Pickleball Alberta

Annual General Meeting

October 15, 2026

Virtual Event

Welcome



Roll Call and Review of Voting Procedures & Eligible Voters

Eligible voters include:

- One designated voting representative from each Pickleball Alberta Member Club (Affiliated Club)
- Board Members of Pickleball Alberta

Elections will be held by Secret Ballot using the VPOLL voting platform.

All other motions, 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.

2026 AGM Agenda

1. Call to Order and Welcome
2. Roll Call and Review of Voting Procedures and Eligible Voters
3. Adoption of the Agenda
4. Adoption of the Minutes from the 2024 and 2025 Annual General Meetings
5. Report from the Board of Directors
6. Financial Review
    a. Presentation of the 2025 audited Financial Statements
    b. Appointment of Auditors for the 2026 Fiscal year
7. Election of the Board of Directors
8. New Business/Member Questions
9. Adjournment

Approval of the Agenda

Motion:

That the 2026 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

Adoption of the 2025 AGM Meeting Minutes

Motion:

That the Minutes of the 2025 Annual General Meeting be adopted as presented

Board of Directors Report



Operations

Lisa Hardy
Executive Director

Della Curry
Member Services & Operations Coordinator

Garand Jones (Volunteer)
Director of Officiating

Board of Directors Report





- **Completed our first casino fundraiser** providing funds to support athlete, coach and official development, and events
- **Secured $8,000 from Tourism Calgary** for 2026 Provincials and partnered on the bid to host the 2027 Pickleball Canada Nationals.
- **Expanded grant funding opportunities** — $10,000 CIP grant, Every Kid Can Play grant extension and additional funding opportunities pursued.
- **Expanded revenue opportunities** through sponsorship redevelopment and event partnerships.
- **Implemented a new Provincials delivery model** — providing a more consistent championship experience, while strengthening event coordination, financial sustainability and long-term planning.
- **Advanced toward funded PSO status** — Government of Alberta review underway, with potential access to operational funding, donation fund program eligibility and provincial Safe Sport supports.
- **Strengthened financial administration and controls** through QuickBooks/ Payroll, payment systems, and improved processes.

Moving beyond relying on membership revenue alone and actively building a more diversified and sustainable funding model



- **Expanded youth & school participation** through *Game On: Pickleball in Education* pilot and Equipment Bank, teacher training, and the High School Tournament pilot.
- **Expanded inclusive participation** through Special Olympics programming and competition opportunities at Provincials and Good Games.
- **Strengthened athlete development pathways** through Team Alberta, including a Junior U18 pathway and a new working relationship with Canadian Sport Institute providing training, education and sport-science/medical supports
- **Expanded coach & official development** through clinics, training opportunities and the first ever in Canada Pickleball Coach Symposium.
- **Expanded provincial competition opportunities** through Provincials, Junior Provincials and new club/team competition or league initiatives.
- **Focused on member retention & growth** through membership analysis, and development of member-benefit messaging and membership campaign.
- **Engaged players directly** through the Tournament Participation Survey to understand participation barriers and future competition needs.

Expanding beyond traditional club participation and creating more opportunities for people of all ages, abilities and stages of development to participate and progress in pickleball.



- **Advocated for pickleball infrastructure with municipal leaders** — promoted investment in courts and facilities to 100+ economic development professionals and elected municipal officials at the EDA Invitational in the fall of 2025.
- **Supported clubs in advocating for local facilities** — strengthening PA's role as a provincial voice for community pickleball infrastructure.
- **Responded to Alberta's changing facility landscape** — examining how private pickleball facilities can be appropriately integrated alongside community and non-profit club facilities to help meet growing demand for places to play.
- **Expanded access to existing facilities for youth** — school-based programming and development of pickleball within the school sport system creates opportunities to access school gymnasiums.
- **Building the case for future infrastructure investment** — using participation, membership and stakeholder information to better demonstrate demand and support future advocacy.

Building the relationships, advocacy and evidence needed to help Alberta communities invest in more quality, accessible pickleball facilities.



- **Advanced advocacy & provincial recognition** — strengthened engagement with the Government of Alberta/SPAR and continued work toward funded PSO recognition.
- **Expanded strategic relationships** — built stronger connections with sport, tourism and community partners, including Tourism Calgary, Explore Edmonton, Special Olympics Alberta, First Nations Health Consortium, Canadian Sport Institute, School Sport AB, and Pickleball Canada.
- **Strengthened member & club communications** — maintained monthly newsletters, news releases and announcements, Club WhatsApp Group, E-Cafés to support information sharing and engagement, hosted a Town Hall session on club league pilot for Alberta Member Clubs, Club Symposium, Direct support to clubs on request
- **Built a stronger & more consistent PA brand** — established a Communications Committee, developed new marketing/member resources, new branded display materials, and began developing brand guidelines and standards.
- **Expanded public outreach & promotion** — increased PA's visibility at events such as Good Games, and the South Western Alberta, and North Central Teachers Conventions, have begun using a coordinated social media calendar and the development of a province-wide membership campaign that launched last week

Moving beyond simply promoting pickleball to intentionally building the relationships, visibility and consistent brand needed to strengthen PA's voice across Alberta



- **Strengthened strategic planning & oversight** — held a Board planning session and developed an Operating Plan to translate PA's Strategic Plan into priorities and actions.
- **Modernized PA's Bylaws & governance structure** — new bylaws passed by the membership at the 2025 AGM which included direct voting by each Member Club and enabling future for-profit club membership . The eligibility criteria and the membership framework for the for-profit clubs is still under development.
- **Strengthened Board governance** — expanded and clarified Director roles and responsibilities and implemented more formal nomination, election and eligibility processes.
- **Strengthened committee structures** — established clearer Board and operational committee structures, Committee Terms of Reference created, creation of Executive, Nominations, Awards, Provincials, Team Alberta Selection and Communications Committees.
- **Strengthened policy, risk & Safe Sport systems** — Implemented the legislated Fairness and Safety in Sport Policy, strengthened independent complaint-management processes.
- **Strengthened provincial/national alignment** — increased PA's participation and voice in national discussions and maintained ongoing engagement with Pickleball Canada.

Moving from legacy structures and practices toward clearer governance, shared accountability and consistent systems that turn strategic direction into action.

Coaching Development

Building coaching capacity and introducing pickleball through Alberta's education system

8

NCCP Courses Offered

2026
7 Level I • 1 Level II

265

Level I Coaches

57

Level II Coaches

1

Coach 1 – Intro to Competition

Coach Development & Leadership

COACH SYMPOSIUM

Canada's first pickleball coach symposium

National coaching perspectives • Practical coach education • NCCP professional development

TEACH THE TEACHER

Lethbridge

Building educator capacity

COACH DEVELOPMENT

Teachers' Convention outreach

Sharing pickleball curriculum, lesson plans, programs & resources with teachers

Building Alberta's coaching system through certification, professional development and new opportunities for coaches to learn and connect.

Officials Development

Growing Alberta’s officiating capacity through training, development and stronger regional coverage

5

Referee Training Clinics in 2026

Calgary • Grande Prairie
Cochrane • Edmonton • Red Deer

48

Accredited Referees

54

Active Verified Trainees

Building Regional Capacity

SOUTH

CENTRAL

NORTH

Trainers strategically located across Alberta

48 clinic attendees in 2026

Growing Alberta’s officiating capacity through training, development and stronger regional coverage.

Competition & Club Development

Supporting tournaments, player experiences and club programming across Alberta

8

Sanctioned Club Tournaments

Plus numerous unsanctioned and member-only events

FIRST

High School Tournament

Held in Lethbridge in May 2026

725

Provincial Participants

Our largest Provincial Championships to date

Priorities & Next Steps

Tournament Coordination

Participation was lower than in past years resulting in cancelled tournaments. Utilize tournament survey results and work with clubs on solutions and will collect 2027 tournament dates early in the new year to reduce scheduling conflicts.

Club Rating Consistency

Explore a common rating approach for recreational club play, developed with input from clubs across Alberta.

Positive feedback on Provincials from players and referees • Strong reception for the first high school event

2026 Provincial Championships

A new model for delivering Alberta's Provincial Championships

NEW DELIVERY & HOSTING MODEL

Pickleball Alberta transitioned to a PA-led championship model, taking the lead role for event delivery and financial management.

- New Provincials Hosting Agreement and delivery structure
- PA led event planning, delivery and financial management
- Calgary Pickleball Club served as the Local Organizing Committee
- LOC recruited, scheduled and supported 100+ volunteers
- Pickleball Alberta rented the full venue/courts from Club 315 exclusively July 15-19 for the tournament
- First-ever indoor Pickleball Alberta Provincial Championships

2026 EVENT IMPACT

725
PLAYERS
421 in 2025

+72%
PARTICIPATION
Year-over-year increase

1,252
MATCHES
Officiated

38
OFFICIALS
Over 4 days

100+
VOLUNTEERS
Supporting delivery

4
DAYS
of competition

A new PA-led delivery model supported significant growth while creating clearer roles, financial accountability and a more consistent championship structure.

Special Projects & Programs

New initiatives, expanded opportunities and significant milestones in 2026

GAME ON: PICKLEBALL IN EDUCATION

Introduced pickleball resources into Alberta schools, providing teachers with curriculum, lesson plans and practical tools to support instruction and student participation.

HIGH SCHOOL COMPETITION PATHWAY

Launched the South Zone Paddle Clash as a high-school competition pilotin partnership with the School Sport Association of Alberta, and began building toward regional/zone tournaments and a more structured school competition pathway.

SPECIAL OLYMPICS

Expanded opportunities for Special Olympics athletes to participate in pickleball programming and competition, strengthening inclusion within PA's provincial programming.

RECOGNITION & AWARDS

NEW **Pickleball Alberta Legacy Award**

Presented to Garand Jones during Provincials

9 **Awards presented at the 2026 Awards Banquet**

Recognizing achievement, leadership & contribution

CLUB SYMPOSIUM

Brought affiliated clubs together for education, information sharing, best practices and discussion on issues affecting club development across Alberta (Rescheduled from May to September).

2026 was not only about growing existing programs—it included new pathways, new partnerships and significant expansion in provincial programming.

Membership and Clubs

47 Affiliated Clubs (listed by Alberta Sport Zone)

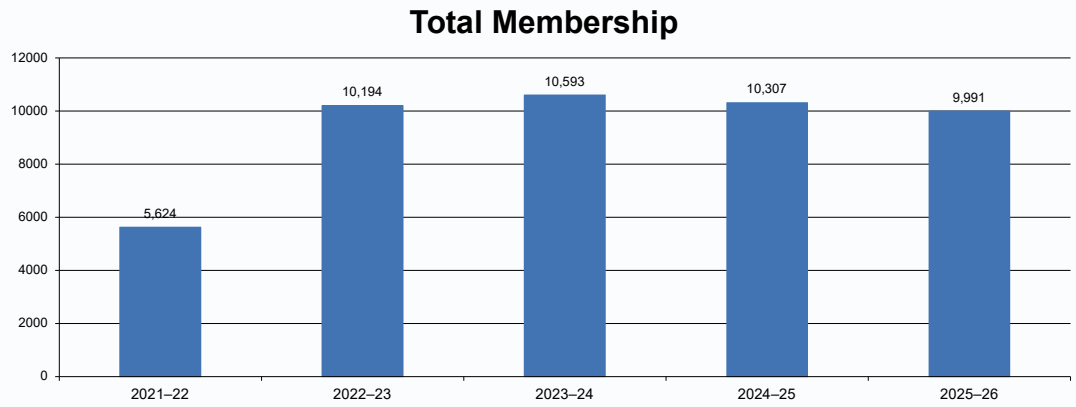
Zone 1: Sunny South ● Coaldale Pickleball Club ● Medicine Hat Pickleball Club ● Lethbridge Pickleball Club ● Pincher Creek Pickleball Club ● Vulcan Pickleball Club	**Zone 2: Big Country** ● Airdrie Pickleball Club ● Carstairs Pickleball Club ● Chestermere Pickleball Club ● Cochrane Pickleball Club ● Cochrane Indoor Pickleball Association ● Didsbury & District Pickleball Club ● Drumheller Pickleball Club ● East Rocky View Pickleball Club ● High River Pickleball Club ● Okotoks Pickleball Club ● Olds Pickleball Club ● Strathmore Pickleball Club ● Sundre Pickleball Association	**Zone 3: Calgary** ● Calgary Pickleball Club ● Northern Lights Pickleball Club	**Zone 4: Parkland** ● Camrose Pickleball Club ● Lacombe Pickleball Club ● Ponoka Picklers ● Red Deer Pickleball Club ● Rocky Mountain House Pickleball Club ● Sylvan Lake Pickleball Club ● Tees Pickleball Club ● Wetaskiwin Pickleball Club
Zone 5: Black Gold/Yellowhead ● Barrhead Pickleball Club ● Drayton Valley Pickleball Club ● Drayton Valley Senior Pickleball Club ● Edson Pickleball Club ● Fort Saskatchewan Pickleball Association ● Hinton Pickleball Club ● Parkland Pickleheads Pickleball Club ● Seba Beach Pickleball & Tennis Association ● St. Albert Pickleball Club ● Strathcona County Pickleball Association ● Westlock Pickleball Society ● Yellowhead West Pickleball Club	**Zone 6: Edmonton** ● Edmonton Pickleball Club	**Zone 7: Northeastern Alberta** ● Bonnyville Pickleball Club ● Cold Lake Pickleball Club ● Elk Point Pickleball Club ● St. Paul AB Pickleball Club	**Zone 8: Peace Country** ● Grande Prairie Pickleball Club ● Mighty Peace Pickleball Club

** Three affiliated clubs included above currently have fewer than the minimum 10 unique participants required for Club Member eligibility and are not eligible to vote at the AGM.*

Membership Update

Membership-year results: September 1 – August 31

TOTAL MEMBERSHIP BY MEMBERSHIP YEAR



2025–26 AT A GLANCE

9,991
TOTAL

-3.1%
VS. 2024–25

MEMBERSHIP MIX

7,163
Renewed • 71.7%

2,828
New • 28.3%

Total membership remains 78% above 2021–22.

WHAT THE NUMBERS SHOW

After rapid growth through 2022–23, membership has remained relatively stable at approximately 10,000. 2025–26 closed at 9,991 members, with new-member acquisition increasing while renewals declined.

WHAT WE'RE DOING — MEMBERSHIP GROWTH & RETENTION

- Launching a province-wide campaign targeting new members and renewals
- Strengthening communication of the value of PA membership
- Exploring province-wide member benefits and discounts — retail, recreation/entertainment, food and health/wellness

Moving from growth driven primarily by the sport's expansion toward a more intentional focus on member acquisition, retention and value.

Membership reporting note: Membership year reflects the Sept. 1–Aug. 31 dues collection cycle. AGM financial statements restate 2024 membership revenue to reflect the timing of revenue recognition.

What we're still working on :

Governance & Sport System

- Funded PSO recognition
- For-profit Club Member eligibility & criteria
- Pickleball Alberta Policy Review and Pickleball Canada Safe Sport Policy Suite implementation
- HR policy development
- Youth Policy for Clubs
- Bylaw Review

Club & Member Support

- E-Cafés & best-practice sharing
- Club templates & management resources
- Exploring a universal club rating system to support consistent recreational play across Alberta
- Full launch of a Province-wide social media membership campaign

Coaching, Officials, & Player Development

- Expand Teach the Teacher at Teachers' Conventions across Alberta
- Continuation of professional development opportunities for certified coaches and officials
- Junior High-Performance pilot

Competition Development

- Establish a Tournament Advisory Group
- Work towards strengthening the provincial tournament system
- Expand high school regional/zone competition, building on the South Paddle Zone Clash Pilot

Thank you to our sponsors:

Tourism Calgary
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Pickleball Alberta

2025 Financial Statement

PICKLEBALL ALBERTA
Statement of Financial Position
As at December 31, 2025

	2025	2024 (Restated)
ASSETS		
CURRENT		
Cash *(Note 3)*	$ 7,867	$ 86,100
Investments *(Note 4)*	103,000	100,000
Accounts receivable *(Note 5)*	14,911	17,789
Inventory *(Note 6)*	11,935	5,000
Prepaid expenses	1,361	-
	$ 139,074	$ 208,889
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities *(Note 7)*	$ 18,679	$ 6,287
Deferred contributions related to operations *(Note 8)*	18,127	74,983
Prepaid memberships	17,531	21,795
	54,337	103,065
NET ASSETS		
Unrestricted	84,737	105,824
	$ 139,074	$ 208,889

GIC with interest rate of 3% (matured 09-03-25 & reinvested at a rate of 1.4%)

GOA Grant deferred until related expenses occur (Every Kid Can Play grant)

2025 Financial Statement

PICKLEBALL ALBERTA
Statement of Operations
Year Ended December 31, 2025

	2025	2024 (Restated)
REVENUE		
Memberships	$ 155,251	$ 150,554
Grants - Every Kid Can Play	55,364	126,209
Paddles, apparel and other	15,061	3,974
Competitions	9,284	-
Grants - other	8,000	50,000
Sponsorships	7,500	202
50/50 raffle	6,264	8,068
Interest	4,845	4,157
	261,569	343,164
EXPENSES		
Salaries and benefits	136,949	48,862
Provincials	32,936	49,809
Every Kid Can Play	31,235	126,509
Club development and operations	26,258	29,946
Officiating program	22,496	16,067
Office	11,691	12,264
Professional fees	9,251	21,998
Technology	5,710	6,636
Awards and recognition	4,570	2,752
Bad debts	1,560	-
Junior program	-	11,219
Apparel and accessories	-	6,053
Coaching/NCCP training	-	2,095
	282,656	334,210
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	$ (21,087)	$ 8,954

- Deferred grant revenue recognized for related 2025 Every Kid Can Play project expenses incurred
- CIP GOA Grant for Provincials rec'd in 2024 but not in 2025

- Every Kid Can Play project expenses for year 2 (does not include program staff fees which are inc. in Salaries)
- Legal Fees (Parliamentarian, Bylaw Amendments, Accounting)
- Officiating program includes subsidies for sanctioned tournaments

Appointment of Auditors for the 2026 Fiscal Year

Motion:

Moved to appoint King & Company Chartered Professional Accountants as auditor for the financial year ending December 31, 2026

Nomination Committee Report

Positions available	Four Director positions for a two-year term for each position
	One Director position for a one-year position (vacancy)
Election Process	The four two-year positions will be elected first, followed by a separate election for the one-year position

Advance nominees

Candidates are listed in alphabetical order by first name to match the updated candidate information package.

Nominee	Status
Allison Genovese*	Candidate
Darlene MacLean*	Seeking re-election
Deb Wacker	Seeking re-election
Don Hickling*	Candidate
Jennifer Glover	**Withdrawn**
Ken Dentzien*	Seeking re-election
Lester Lim*	Candidate
Nima Nassirian*	Candidate
Trudy Carrels	Candidate
Veronique Dewilde	Seeking re-election

Candidates marked with an asterisk disclosed, either in their nomination application or during the candidate review process, that they own, are employed by, or provide contract services to a for-profit pickleball club or facility.

Election Voting Procedures

Accessing VPOLL

Option 1 Vote within Zoom

1. During the meeting, open or accept the VPOLL invitation in Zoom. The invitation will also appear in Zoom Chat.
2. Follow the prompts to open or authorize VPOLL.
3. Select Participant.
4. Enter the requested VPOLL access information and your unique identifier code.
5. Follow the on-screen instructions to access voting.

Option 2 Vote on another device

You may use a phone, tablet or other device while remaining connected to the AGM on Zoom.

1. During the meeting, go to https://www.vpoll.mobi/
2. Enter the access code provided to you.
3. Enter your unique identifier code when prompted.
4. Follow the on-screen instructions to access voting.

New Business/Member Questions

Adjournment & Thank you!

Technical Difficulties logging into VPOLL

Email: Bryan Kwan at bryan.kwan@mross.com
Subject Line: Your Name and Club
Email Body: Cast your ballot