

Jefferson City Pickleball Club Executive Board Meeting
June 30, 2021, 5-7pm
Missouri State Troopers Association -1729 E Elm
Please wear a mask if you haven't been vaccinated

Present: Casey Parnell, Kevin Haslag, Sue Kerrigan, Brian Douglas, Tom Kirchner, Karen Douglas, Dotty Sanning, Bud Creekbaum

Incoming board members present: Shawn McCall, Dan Holt, Jack Anderson, Carol Otting, Jan McGeorge, Mike Gerling

Executive Board Meeting Minutes

Officer Reports

President:

- Casey thanked all who worked on the executive board for their service over this past club year.
- Kevin was thanked for his efforts to create tournaments and activities we could still enjoy and participate in despite COVID restrictions we faced for most of the club year.
- Invited new board members to introduce themselves to the group.
- Boss of the Rind: 50 attendees, 18 teams, gave two \$10 ice cream gift certificates to first place winners, winners posted to Facebook and webpage, already heard feedback that club members want more events like this
- Review of 2020-2021 goals: see goals listed below

Vice President:

- Storefront updates-remaining items, invoice
 - Sent Laura, at Midwest Advertising, an email inquiring about closing out the invoice that we have from her. There are two items that still have not been delivered. I told her we wanted to get the bill closed out before the end of the fiscal year, and suggested she refund the two members for the items they are still waiting on. She said to just take those two items off the bill and said the amount would be minus \$53.86. The total invoice was \$928.98 - \$53.86 for a total of \$875.12. I will send Brian the invoice so he can get them paid. New board will need to decide if we will continue with a storefront in the future. The outgoing board suggests to drop it since we can't seem to get good customer service from the vendors in town that we've worked with. May just want to purchase t-shirts for those that want them as part of their member perks. Brian offered to check on who area schools work with to get their sports club attire to see if we could possibly get better pricing and service. Because members have opted out of shirts we should only purchase for those that want them, with a few extras if needed to round out the order.
- Website updates-members only webpage, GoDaddy info
 - Haven't had a chance to work on the members only page. GoDaddy just renewed the SSL security certificate for \$199.00. Still need to check what other options are available.
- To do: schedule next Activities Committee meeting
 - Need to schedule another meeting to talk about future activities and start planning a tournament. Kevin only wants to plan tournaments and leagues so another

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committee member needs to be assigned to oversee social activities. The committee should then be divided into sub-committees to get things accomplished.

- Wrapped up spring 2021 ladder league
 - Wrapped up another successful league with few issues. After expenses were subtracted the club generated about \$1500 in positive cash flow.
- Summer 2021 ladder league
 - The summer ladder league started on June 17th. There are 70 members in this league. There is a new format in this league. There is a separate men's and women's league. Also there are no separate skill levels to start the league. We are going into week 3, and the plan is to break the big ladders out into smaller ladders, 2 for the men and 2 for the women. So far everyone seems to be ok with the new format.
- Kevin thanked all the outgoing board members and introduced the new members of the 21/22 board:
 - Jan McGeorge
 - Carol Oetting
 - Mike Gerling
 - Jack Anderson
 - Dan Holt

Treasurer:

- Financial report:
 - Checking balance - \$6,610.44 with additional funds still available through PayPal that need to be transferred.
 - Savings balance - \$3,015.35 accrued interest \$1.48 so far
- Upcoming bills/budget report:
 - Go Daddy Renewal \$199.99
 - Payment to Midwest Advertising for final statement balance was made less the cost of last items that were not delivered. Members were reimbursed for those items.
 - July 3rd BBQ Fundraiser - \$279.93 was spent for BBQ items for July 3rd.
- Taxes update – nothing new
- Insurance update – nothing new
- Square account update – nothing new
- Total \$ moved to savings from ladder league and memberships – Kevin has made a spreadsheet pulling member info from the membership roster that gives numbers for those opting out of perks. We can determine dollar amount to transfer from this once membership renewals are complete.
- We may need to wait to move additional fees from dues once we approve a proposed budget for the new fiscal year. This was we can see where we stand with our budget balance. The new board will need to determine if that amount should be changed from

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20% to “up to 20%” to assure we don’t deplete the amount of funds available in our checking account.

- Total cost of Boss of the Rind event:
 - Expenses from Boss of the Rind - \$65.44 not including the rental of courts.

Secretary:

- Total membership: 135 – The current membership list is actively flexible right now. There are 118 members who have either joined or submitted renewals for the new fiscal year. Sixteen (16) members have not renewed yet. 4 members had asked to be removed from the membership roster due to injury or a move out of the area.
- All members that haven’t yet sent their renewal, or asked to be removed from the membership roster, have been contacted by email twice during the month of June to be reminded of the need to renew by July 1st. They were also contacted through text messages. Follow-up should be continued by the incoming secretary.
- New members in past month: Nineteen (19) new members joined during June. Welcome emails with club information were sent to: Margie Mueller, Linda Morris, Joy Bax, Barb & Tom Wilde, Max & Ann Fisher, Mary Schantz, Ryan Moehlman, Gail Cummins, Paula Barrett, Laura Mertens, Joyce Huhn, Ashley Mehmert, Joe & Jan Driskill, Sharon & Tim Townsend and JC Choudhry.
- Annual membership goal: we met our goal of increasing our membership #s. We more than doubled our roster numbers through the 2nd year of our clubs existence.
- A secretary manual was created turned over to the new secretary at this meeting.
- Will be meeting with Casey and Shawn at the post office on Friday to transfer the PO Box ownership.
- Membership cards were created for all new and renewing members as of 6/30/21. Cards were sent digitally through email within the next 2 weeks.

New business

- Committee reports
 - Facilities Committee:
 - Craig Hall with the JC Convention & Visitors Bureau has created some Event Impact Surveys to show how bringing small, medium and large pickleball tournament events would have a positive impact to our community. These tourneys could last up to four days if enough courts are built to accommodate up to 600 players. These reports show that pickleball events would compare similarly with other sports events held in JC. Casey, and committee members Kevin and Mike, want to bring these reports to the JC Parks committee to show that building permanent courts would be a financial benefit to our community.
 - The committee has also been in contact with Luke Lamb and Quinton Sallin, of the JC YMCA, regarding repurposing the old outside tennis courts at the Firley Y for use as permanent pickleball courts. They seem interested pursuing this. Casey mentioned that some of the COVID Relief

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Funds given to the community might be redirected for use towards recreational activities. If we can acquire some of these funds there is room to create 14 courts in the current space. There is also additional space on the hillside that might offer the opportunity to be developed additional courts. Cost of using these courts is still in discussion. It would be understood that the courts could be rented/reserved for future tournament/event use by our club.

- JC Parks is discussing plans to repurpose Washington Park and the Ice Arena. There is a possibility to use some space for pickleball courts, but there are other uses in consideration as well. Building courts can run between \$30,000 to \$60,000 each. A phased approach might be needed to get something done through JC Parks. Maybe add small number of courts without lighting or other features at first and then add those items in the next budgeted year.
- Activity Committee:
 - Boss of the Rind was well received. Many comments were received wanting more activities like this. Kevin has new ideas for future activities and will meet with the committee to plan for these.
 - The new board should decide on goals for the club to help the new year's activities.
- Membership:
 - Head shot photos are still being collected to use in the Member Directory. New board members should also submit a head shot photo for use on the website.
 - We continue to promote our club to new faces on the courts during open play, and will continue to look for opportunities to spread the love of pickleball to various school and community groups. There will be a "Back to School Fair" held at the Community Park near the tennis courts in early August. We can set up a table with information to promote pickleball and our club. This would be a free event with a small time commitment by a few committee members.
- Communications:
 - Kevin is looking for a member with web experience to help with the club website. He is still working on the "members only" area on the site.
 - Casey has kept members informed of activities through Facebook posts and Kevin has sent league info out to players through email and text messages. The website is updated with pertinent information as needed. Sue has sent info to members through email as the need arises.
- **Chair rule** – no chairs on the LU courts is a new rule implemented by LU and JC Parks. Our club will follow this rule at all sanctioned events but won't be responsible for policing players during open play times. Club members should contact board members directly if they have questions or concerns with this policy. Missy, from JC Parks, was asked to stop at the courts if violations are noticed and personally speak to players who aren't in compliance.

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- **Discuss remaining storefront invoice** – due to inability to complete the final few orders we deducted the cost of those from the final invoice and closed out our bill with Midwest Advertising. Members who didn't get their items were reimbursed by the club.
- **BBQ fundraiser updates** – Casey has been asking for volunteers to fill worker time slots for July 3rd, Tom has the truck ready and equipment on hand. Karen is working on making the cole-slaw. Brian and Bud offered to help Tom with early morning prep work at the site in Schulte's lot. Brian will hang the club banner on posts in the lawn in front of the BBQ site. Casey will create menu signs for the order table. Brian will have cash box and change on hand. Kevin and Casey will stay for the full event timeframe to help as needed. Kevin has a spreadsheet with pre-order info from the website. Helpers should wear club attire at the event. Shawn will bring multiple folding tables to set up for sales, condiments, etc. Brian is trying to presell additional tickets to local businesses. He may offer delivery if multiple orders are placed. Brian will bring a large cooler for drink and will ask Dick to bring an additional cooler. Casey will continue to check with Tom on final prep details.
- **July-membership drive** – Shawn will work on getting the remaining member renewals completed. Once we hear from these last people the 21-22 Member Directory will be completed and distributed.
- **Items to consider purchasing in next budget year** – balls, tables, canopies, wagon, chalk, tape, nets, coolers, zip ties, etc. – The club would use some funds allocated from tournaments to buy these items that are needed to hold future events. They would be stored by a board member and only be used for club sanctioned events. Jan offered to donate a foldable cart to help transport items at events. Carol offered to get lids for the 8 buckets used to hold balls for leagues. Kevin may need approval to purchase additional balls for tournament/league use as this purchase would be over \$100. This will be addressed at the next meeting. Large sidewalk chalk can be purchased in bulk through Amazon.com.
- **Honorary Membership** - The board voted to award Scott Loethen an honorary life membership in exchange for his graphic work on logo items for the club (i.e. tournament t-shirt designs, logos, etc.). He has done a very generous amount of work for the club in the past year and wrote that off as a donation. Casey covered his dues during 20-21. Sue will send him an honorary life member form to complete and let him know that the club will not charge him for dues in the future.
- **Form ad-hoc finance/501c3 committee** – an initial consultation was held with an attorney but we need members with experience in this area to form a committee to get this underway. Shawn will send an email to members to ask for volunteers to help.
- **KaSandra Gerhke clinics and lessons** – KaSandra is willing to come hold clinics and lessons once again for our club. Possible dates will be discussed for early Fall. Bud has access to a possible additional Pro player from the Lake area that may be available to offer additional clinics.
- **Discuss Dylan Frazier fundraiser** – Dylan is the son of club member Shawn Fraizer. He is a 19 yr. old up-and-coming pickleball pro. He is currently ranked in the top 20 in his class. Columbia's club is supporting him by holding a fundraiser to help with his tournament expenses (entry fees, travel, lodging, etc.). Entry fees can run \$150 per event

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and he will usually play multiple events at a tournament. The August 14th fundraiser will be held at the Field House on the south side of Columbia. They could use volunteers from our club or items to raffle off or for a silent auction. These don't have to be pickleball related. Brian offered to try to solicit raffle items from contact he has in town and at the Lake. Let Casey know if you would be available to volunteer at this event.

- **Setting new goals and budget for 2021-2022 fiscal year** – the new board needs to submit and approve a proposed budget.
- **Welcome new board members and transition to new board** – Kevin had new members introduce themselves. He will work with them to form committees and get plans underway for the coming year.
- **Photo of outgoing board** – will still need to do this on a future date.
- **Set regular board meeting day and time** – the new board will begin meeting on the 3rd Wednesday of each month from 5-6 pm at the MO State Troopers Assoc. Bldg.

There being no further business the meeting was adjourned. The next board meeting will be held July 21st from 5-6 pm at the MO State Troopers Assoc. Bldg. 1729 E. Elm St. Jefferson City.

***Items in red font have not been met and/or completed during 2020-2021 fiscal year**

Communications

- Newsletter/member updates and stories is there a newsletter?
- Look for local publication opportunities (JC magazine, newspaper, radio, Sports Locker, BUZ, etc.)
- Maintain play time and other events calendar (look at apps)
- Post updates on Facebook and Website
- Update and maintain website

Activities

- Social events
- Open play
- Designated skill level play
- Leagues
- Tournaments
- Clinics
- Newbie nights
- Lessons
- Drilling nights
- Organized play with other clubs
- Partner with local orgs to introduce pickleball (special Olympics, schools, big brothers, etc.)

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Membership and Marketing

- Retain current members
- Recruit new members
- Create and distribute member handbook
- Diversify membership - *gaining new members of all ages, but need to reach out to more places to pull younger players.
- Organize volunteers at annual meeting
- Organize storefront
- Pursue mission: Look for opportunities to take to new locations (schools, parks, activity fairs, etc.)
- Get balls and shirts to members

Permanent Courts (Facilities/Equipment/Supplies)

- Look for grants and other funding
- Create proposal for courts
- Research how other clubs have gotten courts built (Como, Branson, etc.)
- Work with Parks and Rec, YMCA, Special Olympics, County, others to build courts
- Look for other permanent indoor courts
- Fundraising
- Work with Parks and Rec to maintain courts and equipment

Whole Executive Board:

- Set goals for 2020-2021 by August
- Adopt budget for 2020-2021 by August
- Ensure all member benefits are delivered
- Develop policy handbook – *currently included in the general membership handbook
- Develop new player handbook
- Develop transition process for new officers - *A Check-List template was given to officers to allow them to create a listing of duties to be completed each month by their office. This should be passed on to newly appointed officers and can be continually updated as needed.

Create short (1 yr) and long-term (5 yr) SMART process and outcome goals by end of August
SMART (specific, measurable, attainable, relevant and time-bound)

- Short-term Process Goals (1 yr)
 - All new memberships will be processed within 10 days of receiving application (processed meaning they've been added to member spreadsheets, all materials shared with new member, and check deposited) - * All items except deposits have been completed as received
 - All bills paid and tracked in spreadsheet within ten days of receipt of invoice

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- Executive Board meets monthly and more frequently as needed
- Establish committees and have them meeting regularly by August suggest September
- **Archive all planning documents on Dropbox – *who will hold this account since officers change yearly?? Current JCPC account has been transferred from Sue Kerrigan to Shawn McCall. New board should decide if Dropbox will be utilized or if another method of archiving should be used.**
- Distribute member handbook to all club members
- Short-term Outcome Goals (1yr)
 - Increase club membership by 100%
 - **Increase club volunteers serving on committees to fill all committees**
 - **Create new member digital packets to include: membership card, bylaws, introduction to pickleball, links to club Facebook and website – *currently done through email by club secretary as soon as new members complete their forms and pay their dues. Membership cards are sent after request for head shot photos are made.**
 - Open pickleball courts in one adjacent community
 - **Save \$5,000 in permanent court fund-generated through activities, grants, donations, etc.**
 - Donate to at least one local charity-time, money, expertise, or other resources
 - Deliver on all club member benefit

2020-2021 Member Benefits List

- Yearly Storefront Club Item/Coupon
- Reduced rate for club-hosted events such as tournaments, leagues and clinic
- Three Free Pickleballs
- Two or more social gatherings a year
- **Monthly play time calendar and updates via email**
- Participation in JC vs CoMo Tourney
- Supporting the growth of Pickleball in Jefferson City and the surrounding community (including purchase of club equipment and advocacy and charitable opportunities)
- Club members will receive a 5% discount on purchases made at www.PickleballCentral.com using code CRJefferson when checking out and 10% off at Dunham's Sports
- Elects club officers and has a say in other key club issues and amendments of corporate documents
- **Annual club award**