Hurshowy - Northern Youth**
- **Garand Jones - Officiating**
- **Danica Wu - Communications**
- **Beverley Walker - Past President**

2021 Pickleball Alberta AGM



Q&A Open Floor

You can also send the President a Zoom Chat with your Question



**Thank you to the Board and many Volunteers who put in countless hours
for Pickleball Alberta,
the growth and safety of our game, and pickleball in Alberta.**

You Are Making a Difference!