



Annual General Meeting  
September 25, 2025  
In-Person/Virtual Event



# Welcome



# Roll Call and Review of Voting Procedures and Eligible Voters

Eligible voters include:

- Maximum three Voting Delegates per zone
- Board Members of Pickleball Alberta

In the absence of any objections, a motion will pass as presented. If anyone would like to have a tabulated vote, please object and we will utilize our parliamentarian as scrutineer.



# 2025 AGM Agenda

1. Call to Order and Welcome
2. Roll Call and Review of Voting Procedures and Eligible Voter
3. Adoption of the Agenda
4. Adoption of the 2024 Annual General meeting minutes
5. Report from the Board of Directors
6. Financial Review
  - a. 2024 Audited Financial Statement presentation
  - b. Appointment of Auditors for the 2025 Fiscal year
7. Proposed amendments to the Bylaws
8. Election of the Board of Directors
9. New Business/Member Questions
10. Adjournment



# Approval of the Agenda

## **Motion:**

*that the 2025 Annual General Meeting  
Agenda be approved as presented*

# Adoption of the 2024 AGM Meeting Minutes

## **Motion:**

*that the Minutes of the 2024 Annual General Meeting be adopted as presented*

# Board of Directors Report

**Pickleball Alberta**

**BOARD OF DIRECTORS**

**Charity Christianson**  
Vice President

**Jeff Holm**  
Treasurer

**Alison Ramsley**  
Director - Technology

**Ken Denztein**  
Director - Competitions

**Jill Groves**  
President

**Ilsa Wong**  
Director - Coaching

**Laura Spencer**  
Director at Large

**Garand Jones**  
Director - Officiating

**Andrew Gorman**  
Director - Communications



# I'm about to take you on a (quick) journey...

- In Nov 2023, PA Board welcomed a new President, VP, Treasurer, and Competitions Director
- Given resources and the state of evolution, perception and realities, that the focus at the time was admittedly on competitions, not to discount all the effort in service of clubs, juniors, and recreational play. We honour the dedication and work done by all who played a role in developing the organization, and for setting such a strong foundation to build upon.
- The Board immediately reset short-term priorities based on a risk assessment and its renewed mission, vision, and values



# A bit of background...

Some highlights from last season (year 1):

- Renewed the strategic plan, mission, vision, and values
- Reset the annual business plan and budget
- Revised the business model for provincial championships and applied for a CIP grant to support operations
- Began a bylaw review
- Hired a F/T staff person dedicated to member services, events, and administration
- Applied for an AGLC licence to access gaming funds
- Advocated to become recognized as the official governing body for PB in AB, requested office space, and access to funding streams, and base funding from the GOA
- Created networking and educational opportunities for clubs
- Created a policy manual for PA and shared priority policy templates for clubs
- Invested in relationship building with one-on-one club and partner meetings, Pickleball Canada and the other provincial/territorial organizations
- Secured new sponsors
- Drafted an aspirational governance charter
- Secured the Every Kid Can Play Grant (\$200K over two years to promote youth participation in clubs: 14 clubs, 188 youth participated in free TRY events, 195 enrolled in Learn to Play, and left legacy of equipment, \$300 grant/club, certified instructors, program curriculum)



# Pickleball Alberta's Strategic Plan

**Five Strategic Pillars (priorities and things we do):**

- Financial Health & Stability
- Healthy Participation
- Healthy Infrastructure
- Strong Brand of Pickleball
- Organizational Excellence



## **Vision**

Pickleball will be valued as an essential element in thriving and healthy communities.

## **Mission**

To orchestrate an aligned and sustainable, premier sport delivery system to effectively spread the joy and benefits of pickleball.



## **Priority #1 - Financial Health & Stability**

**Objective: To become a financially sustainable and self-sufficient organization able to direct resources to developing and growing the game.**

What we've done:

Reset the annual business plan and budget, sourced and applied for various project grants.

Revised the business model for provincial championships, included a junior component with subsidized registration fees

Diversified revenue streams (e.g. merchandise and online raffles)

AGLC licence approved and dates confirmed for April 5-6, 2026 in Edmonton. 50/50 raffles conducted at PA events

GIC Investment earning approx \$3000 in interest in 2025

Continued to advocate to become recognized as the official governing body for PB in AB, in order to access new funding streams, and base funding from the GOA

Secured new sponsors and donors

2nd Year of Implementing Every Kid Can Play Grant utilizing \$70K to fund junior programs and promote youth participation in clubs



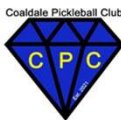
## Priority #1 - Financial Health & Stability

### What else we've done:

- Secured Corporate sponsors and donors



### Team Alberta Club Sponsors:



## **Priority #2 - Healthy Participation (Club, Leadership, & Performance Development, Competitions)**

**Objective: To provide and support relevant programs and services for members and leaders to increase and retain participation.**

### **What we've done:**

- Provided regular communication (newsletters, E-Cafe's, email updates, etc.) that include links to educational resources and training opportunities, updates, sharing of best practices etc.
- Screening Committee: Pickleball Alberta utilized its established screening process to vet over 30 volunteers again this year working with minors and vulnerable adults, reinforcing our commitment to creating a safe and inclusive sport environment.
- Leveled-up on our recognition game at the 2025 Annual Awards Celebration
- Successful 2nd annual Club Symposium
- Team Alberta Committee struck to develop selection process developed and support 20 Team Alberta athletes to represent Pickleball Alberta at the first ever Provincial Team Competition at Nationals.



## Priority #2 - Healthy Participation (Club, Leadership, Player, & Performance Development)

- Delivered the 2nd year of the junior HOTS program
  - \$200K over two years to promote youth participation in clubs
  - 22 clubs, 288 youth participated in free TRY events, 289 enrolled in Learn to Play clinics over the 2 years
  - Left a legacy of equipment, \$300 grant/club, certified instructors, and turn-key program curriculum
  - Junior membership has increased 145% since 2023 with 473 junior members registered this year



## **Priority #2 - Healthy Participation (Club, Leadership, Player, & Performance Development)**

**Under the leadership of Director of Coaching Ilsa Wong:**

### **NCCP Program**

- 6 LI and 1 LII courses offered in Alberta in 2025 .
- Currently 193 LI and 44 LII Certified Coaches in the province.
- Professional development launched. Coaches should check their email for information.
- Level III is awaiting final approval before full roll out.

### **Other Initiatives**

- Teach the Teacher (TtT) Program expanded to Okotoks, Teachers Conventions
- Hot Shots expanded and will begin summary report.



## **Priority #2 - Healthy Participation (Club, Leadership, Player, & Performance Development)**

### Under the leadership of Director of Officiating Garand Jones:

- Youngest accredited referee in Canada at age 17
- 9 Certified Level 3 referees in Alberta - second most in Canada
- Supported 8 Sanctioned Tournaments in Alberta
- 10 Trainers in Alberta, strategically located, South, Central & Northern regions
- Introduction of National Referee Maintenance Program
- Referee Training Clinics in 2025 held in Leduc, Cochrane and Camrose

Clubs are welcome to request these free clinics for the benefit of their club and members.



## Priority #2 - Healthy Participation (Club, Leadership, Player, & Performance Development)

### Under the leadership of Director of Competitions Ken Denztein:

- Pickleball Alberta Member Clubs ran 15 tournaments throughout 2025, 12 of which were sanctioned by Pickleball Canada, an increase of 4 from 2024.
- Pickleball Alberta 2025 Provincial Championships held in partnership with Medicine Hat Pickleball Club which hosted over 500 participants over 4 days and 100 amazing volunteers.
- Supported numerous club-level, recreational and pro tournaments in Alberta
- Working with Pickleball Canada to come up with a rating system that will be beneficial for all clubs.



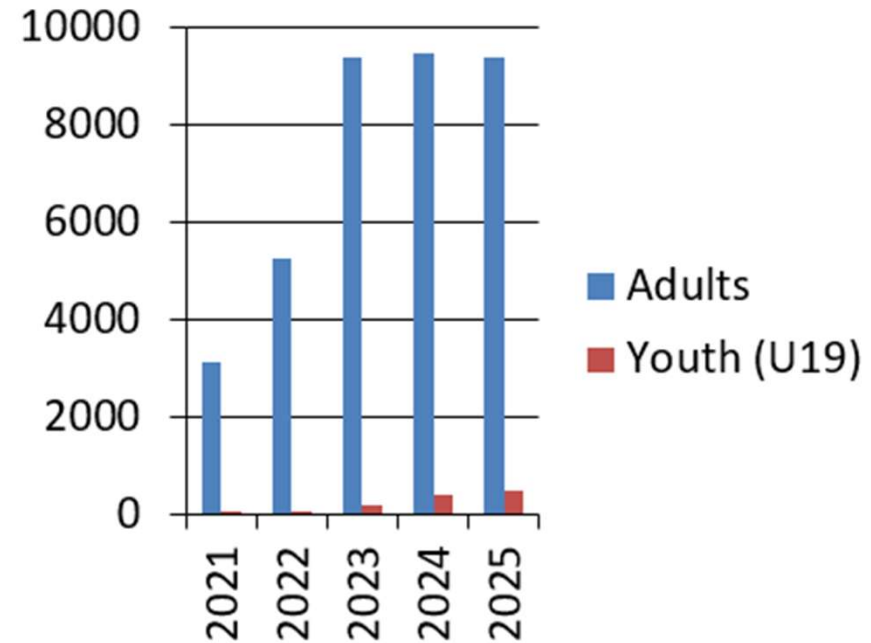
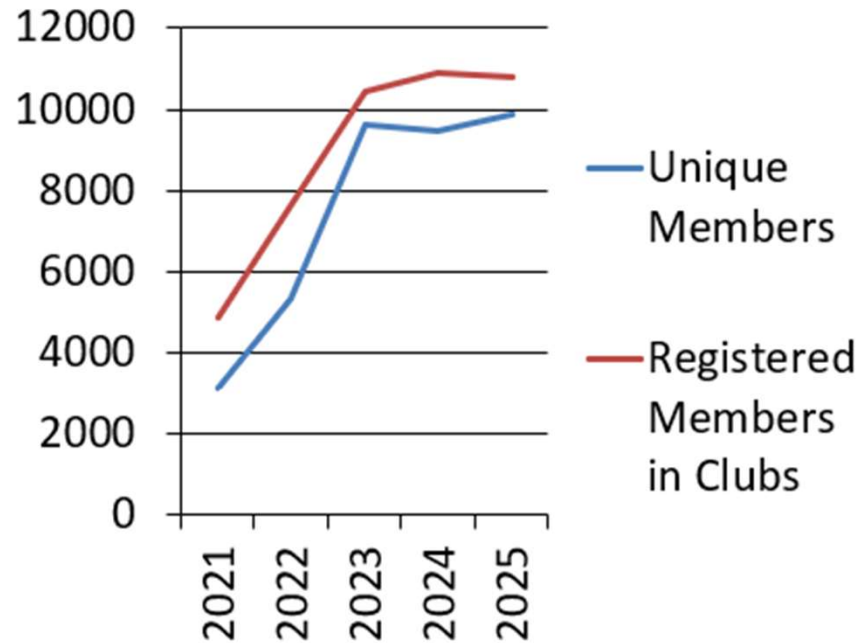
# Membership and Clubs

## 46 Clubs (listed by Alberta Sport Zone)

<p><b>Zone 1: Sunny South</b></p> <ul style="list-style-type: none"> <li>• Coaldale Pickleball Club</li> <li>• Medicine Hat Pickleball Club</li> <li>• Lethbridge Pickleball Club</li> <li>• Pincher Creek Pickleball Club</li> <li>• Vulcan Pickleball Club</li> </ul>	<p><b>Zone 2: Big Country</b></p> <ul style="list-style-type: none"> <li>• Airdrie Pickleball Club</li> <li>• Carstairs Pickleball Club</li> <li>• Chestermere Pickleball Club</li> <li>• Cochrane Pickleball Club</li> <li>• Cochrane Indoor Pickleball Association</li> <li>• Didsbury &amp; District Pickleball Club</li> <li>• Drumheller Pickleball Club</li> <li>• East Rocky View Pickleball Club</li> <li>• High River Pickleball Club</li> <li>• Okotoks Pickleball Club</li> <li>• Olds Pickleball Club</li> <li>• Strathmore Pickleball Club</li> <li>• Sundre Pickleball Association</li> </ul>	<p><b>Zone 3: Calgary</b></p> <ul style="list-style-type: none"> <li>• Calgary Pickleball Club</li> <li>• Northern Lights Pickleball Club</li> </ul>	<p><b>Zone 4: Parkland</b></p> <ul style="list-style-type: none"> <li>• Camrose Pickleball Club</li> <li>• Lacombe Pickleball Club</li> <li>• Ponoka Picklers</li> <li>• Red Deer Pickleball Club</li> <li>• Rocky Mountain House Pickleball Club</li> <li>• Sylvan Lake Pickleball Club</li> <li>• Tees Pickleball Club</li> <li>• Wetaskiwin Pickleball Club</li> </ul>
<p><b>Zone 5: Black Gold/Yellowhead</b></p> <ul style="list-style-type: none"> <li>• Barrhead Pickleball Club</li> <li>• Drayton Valley Pickleball Club</li> <li>• Drayton Valley Senior Pickleball Club</li> <li>• Edson Pickleball Club</li> <li>• Fort Saskatchewan Pickleball Association</li> <li>• Parkland Pickleheads Pickleball Club</li> <li>• Seba Beach Pickleball &amp; Tennis Association</li> <li>• St. Albert Pickleball Club</li> <li>• Strathcona County Pickleball Association</li> <li>• Westlock Pickleball Society</li> <li>• Yellowhead West Pickleball Club</li> </ul>	<p><b>Zone 6: Edmonton</b></p> <ul style="list-style-type: none"> <li>• Edmonton Pickleball Club</li> </ul>	<p><b>Zone 7: Northeastern Alberta</b></p> <ul style="list-style-type: none"> <li>• Bonnyville Pickleball Club</li> <li>• Cold Lake Pickleball Club</li> <li>• Elk Point Pickleball Club</li> <li>• St. Paul AB Pickleball Club</li> </ul>	<p><b>Zone 8: Peace Country</b></p> <ul style="list-style-type: none"> <li>• Grande Prairie Pickleball Club</li> <li>• Mighty Peace Pickleball Club</li> </ul>



# Membership Growth (2021 to 2025)



Key insights: rapid post-pandemic expansion (2021–2023) followed by a healthy plateau (2024–2025), with sustained youth growth and a stable adult base—good signs for capacity planning, programming, and court allocation/demand going into next year.

The adult segment roughly tripled, surging through 2023 and then leveling in 2024–25. The youth segment is the standout: a 22× increase from 2021 to 2025. That momentum suggests our junior pathways and school/club connections are starting to convert.



## Priority #3 - Healthy Infrastructure

**Objective: To ensure that there are enough quality and accessible pickleball facilities to satisfy current and future demand.**

### **What we've done:**

- Part of the PCO Facilities Task Team - developing a Facilities Tool Kit that will provide information on government grants, case studies and guidelines for sport facility development
- Tailored consultations with clubs and developers.
- Relationship building with key partners (GOA, major tourism groups, municipal-level gov't, for-profit businesses, etc.) to better understand the role each plays in contributing to increased access to desirable facilities.
- Attendance at the Economic Developers Association of Alberta (EDA) Invitational Golf Tournament to promote pickleball and encourage support of PA clubs and infrastructure to support pickleball in the community to over 100 economic development officers and elected municipal officials from across the Province.



## **Priority #4 - Strong Brand of Pickleball**

**Objective: To establish and maintain appropriate methods for communication with stakeholders and strengthen the perceived value of pickleball and the Pickleball Alberta brand.**

### **Under the leadership of Director of Technology Alison Ramsley:**

- News updates are now more frequent and visible, thanks to a new “carousel card” display that highlights key stories and announcements.
- A redesigned Calendar of Events now allows clubs to submit and publish their events directly, improving visibility and coordination across the province.
- Linked all social media together to allow for smooth flow of information across our main platforms (Facebook, Instagram, YouTube)
- Improved tools: Canva is a graphic design app that makes it easy to create and edit different designs for social media announcements and videos
- Endeavor to improve both the value and production quality of our streaming of provincial championships
- Promoted club events/tournaments on our Website and Social Media
- Received great responses on Social Media “Breaking News” segments





## **Strategic Pillar #5 - Organizational Excellence**

**Objective: To establish systems, policies, and Board procedures to effectively set the strategic direction of the organization. To monitor the achievement of results, and ensure consistency with values, needs and aspirations of the collective membership.**

### **What we've done:**

- Successfully recruited and hired our first Executive Director, Lisa Hardy, who officially joined Pickleball Alberta on July 2, 2025 — a significant milestone in the organization's growth, professionalization and steps toward the desired future state of becoming a skill-based, governance style Board
- Redrafted new bylaws being presented today for membership approval
- Developed and launched new Fairness and Safety in Sport policy to ensure compliance as a named in scope entity within legislation
- Invested in relationship building with one-on-one club and partner meetings, Pickleball Canada and the other provincial/territorial organizations
- Began development of risk register to identify, analyze, and manage risks to project success



## What we're still working on in 2026:

- Advocacy to be a recognized funded PSO
- Continue to facilitate quarterly e-cafe information sessions and sharing of best practices, Club Symposium and other learning opportunities
- Increased communication and materials regarding membership benefits to clubs and players
- Expansion of templates and resources to support clubs and club management
- Expansion of “Teach the Teacher” at Teachers Conventions across the province
- Professional Development event for Certified Coaches
- High Performance Junior Program roll out
- Strategic partnerships with other organizations to develop & support programs and opportunities in schools and under-represented communities to participate in pickleball
- Consulting and expanding our existing policies, completion of risk register
- Progressing our evolution to a governance style board and forming functional priority working groups and Board Committees (e.g. Nominations, Governance, Finance & Risk, etc.)



## With Gratitude

- **Staff — tireless, service-first, and values-driven work**
- **Club leaders & volunteers — the people who truly power our sport, often wearing many hats**
- **Instructors — growing the game and raising the standard of play**
- **Officials — keeping competition fair and fun**
- **Sponsors & partners — investing in our community**
- **Families & supporters — time and sacrifices**
- **Board of Directors — lift behind the scenes, stewardship, and trust in transformative change**

You're in good hands. Please engage with PA — we're stronger together.

Questions or comments?



# 2024 Audited Financial Statement

**PICKLEBALL ALBERTA**  
**Statement of Financial Position**  
**As at December 31, 2024**

	2024	2023	
<b>ASSETS</b>			
<b>CURRENT</b>			
Cash (Note 2)	\$ 86,100	\$ 88,938	
Investments (Note 3)	100,000	-	← GIC with interest rate of 3% (matured 09-03-25)
Accounts receivable (Note 4)	40,602	33,119	
Inventory	5,000	-	
	<u>\$ 231,702</u>	<u>\$ 122,057</u>	
<b>LIABILITIES</b>			
<b>CURRENT</b>			
Accounts payable and accrued liabilities (Note 5)	\$ 6,287	\$ 2,500	
Deferred contributions related to operations (Note 6)	74,983	-	← GOA Grant deferred until related expenses occur (Every Kid Can Play grant)
	<u>81,270</u>	<u>2,500</u>	
<b>NET ASSETS</b>			
Unrestricted	<u>150,432</u>	<u>119,557</u>	
	<u>\$ 231,702</u>	<u>\$ 122,057</u>	



# 2024 Audited Financial Statement

**PICKLEBALL ALBERTA**  
**Statement of Operations**  
**Year Ended December 31, 2024**

	2024	2023
<b>REVENUE</b>		
Memberships	\$ 172,475	\$ 85,195
Grants - Every Kid Can Play	126,209	-
Grants - other	50,000	-
Apparel, accessories, sponsorships, and other	12,244	14,168
Interest	4,157	1,671
Competition revenue	-	7,820
	<b>365,085</b>	<b>108,854</b>
<b>EXPENSES</b>		
Every Kid Can Play	126,509	-
Provincials	49,809	19,350
Salaries and benefits	48,862	-
Club development and operations	29,946	1,169
Professional fees	21,998	3,796
Officiating program	20,518	3,271
Junior program	11,219	8,970
Office	7,813	1,750
Technology	6,636	4,556
Apparel and accessories	6,053	11,753
Awards and recognition	2,752	917
Coaching/NCCP Training	2,095	619
	<b>334,210</b>	<b>56,151</b>
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>\$ 30,875</b>	<b>\$ 52,703</b>

- Increased revenue from addition of PA Development Fees to 2024 registration
- Deferred grant revenue recognized for related 2024 Every Kid Can Play project expenses incurred
- CIP GOA Grant for 2024 Provincials
- Every Kid Can Play project expenses for year 1
- Pickleball AB staff wages
- Legal Fees (Parliamentarian, Bylaw Amendments, Contract work, Accounting)
- Development fee has allowed us to support clubs better, with professional education, club symposiums, and providing equipment (paddles and nets) as required



# Appointment of Auditors for the 2025 Fiscal Year

## **Motion:**

*Moved to appoint King & Company Chartered Professional Accountants as auditor for the financial year ending December 31, 2025*



# Proposed amendments to the Bylaws

## Special Resolution:

Be it resolved that the members of Pickleball Alberta Organization by special resolution at the Annual General Meeting on September 25, 2025, repeal the 2016 Bylaws of the Society and approve the bylaws presented, together with Temporary Bylaw #2 (Phased Implementation Plan) as proposed and presented. Upon filing with and acceptance by Corporate Registries in accordance with the Societies Act (Alberta), the amended bylaws shall come into force and effect immediately, except that the provisions relating to the composition and election of directors shall be implemented in accordance with the Phased Implementation Plan set out in Temporary Bylaw #2.



# Election of the Board of Directors

**Motion: That the membership of Pickleball Alberta approve the slate of nominees for election to the Board of Directors as presented:**

**For a two-year term:**

President: Charity Christianson

Vice-President: Alison Ramsley

Treasurer: Laura Spencer

Communications Director: Taylor Christianson

Director at Large – Coaching Director: Ilsa Wong

Director at Large – Technology Director: Vacant

**For a one-year term:**

Secretary: Deb Wacker

Membership Director: Veronique Dewilde

Director at Large: Darlene Maclean



# Election Voting Procedures

Eligible voters: Assigned Zone Voting Delegates  
(Pickleball Alberta Board of Directors)

Email: Bryan Kwan at [bryan.kwan@mross.com](mailto:bryan.kwan@mross.com)

Subject Line: Your Name and Club

Email Body: Cast your ballot



# Retiring Directors



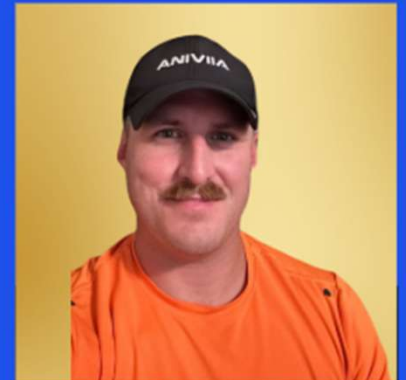
**Jill Groves**  
Past President  
2023-2025



**Garand Jones**  
Officiating  
2021-2025



**Jeff Holm**  
Treasurer 2023-2025



**Andrew Gorman**  
Communications  
2023-2025

# New Business/Member Questions



Adjournment & Thank you!

