

Cape Fear Pickleball Club
Annual General Meeting
Wednesday, December 14, 2022
7pm via ZOOM

Meeting called to order & Quorum determined by Holly Manning-President
Welcome and Introduction of Board Members by Holly Manning-President

Board Member Reports

Jimmy Carlo- Vice President

- Beau Rivage lessons to continue through 2023. There will be lessons in January with a possible hiatus in February, depending on the weather. The current time slots for lessons are 9-10 am and 10-11 am but may change.
- The combination lock on the locker at RSP has been successful. We will be moving away from members having to purchase keys and will use the same system at the other three sites in 2023.
- The club is researching the possibility of changing from a 501(c)(7) to a 501(c)(3) which will be more beneficial for fundraising purposes. I am meeting with an attorney in January.

Anne Coffee – Treasurer

- Budget Report - December 9, 2022 (click link for access to folder)
- [CFPC Budget Report - December 2022](#)
- Proposed Budget 2023 reflecting all updated transactions as of December 9, 2022 (click link for access to folder)
- [CFPC Proposed Budget - 2023](#)
- CFPC – DAV Tournament held November 12 & 13, 2022 raised to date, \$2831.07 for our DAV fundraising campaign.

Lisa Cunningham-Secretary

- CFPC is offering ten (10) needs based scholarships for 2023 for individuals interested in becoming members.
- Individuals can complete the application themselves or current members can complete an application for another individual. The applications can be found on our website or at any of our social events. Applications will be reviewed by the CFPC BOD.
- The CFPC will partner with the American Red Cross and the YMCA of Southeastern North Carolina in a Hands Only CPR and AED TRAINING. This will be a 1-2-hour event held at the Nir Family YMCA, date and time TBD.

Jackie Sage-Director of Membership

- Ambassador program will continue into 2023 at all seven (7) locations.
- Membership structure has changed to individual membership only. Price remains at \$25 per year. Change was made to allow adoption of member software.
- Springly will allow Members to sign up through a portal. Each Member will have their own profile and can sign up for training, social events, etc by accessing your profile.
- Springly will offer other options for payment other than PayPal or check.
- We are constantly seeking partnerships and discounts for our Members. You can find all Member benefits located on our website. Some examples are 10% off of HEAD products, 20% off of Engage products, and access to Members-only ball machine rental.
- As a member you have access to training sessions, socials, club trips and tournaments, and access to portable nets and balls.
- #116 members renewed for 2023 to date Total 2022 members 721
- Your 2022 membership ends on January 31, 2023. You must join or renew by this date to receive your personalized MyPadl Banz.
- MyPadl Banz will be ordered in early February.

Carol Hunter-Director of Social Events

- Monthly "Pop-Up Socials" to continue being held around Wilmington and surrounding areas.
- Email with ideas for venues (chuntercfpc@gmail.com).
- Quarterly club social activities will include pickleball play, often with other clubs.
- Fundraising efforts will continue with 50/50 raffles at most events.
- A spring tournament will be held to benefit a charitable organization or the Permanent Pickleball Court Fund.
- The Social Director position isn't all fun & games, it takes a lot of work, but I enjoy coordinating these events. You can help by reading the specifics regarding these socials and attending if you're signed up, especially at limited space venues.

Peter Burrows-Director of Communication

- Assumed role in August 2022
- Currently, we use WordPress for website maintenance. We are scheduled to migrate to new software that will be used for all club management, Springly in 2023
- We use MailChimp for email blasts but will be replaced by Springly.
- We are open to additional members joining the social media committee, especially people well versed in other social media platforms (Twitter, Instagram, etc.)
- Any member that wants to post information about pickleball events in the Wilmington area, please contact Jeanette Stephenson
- Home page, Places to play and How to Become a Member are most visited posts for the year.
- Website visits have increased significantly from Dec 20 - Nov 21 (21250) to Dec 21 - Nov 22 (36322) 71% increase year over year
- Avg visits per day has also increased significantly - 2021 60 per day 2022 103 per day
- Top way people find our site using searches is Google (no surprise there) - over 9000 searches YTD 2022

Jeanette Stephenson-Social Media Manager

- Jeanette Stephenson started managing the CFPC Facebook Group March 2022.
- Statistics Facebook between January 1, 2022, and December 6, 2022, listed below.
- 72,860 people have viewed our group page.
- A total of 431 Participants have been approved to join our Facebook Group since January 1, 2022.
- We have a total of 1000 Facebook Group Members
- We have had 69 visitors – people who have posted comments in our group but haven't joined.
- There has been a total of 546 posts to our Facebook Group page. This doesn't include posts that have been deleted.
- 969 people have posted and commented within the last 90 days. (Facebook only collects this data for the last 90 days.)
- Monday is the most popular day for posts, comments, and reactions.
- The post with the most views (845) was posted by Holly Manning wishing our CFPC Vice President, Jimmy Carlo, a happy birthday.
- 63% of our members are female
- 37% of our members are male

Our top 5 North Carolina Cities represented include:

- Wilmington (475)
- Leland (111)
- Carolina Beach (62)
- Wrightsville Beach (20)
- Hampstead (17)

Patty Hochwalt-Director of Training

- Patty will be stepping down in 2023
- Beginner training to continue in early spring at a location not yet determined. It will be open to the public as in the past.
- The ball machine rental program will continue.
- Training team will be formed at the new director's discretion.
- Joe Reina created a beginner training manual and will be offered to the new director as a guide.
- Beginner lessons will continue at Greenfield Lake and Beau Rivage through New Year's Eve. Greenfield Lake will be open for business as usual on Christmas Eve.
- The trainers will be on sabbatical through January and February. The lesson and training program will resume in early March.

Kenn Huff-Director of Competition

- Ken will be stepping down in 2023
- This year's two tournament lineup, competitive in the spring and more social in the fall, was successful and well received. We held fundraisers during both events for charities DAV and Domestic Violence and is a great way to give back to the community. Would like to see several mini-tournaments throughout the year.
- We secured deals for the club on the purchase of Franklin and Core pickleballs and have been able to furnish at three locations on a regular basis for member use.
- Club members have been using DUPR Rating system, CFPC members can use for free. Members should start utilizing and entering scores for their rec games as will be used for the upcoming Community league.
- Spring 2023, CFPC will be included in the Wilmington Community League. Multi neighborhoods in the area formed teams and competed against one another for seven weeks. John Hambel will share more information in 2023 prior to the new season.
- Christian Kaiwa ran a Ladder for CFPC members this fall and plans to continue into 2023

Lib Wanner-Outreach Chairperson

- Completion of Noble Middle School 10-week pickleball club pilot program in mid-January and evaluation of future club support activities in the New Hanover County School system.
- Exploration of winter teen play at the Davis Community Center in January & February in collaboration with the Wilmington City Recreation staff and possibly the Wilmington Police and Fire Departments and UNCW rec majors
- Work with the YMCA and Access Wilmington on March 5, 2023, to introduce pickleball to those with special needs
- Continue the successful summer camp program at the Martin Luther King Center and possibly the Davis Center June-August 2023

Amy Rusinak-Permanent Pickleball Courts Chairperson

- Per Scott Childs- Parks and Gardens Superintendent Arrowhead permanent nets are still on back order with no estimated date as to when they will be installed.
- CFPC and Beau Rivage continue with their partnership. Beau Rivage runs discounts on their memberships for club members periodically. Join their Facebook pickleball page BRGR for news and updates.
- Saturday Beau Rivage lessons have been a huge success and will continue into 2023

Club updates/Ambassadors & Key Volunteers/2023 Club Goals

- CFPC has 7 Ambassadors for different areas in the Cape Fear Region. Deb Pett – Ashley High School, Dick Gurley- Wrightsville Beach, Damon Nelson- Greenfield Lake, Cindy Dovel- Carolina/Kure Beach, Josh Heinberg-Robert Strange Park, Kevin Cook- Northern Regional Park, Broc Bilby- Greenfield Lake (Cucumber Division)

- Chief volunteers include: Marcia Easton – Permanent Court/Outreach Committees, Amy Rusinak – Outreach Committee, Joe Reina – GFL Training Team, Bo Carey – GFL Training Team, Charlie Saia – GFL Training Team, Jimmy Carlo – Beau Rivage Training Team, Amy Rusinak – Beau Rivage Training Team, Christine Burrows – Beau Rivage Training Team, Christian Kalwa – Ladder League Coordinator, John Hambel – Club Trip Coordinator.

2023 Club Goals

- Launch Springly software for interactive member use
- Continue to offer various training programs
- Seek additional vendor partnerships for member benefits
- Offer CFPC teams for 2023 Community League
- Continue to host monthly club socials
- Work with city and county to acquire additional courts
- Continue to increase club membership
- Expansion of Ladder league to 2x yearly
- Expand social media team and presence
- Club wide usage of DUPR rating system

Vote for New Board of Director Candidates & 2023 Budget

Motion made to vote Wayne Bigg in as the Director of Training. Motion seconded. Board members and meeting attendees voted unanimously for Wayne Bigg, as the Director of Training.

Motion made to vote Christian Kalwa in as the Director of Competition, Motion seconded. Board members and meeting attendees voted unanimously for Christian Kalwa as the Director of Competition.

Motion made to approve CFPC 2023 Budget. Motion seconded. Board members and meeting attendees voted unanimously to approve the 2023 CFPC Budget.

Question & Answer Session

How much is the ball machine rental? \$20 for a week.

What is the city suggesting as potential sites of permanent courts and timetable? CFPC is currently working on something with the city which could possibly be completed in early 2023. At this time we are not able to discuss further with the members but as soon as possible, information will be posted on the club website and social media.

Is there play at the Lutheran Church on Market St? Play is sporadic. Holly will look into the times and make sure they are posted correctly on the club website.

When will the combo code for the equipment boxes be provided? Once all the locks have been changed an email with the combinations will be sent to all club members.

Will there be an equipment box at Arrowhead? No, the city would like things left as they are and there will be permanent nets there soon.

Kenn Huff reported there is a need for an insulated box for the pickleballs in the winter to reduce the amount of balls that break in the cold. Kenn also reported the need for the city to refurbish the courts at Greenfield Lake.

Meeting was adjourned at 7:52pm.

