



Snell's MARCOM & IT (Gmail and Google Workspaces)
Report To The Board April 9th 2024 V2

1. **PADS "Paddles for PADS" Update**
 - a. Hollyburn Ready for April 20th with free HEAD balls
 - b. Walter to report re: other clubs' plans
2. **IT (Technology) Update**
 - a. IT Committee includes:
 - i. Tom (away), Rod Monk, John, Jim and Dave/Walter
 - ii. Jim added recently – doing same technology transition with North Shore Pickleball Club
 - b. PBC Gmail handover from Walter continues – "Contributor now, full handover "attempt" planned April 11th
 - c. Rod Monk is helping but "busy" (helped Tom at Surrey PB do this)
 - d. Google Non-Profit Google Workspaces being implemented (free of charge) – includes group Gmail, software tools and 100 TB Google drive for all PBC data
 - e. Data transfer from Walter (have thumb drive), new email setup, security, distribution lists and auto forwards later!
3. **Communications & Social Media**
 - a. Top March News Stories (more needed in April):
March 24.2024: NSPC Hosts BC's First PADS Event
March 7.2024: PBC Registrar's Sport BC Award
 - b. **Continue positive stories & suggestions please!!**
 - c. Sponsors, and, Website and Newsletter Ads
 - i. HEAD/Penn discussions – free ball "seeding" introduction program and working towards 2025 sponsorship program (Provincials?)
 - ii. New ad from Steve Deakin and BMO Wealth Management coming April
 - iii. Parc expanded, Charles Neufeld modified
 - iv. John is taking over website posting and is working with Mel on Newsletter ads – Dave to help, Suzi to bill
 - d. Potential April News Stories
 - i. viaSport "Recognised Sport" PBC agreement
 - ii. 2024 CNPL teams announced
 - iii. Club update
 - iv. PADS Tournament Updates/Stories/Pics from Clubs
 - e. Kitchen Sink Newsletter April 15th
 - i. Dave to ask Clubs to contribute to next "News From Your Clubs" stories at Club Presidents' Zoom April 16th
 - ii. Mel continues to help on "Marketing Committee" 😊
 - iii. Dave to do President's Report
 - iv. Board to send their March Kitchen Counters submissions latest Wednesday please

- v. Other stories and Links TBA
- vi. Lots of website links!
- f. March 16th Newsletter Stats
 - i. Newsletter day traffic to Website = 460 unique visitors vs 466 last month
 - ii. Page views up
 - iii. April 15th target Date for Next One
- g. New/Continuing Projects
 - i. Instagram
 - 1. Instagram Site "[Pickleball BC Association](#)"
 - 2. Stats keep increasing – 219 (205 reported in March) Followers now, 73 posts
 - ii. Tweets @PickleballBC Continues (every story)
 - iii. Using Hootsuite Platform for Social Media Messaging Dashboard
 - iv. Other Social Media Sites: LinkedIn discussions continue with Mel but not a positive Board reaction, Facebook, YouTube TBA...

4. Website:

- a. John Davis is taking on more MARCOM responsibilities given Dave's new position – Ad placements, tournament updates, Where To Play...
- b. 2024 Tournament Page posted, linked to Brackets and updated as info comes in from Clubs
- c. Comparative March to February Stats all mostly up on a daily basis:
 - i. Newsletter day March 16th similar as above, but more page views
 - ii. March 2024 Page Traffic:
 - 1. 2024 Tournaments' (up 15%) and Clinics (up 28%) pages most visited
 - 2. Clinics and Where To Play next most visited
 - 3. Then 2023 Tournaments
 - iii. March 2024 vs Feb 2024 all "Key Word Search" (Referring Sources) Sources UP
 - 1. PCO sources 2nd place (first time)
 - 2. Nelson Tennis Club 3rd place?
 - 3. Facebook referrals up 26%
 - 4. Google (Canada and US) searches #1 source (up approx 39%) - Bing and Yahoo searches distance 3rd and 4th
 - 5. PADS next highest source
 - 6. US MailChimp (Newsletter) no stats except unique visitors as above – Mel and John to look at "opens" and other stats directly from MC
- d. Website Updates 2024:
 - i. New Safety in Sport page posted (viaSport requirement)
 - ii. John D. updated Tournament page, posted new and updated sponsor ads and added "Sanctioning in Process" designation
 - iii. New Landing Page & Site Look and Feel TBA
 - iv. Encourage more BC good news stories
 - v. BC Players' Focus Stories, Trophy Wall and Details
 - vi. 2025 Provincials when we have sponsor(s) and location/dates

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2024 March Membership Report – Rod Williams

No new clubs in operation this month, but Heavy Dinkers out of Surrey has disbanded, leaving us with 98 clubs and affiliates, 7 more than at this time last year. I have left them in the System, but inactive for now.

-Registrations.

1230 memberships processed up to March 31 (1190 last year). 633 brand new PCO Members (the same as last year)

PBC Membership

As of March 31 there were 14650 Active PBC members, an increase of 3779 from March 2023.

There are still over 8400 inactive memberships in PBC. An increase of 1200 from this time last year. All 2021 expiries have been purged from the system and this total includes only those expired since Jan 1 2022. Many of these will likely be rejoining as the summer season progresses.

National PCNS News – No new information provided by PCO

Board Report – April 9, 2024 – Rick Folk

My schedule for the upcoming Spring/Summer is beginning to take shape:

On May 4 and 5, I will be the Head Referee for the Comox Valley Pickleball Association's annual Indoor tournament.

On May 18, I will be in Victoria for a referee clinic and to do some accreditation assessments. Please recall that all referee training conducted by the PBC Head Referee is sponsored by Pickleball Depot.

June 6: Tentatively scheduled to conduct a referee training session in Kamloops.

June 7 to 10: I have been asked (and agreed to) to be the Head Referee for the Kamloops Pickleball tournament.

June 10: Tentatively scheduled to conduct a referee training session in Kelowna.

July 24: Tentatively scheduled for conduct referee training and accreditation assessments in Vernon.

July 25 to 28: I will be refereeing at the Pickleball Canada Western Regionals in Vernon.

July 29: Tentatively have a training session scheduled for Salmon Arm: Salmon Arm will be hosting the BC 55+ Games in September.

August 19 to 25: I will be refereeing in Halifax at the Pickleball Canada National Championships.

As you may be aware, the Pickleball Canada Officiating Advisory Council (of which I am a member) is making changes to the Officiating program. I have been leading a sub-committee that has recommended significant changes for officials to maintain and improve their officiating credentials. We are doing this to keep pace with the steady improvements in pickleball officiating that is taking place in the United States. We are still waiting for the National Leader of Officiating for Canada to officially announce the program. As the new new program will also incorporate changes in officiating accreditation assessments, I have put a "hold" on all referee assessments in BC.

Respectfully submitted...

Rick Folk

Head Referee, Pickleball BC

PBCA Grant Log Mar-24
Reporting Template (2023)

APP's	Type (YOUTH)	Date APP Received	Name of Applicant	(R)ected (A)pproved	Grant Amount	Grant #	Date of Grant Approval Email	Date of 90 Day Claims Expiry	Paid out	Comments
1	Youth	Jan.11/23	Victoria PB/Centre Mountain Lellum School	approved	\$ 500	117	Jan 18/23	Apr 18/23	Apr.25	portable nets for outdoor use/paddles/balls
2	Com	Jan.26/23	Metchosin PB/Carol Voyt	approved	\$ 500	118	Mar 5/23	June 5/23	Apr.24	nets
3	Com	Mar 5/23	South Cowichan PB/Laurie Vasey	approved	\$ 500	119	Mar 6/23	June 6/23	Aug20/23	National Pickleball Day Paid out August 20/23
4	Com	Mar 5/23	Qualicum Beach/Peter Drummond	pending	\$ 500	n/a			expired	outdoor court construction/non PBCA affiliate Not an affiliated Club--No response to become one --expired
5	com	Mar 7/23	Peninsula PB/Cindy Barton	approved	\$ 500	120	Mar 8/23	June 8/23	Apr.24	3 portable nets
6	youth	Feb.28/23	Vancouver PB/Janet Martini/E Van Elem	approved	\$ 500	121	Mar 8/23	June 8/23	Jun14/23	Junior paddles and balls
7	Com	Apr.5/23	Campbell River	approved	\$ 500	122	Apr.14/23	July 14/23	July04/23	paddles & balls for beginner players
8	Youth	Apr.15/23	Peace Country PB/District of Taylor	approved	\$ 400	123	Apr.17/23	July 17/23		paddles, balls and eye w No further correspondence or contact --
9	Youth	Apr.18/23	North Shore PB/Queensbury Elem	approved	\$ 200	124	Apr.20/23	July 20/23		portable pickleball net No further correspondence or contact --
10	Youth	Apr.21/23	North Shore PB/Highland Elem	approved	\$ 430	125	Apr.24/23	July 24/23	extended	24 wooden paddles - advised need to be USA approved Request to change grant from paddles to nets -- asked them to resubmit -
11	Com	May22/23	Terrace PB/Lemette Desjarlais	approved	\$ 500	126	May 23/23	Aug 23/23	July19/23	start up of club -- nets and equipment Payment for balls only \$304.63 Request a top up to \$500 with additional balls) Advice
12	Com	May 21/23	Comox/Ron Dumbarton	approved	\$ 500	127	June 11/23	Sept 11/23	July 1/23	Instruction on pickleball machine 90 day Report received
13	Com	June 18/23	Pickleball Kelowna Club	approved	\$ 500	128	July 1/23	Oct 1/23	July19/23	lessons for members and new players
14	Com	Aug.17/23	Port McNeill PB	approved	\$ 500	129	Aug.20/23	Nov.20/23		portable pickleball net: Paid out \$300.84
15	Youth	Oct 8/23	North Shore/Eastview Elementary	approved	\$ 500	130	Oct 11/23	Jan 11/24		paddles & balls for beginner player: /nets / school program Nov. 20/23 waiting for school budget committ to approve expenditure
16	Com	Oct 11/23	North Shore/SD of N. Vanc	approved	\$ 500	131	Oct.14/23	Jan14/24		school program/paddles and balls
			Please note Grant #126 -- these recipients original grant was for nets and equipment for start up -- they decided they did not need nets and submitted many receipts but only the receipts for balls purchased at \$304.63 was approved -- Now they would like to buy more balls and to							
			*** Youth Grant application from North Shore/St. Thomas Aquinas -- more details needed on items requesting fundings -- contacted Oct 3/23 -- No response to date							
			*** Youth Grant application from Carisbrooke Elementary -- pending -- more details needed -- contacted Oct 25 -- no response to re -- need to amend to add North Shore as Sponsor PC club							
			*** Youth Grant #123 - Peace Country -- this grant was approved for \$400 on April 17/23 but heard no further -- new council contacted me about reactivating application -- advised to resupply							
17	Com	Oct 24/23	South Cariboo PB Association	approved	\$500	132	Oct 25/23	Jan 25/24		paddles for beginners instruction request to change to nets & paddles -- granted Nov 2/23
18	Youth	Nov 2/23	Upper Lynn Elem/North Shore	approved	\$500	133	Nov 2/23	Feb. 2/24		youth program equipment PAID OUT
19	Com	23-Nov	Gathel PB Association	approved	\$500	134	Nov 18/23	Feb. 18/24		Powell River -- portable nets PAID OUT
20	Youth	Oct 24/23	Carisbrooke Elem /North Shore	approved	\$500	135	Nov.24/23	Feb.24/24		balls paddles and portable nets for school program PAID OUT -- MARCH 4/24
TOTAL				\$9,530						
1A40-A41	Com	Dec.27/23	Revelstoke PB/Greg Louttit	approved	500	136	Jan.2/24	Apr.2/24		pickleball skills clinic -- offset cost of hall rental Paid out Jan 29/24
2	Com	Jan 4/24	Salmon Arm PB/Michael Joyce	rejected	500	nil				Applied for referee travel and meals to attend at tournaments to get in some practice
3	Youth	Jan.4/24	Lake Country/Brett MacPherson	approved	500	137	Jan 8/24	Apr 8/24		youth program starting April 1 to June - 6 week curriculum - Paddles, balls, First Aid Kit, Water, pamphlet PAID OUT
4	Youth	Jan12/24	PoCoNo PB/Archbishop Carney	approved	500	138	Jan15/24	Apr15/24		youth program with school -- purchase paddles and balls
5	Youth	Jan17/24	Nanaimo/John Barsby 2ndary	approved	500	139	Jan 15/23	Apr 15/24		youth program paddles & balls -- Paid out Jan 29
6	Youth	Jan 25/24	Williams Lake PB/Lake/city 2ndary	approved	500	140	Jan 30/24	Apr 30/24		youth program -- paddles
7	Com		Deaf Pickleball	approved	500	141				costs over time for several clinics so no definite expiry date
8			Hastings Community Association	rejected						questions about name of club and if beneficiary is City went unanswered
9			The Picklelar Company	rejected						questions on whether this was a private for profit company went unanswered
10			Recreation Oak Bay	approved	500	142	Mar 20/24	June 20/24		questions on whether this is City application went unanswered
11	Com	Mar17/24	Qualicum Beach/Peter Drummond	approved	500	143	Mar27/24	June27/24		portable net and balls for various Club use at indoor venue
12	Com	Mar 20/24	Pickleball Kelowna/PBK	approved	500	144	Apr 4/24	July 4/24		kickoff pickleball clinics
13	Youth	Mar 27/24	North Shore/Montroyal Elem	approved	500	144	Apr 4/24	July 4/24		portable nets for indoor use
14	Youth	Apr 1/24	Greater Victoria PB/Northridge Elem	approved	500	145	Apr 4/24	July 4/24		start up school program re instructor costs