

2019-04-27 CHPB Steering Committee Meeting

Attending: JB Marr, Brad Hemminger, Amy Harmon, Winkie LaForce, Jill McArdle, Nick Galvez, Jen Johnson

Absent: Jim Wilson, Bob Burns, Gracia Barry

Meeting chaired by Brad Hemminger, notes by Brad Hemminger.

Black is pre meeting agenda/notes. Red is comments for this meeting.

Reminder of our subcommittees

- **Communications:** established, has met once (**Bob**).
- **Leagues:** established, met twice. Basically Brad as League manager plus all the folks working on leagues (league captains or organizers). (**Brad**, Bob, Jen, Nick, Amy, Mark)
- **Marketing (BJ):** BJ has stepped down. Need to find replacement.
- **Fundraising:** not established yet, has not met. Possibly combine with marketing?? (BJ is possible advisor)
- **Coaching/Training:** established at meeting, not met yet. Volunteers of Jen, Amy, Winkie, Brad (plus I assume Jim and JB). Need to determine a chairperson.
- **Finances:** have been managed by Jim and JB, now **Brad** and JB. Working on getting additional expertise.
- **Tournaments:** **Brad** (Spring Mixer, Fall), Nick (Fall singles, Pro Singles), proposed Social Mixer (Gracia, Bob volunteered?); Youth (Jen, Amy)
- **Facilities:** **Brad**, JB, ??

Facilities Committee Update

(Brad)

Hargraves: Thursdays continued. Fridays shifted to beginner/intermediate league. **Lining outdoor courts still a priority. We should go ahead and push for this (Brad & JB to address with P&R at next meeting). Expand Programming there for youth in that area.**

Community Center: **added morning int/adv league on Wednesday mornings. This will help handle overflow (about 30+ people waitlisted for evening int & adv leagues last fall).**

Ephesus: **No change in programming. Schedule to be resurfaced after June 25th 2019, before late July (Pro Singles Tournament).**

Hillsborough: **we are including Sportsplex in our listing of Chapel Hill Area venues. Players there also utilize our services (webpages, listservs, etc).**

Southern Community Park (roller hockey rink shared use): **still in progress, commitment will not be in place in time for spring leagues, so will only utilize Community Center Wednesday play for leagues. Long term hope is to get Mon & Wed nights for league play, and most every**

morning and some of weekends for open play. Still waiting on confirmation from P&R. Plan is for it to be available in Fall 2019.

OTHER ITEMS:

- Signage change, two signs at Ephesus to inform new players about court use in succinct and clear way. (to help with players not yielding court).
- Find ways to better utilize the times we don't have good turnout (weekday mornings during nice weather, and Sunday evenings). We've had good success with Friday clinics, and new Fri and Wed morning leagues. So consider these types of activities for more mornings at CC and Hargraves. Particular suggestions were: Sunday evenings training: singles (one court), doubles (two courts).

2019 Survey Results Discussion

Brad to Present. See Results and Summary Documents. These will be shared with membership. Main takeaways. Many positive comments, folks are mostly happy. Responses were mostly from our older players. Times reported playing match our understanding. Main suggested improvements are (1) more courts, especially with more evening/weekend play; (2) more training opportunities. Brad recommended we prioritize training discussion (i.e. next meeting as this has been on our agenda for past three meetings, but not high enough priority). Getting additional courts we have been very actively working on.

League Subcommittee Report

Reports on Leagues: Brad

New Friday morning Hargraves Beginner League: Gracia, Winkie, Amy. very positive responses. They will think about how to incorporate training plus social league (like first Friday's are training/clinic, and then rest of Fridays are social league).

New Wed morning Community Center intermediate/advanced League: Jen. Very good feedback. There were three segmented groups (beg, int, adv), so this is especially positive in that folks reported having a good time.

Monday evening Ephesus intermediate league: Amy, going well as it has in past.

Wed evening Ephesus intermediate league: Brad, going well as it has in past; Mark is league captain for Wed evening again.

Singles: Nick--Singles is doing with a informal meetup like format (first 8 to sign up). Having trouble getting enough at fixed time. We don't have enough court time now, but hope that when Southern Community Park comes online, it might address this.

Possible Hillsborough League: Brad. Brad has talked to Sportsplex, and will talk with Nancy more about this (she has been laying the groundwork for this).

Communications Subcommittee Report

The communications committee met.

Bob submitted report from Communications committee. (See below). Quick summary:

Social (Facebook): Bob & Brad, In progress

Pushed Content: Gazette, Ad-Vance, published by website. Brad & Bob. Will begin testing this when next content comes in (Gazette, Ad-Vance, etc).

Pull Content: Website. Brad. Communications committee gave suggested updates. We are in process of making updates to pages in progress. We were delayed during April due to website software upgrades. Brad will resume updates in May.

We realized that not everyone on the steering committee is familiar with the messages that go out. We asked for the following to be shared: (most of this happened, but will make sure we resend all three to all committee members)

- Bob will send out a copy of recent Gazette
- Gracia to send out what she sends to newbies.
- JB to send out what he sends after initial training.

Tournaments Committee Report:

2019 Spring Mixer Outcome. Brad. 109 Participants. Big success, despite having to move indoors. Moving indoors did significantly reduce fundraising from tournament. Costs: CH rental \$780 reduced to \$660; Hillsborough Sportsplex \$300; tshirt \$1150, medals. Another positive was connecting us with Jason, director of Sportsplex programming (we hope they will offer playing time, and leagues).

2019 Pro Singles August: Nick

2019 Fall Tournament Oct: Brad

2019 Fall Singles Tournament Sept/Oct: Nick

Social Tournament planning: Gracia, Bob, Jill. Haven't met yet. Brad indicated willingness to help them get this off the ground.

Youth Tournament: Jen, Amy. Haven't met yet.

Women's Group Play

Jen is shepherding this; still in progress. Possibly use indoor time?

Note Linda Wu, then Karen Mitchell were informally doing this on evenings at Ephesus and other locations. This has dropped off recently. And we want wider audience. Who can help shephard this? We'd like to talk about how to best activate this, and how to best support it.

Amy said maybe she could help if at Southern Community Park. Closer to her home.
Jill said Sunday night at CC might be possible for her to help.
Amy, Jill, Jen agree to shepard this. They need to meet, to figure out demand and possible play location and schedule. Brad to help them get started with list of women players from email listserv, and survey he did a couple of years ago (woman players).

[Discussion about "Womens" email listserv (and Gracia sharing how she perceived it)-- Didn't get to this item].

Welcome Signage at Ephesus

A number of people had feedback on this. We will need further time to draft and review, before submitting request to P&R. We will continue this discus at upcoming meeting. [Tabled]

We want to discuss whether and if so how, to redo the signage.

The current text --(JB has taken picture--can you send to Steering Committee?).

Proposed new text: To Be Decided. Brad will draft and send out (hope to do via email so we can propose to P&R sooner rather than later).

We did not have enough time to cover the agenda items below at this meeting

Loaner Paddles

There seem to be four use cases for loaner paddles:

- When someone attends a beginning/introduction to pickleball event.
- When someone new to pickleball has ordered or in process of procuring a paddle, and wants something to play with while waiting for their paddle.
- When someone new to the sport would like to try several paddles before making their initial purchase.
- When someone who is an experienced player would like to try paddles with the plan to upgrade to a better paddle more suited to them.

In the first case (beginning training), instructors have paddles participants can use for the training event.

In all the remaining cases, the same options apply. They can borrow from CHPB loaner paddles; they can borrow from CHPB Pickleball Demo paddles; or they can borrow from local paddle representative's demo paddles. The challenge for the paddles held by CHPB is where do we keep them? We tried the storage boxes (one of the reasons we purchased them, but

they have been broken into multiple times). Right now we have paddles stored at Community Center, and with trainers (Jim, JB, Brad). *Suggestions for other solutions?*

Paddle Vendors:

(Jim Wilson). as we continue to grow, we will experience more paddle vendors who want to show their wares to our players. the nice guy who showed up unannounced yesterday is an example. (i still remember the chap who sold some defective paddles to our players last year). i suggest we put this issue on the agenda for our next steering committee meeting. creating a policy re this might be a good idea

Background provided by Brad. We dealt with this in September 2016 when Troy Miller wanted to do demo of Paddletek paddles (he is rep for Paddletek). P&R had concerns about this. The ambassadors discussed with P&R director, and sought and got approval for planned and announced Demo Day events, as long as any purchases (financial transactions) did not occur on the courts. The general understanding was that players should not be conducting commercial activities on the courts (i.e. marketing paddles). We sought and got the understanding that we could let people know about paddle vendors (including local representatives as well as sites like Pickleball Central), so that they might seek them out. And they could ask to try their paddles. In summary the policy is

- *We can inform players about Vendors/Reps via CPHB webpages, emails.*
- *Players can ask vendors/ reps about equipment.*
- *Vendors/Reps should not actively market products at courts.*
- *Any purchases should not occur on the courts (parking lot is OK).*
- *The one exception is approved, pre-announced events like demo days and tournaments.*

If we agree with keeping the current policy, I'd like us to consider putting information on our webpages about equipment vendors, including local representatives as well as Pickleball Central, etc. (Note this also relates to financial transparency, so I think we should include information about how Pickleball Central credit is accumulated somewhere on the website, and include mention/link to that where this information is published).

Ratings

we've had several requests for help with ratings.

- Add USAPA self-rating information to webpage (this will also help with folks signing up for leagues). Brad added this (<http://www.chapelhillpickleball.org/player-rankings/>).
- Have a Ratings Day (Jen). We could also combine this with skills day (so folks could try their skills at stuff, and get rated at same time; and possibly combine with USAPA membership drive?) (Brad).

- Note that there is a new USAPA rating system based on ELO. Same as used by many other sports. It will be administered by PickleballTournaments.com. It is now live on USAPA. We have incorporated this information in leagues, and tournaments.

Teaching/Training/Clinics/Coaching

Brief coverage (would like to revisit this in detail at next meeting)

Current offerings

- Beginner orientation. At Ephesus before morning open play, or indoors before morning play, or on demand.
- Group orientations (firefighters, police, Cycling event, UNC Lacrosse, Neighborhoods)
- Advanced Training: mid size groups (10-20) Sunday evening
- Intermediate Large Group training: Monday mornings before open play (Brad)
- Beginning version of Intermediate training: Tuesday mornings before open play
- Beginning Training: Thursday evenings (Gracia, JB, Amy)
- Individual Group Teaching/Training: (identified coaches, need to market this)
- High level training: Teaching Pros running clinics.

How to best involve coaches (some suggestions below)

- Jen
 - Ideal Coaching Scenarios:
 - Skill Level - Newbies to Intermediate/Advanced
 - Types: Small Group or 1x1 Sessions
 - Overview: Interactive learning sessions tailored to helping you get better and most importantly have fun. Enjoy personalized 1:1 training sessions & drills to small group sessions where you can be coached on different skills, strategy or simply analyzing where you might want to focus on improving. We can even use a ball machine, to work on specific areas of your game.
- Brad:
 - Newbie/beginners (Jim, JB, Jen, others?).
 - One off clinics (USAPA Clinic Capers), (Brad, others?)
 - Intermediates large format (Brad/JB, Weekday mornings)
 - Intermediates small group, or play with instructor who advises during play (coaching staff)
 - Advanced small/medium format (Brad Sunday evenings, coaching staff)
 - Advanced play with instructor who advises during play (coaching staff)
 - Pro Training clinics (bring in pros, Corrine Carr, etc).
 - We need to get the web pages updated for coaches, and what's offered.

The reports below were received just before the committee meeting.

- *Brad covered highlights of communications report, but we need to cover in detail next meeting.*
- *Winkie presented most of Friday morning play update under leagues*
- *We didn't get to Bob's finance comments*

Communications Committee Report from Bob:

Communications Subcommittee Report
for April 27, 2019 Steering Committee Meeting
Written April 25

The initial meeting of this subcommittee took place January 15 (approx)
Brad, JB, Bob, Gracia and Winkie attended

Several areas of communication were discussed.

Survey assessing player opinions of Chapel Hill pickleball and was to be assembled and distributed to ambassadors' email list
Survey was sent March 8.
No results have been shared

Social networking (Bob and Brad)--The current Chapel Hill Pickelball Facebook group has 153 members and postings are scarce except when I post

This is a great place for photos, videos, and thoughts to be shared with other CH players. More list members, representing the various interest/social groups among us will need to be active posters for this channel to succeed.

Announcing the existence of this group was discussed and a full email list announcement was thought to be the best way to expand the user base. No action has been taken

Pushed content (newsletters and other community building, non-critical information)
--This is a large undertaking as regular content development is necessary. Survey results identifying potential contributors are expected to help

Website--Many changes to the website were detailed prior to the subcommittee meeting. They were discussed and and priorities were agreed to during the subcommittee meeting. Few changes to content or organization have been made. The detailed list of changes should be circulated.

Only Brad and JB have access to the web's operation. My opinion is that maintaining such a deep site requires regular and extensive effort and additional people should be tasked with site maintenance.

We should either commit the necessary personnel resources or significantly reduce the scope of the site.

Bob, Gracia and JB were asked to distribute any emails that they send to players to everyone on the subcommittee. I believe this was done. I distributed samples of the Gazette to the entire Steering Comm.

Social League Report from Gracia, Winkie, Amy

Beginner clinics were a great success with 55 people, playing at Hargraves, every other Friday. We accepted anywhere from 12-16 participants at each time we met. We asked all to be oriented before we they joined the clinic, and Jim and JB were terrific to accommodate that.

We met five times with Gracia, Winkie and Amy orchestrating the sessions, and a few times we asked others to join in (JB, BJ, Linda Alexander and Janet Hoy). We had 3 courts/stations each time, and drills covered all beginners' shots/basics, serve, return of serve, dinks, and one lesson on third shot drop.

We now have a vibrant social league with 56 participants who are all asking "when the social league is over, will we start clinics again?" This social league will be meeting until June 7 (meeting a total of 7 times (skipped Easter and Memorial Day holiday week-ends)

What we find very interesting that as they play, we see very few dinks, and no third shot drops (this we did not expect to see). We are really encouraging them to try to dink as we move forward. We do see many beginners have elevated their skill set and venture out to Ephesus to play during the week. Great!

As far as volunteer hours, the clinics required *at least* an hour planning each time, and they ran from 9:15 to 10:30. One or two of us stayed until 12:30 to help with open play after clinics. They wanted us to coach during this time as well. Only a handful of the general public came in at

10:30, and they always had priority on the courts at 10:30. They did blend right on in (many times the same people) and we all played together until 12:30.

The social league is at least 1.5 hours to coordinate all the "change request/scheduling" each time, and 2 of us are at the gym from 9am-1:15pm.

Finance Request from Bob:

Revenues of Chapel Hill pickleball activities are in the range of \$5,000 o \$10,000 for the coming year. There are no established, transparent structures or processes for handling and repoting tbis money. The same is true with expenditures.

There is personal and Community liability at risk. Providing a proper financial process is essential for the future growth and reputation of pickleball in Chapel Hill.

There are numerous financial and an organizational structures we might adopt. I don't propose that today we decide that. I do think we need to have a process that properly handles monies set up as soon as possible certainly before the next tournament.

I propose that a Treasurer position be established and a person appointed to that responsibility as soon as possible.

Treasurer be responsible for recording all incoming Revenue through standard accounting practices. There should be a Chapel Hill pickleball bank account set up the treasurer would be reporting monthly on the balancing of that account. The account would have to sign these two Treasurer and another member of the steering committee. Expenditures of under \$250 could be signed by one person expenditures over \$250 would have to be signed by two people.