

Cape Fear Pickleball Club  
Annual General Meeting  
Monday, December 11, 2023  
6pm High Wire Brewery

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

**Board of Directors Reports**

Holly Manning-President

- Reflecting on the past year, 2023 has been a dynamic and transformative period for Cape Fear Pickleball Club. We welcomed new Board Members, witnessed a surge in club memberships, and introduced new players to the sport. Additionally, we implemented enhanced programs, expanded member benefits, initiated new software for membership, and embarked on various other endeavors.
- As we enter 2024, we anticipate sustained growth, exciting additions, and enhanced benefits for our members, all of which will be elaborated upon in the upcoming presentations by each Board member.
- Thank you for being an integral part of Cape Fear Pickleball Club's journey, and we look forward to another year of progress, camaraderie, and success.

Jimmy Carlo- Vice President

- Beau Rivage lessons to continue through 2024. 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 but are subject to change.
- CFPC continues to purchase equipment (net systems, nets, balls, etc) for the following locations: Robert Strange Park, Greenfield Lake, Ashley H.S./Veteran's Park, Legion Stadium as needed.

Peter Burrows- Treasurer

- Presentation of Proposed Budget 2024 for CFPC (See club website for current budget). Also included is the link to the November 2023 Budget report.

**Highlights from the 2023 Budgets:**

- Club purchased computer for club recordkeeping
- Club purchased small PA system for use at tournaments and social events
- Club had record number of annual members by October 2023
- Club opened a Certificate of Deposit this year - Generated over \$250 of interest income YTD in 2023 to defray club expenses

Lisa Cunningham-Secretary

- Partnered with the Red Cross for a Hands Only CPR class & Blood Drive.
- Investigated turning the club into a 501c3. As of now CFPC will remain a 501c7.
- CFPC Newsletter will be published 3 times a year, January, May, and September.
- For 2024 Outreach events, volunteers will be provided with CFPC volunteer T-shirts.

Jackie Sage-Director of Membership

- Adopted Springly as the software for membership & all club business.

- 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 offers other options for payment other than PayPal or check. Assistance with signing up as a member will be available at most upcoming club social events
- Offering \$25 2024 Membership from 11/1-12/31, after 1/1/24 Membership will be \$35
- November 2023- Board of Directors voted to provide a free Lifetime Membership to Members 80 years and older
- We are constantly seeking partnerships and discounts for our Members. You can find all Member benefits located on our website. Example, 10% off HEAD products, 20% off of Engage products, and access to Members-only ball machine rental.
- Business page ads are available to club members with businesses for \$120 a year (prorated for partial year purchase)
- Members have access to training sessions, socials, club trips, tournaments, and access to portable nets and balls.
- 2021-ended year with 472 members, 2022-ended year with 721 members, 2023-ended year with 930 members.

#### Carol Hunter-Director of Social Events

- There were 12 socials held during 2023 and attendance was typically 50-70 with the last being over 100 at the HOP, one of the most popular venues. Email any ideas for future venues: chuntercfpc@gmail.com
- 50/50 Raffles are held at most socials and have been popular, with many members donating the winnings back to the "Dedicated Pickleball Court Fund". Fundraising efforts will continue with 50/50 raffles at most events.
- More volunteers are needed to help with social planning initiatives and rollout of planned socials. Anyone wishing to volunteer in person or offer suggestions please contact: chuntercfpc@gmail.com
- I enjoy coordinating these events, but you can help make my job easier by reading the specifics regarding these socials and attending if you're signed up, especially at limited space venues.

#### David Duffield-Director of Communication

- Continued with WordPress for CFPC website.
- Migrated to new software, Springly for club management.
- Began using MailerLite for mass email communication with club members.
- 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 Renew/New Member are most visited posts for the year.
- Avg visits per day has also increased year over year.
- Top way people find our site using searches is Google

#### Jeanette Stephenson-Social Media Manager

- Facebook Group Statistics between January 1, 2023, and December 7, 2023, are listed below:
- 169,894 people have viewed our Facebook group page. (Compared to 97,034 views last year for an increase of 75%)
- A total of 670 Participants have been approved to join our Facebook Group since January 1, 2023. (Compared to 431 participants last year, for an increase of 55%)
- We have a total of 2311 Facebook Group Members (Compared to 1000 members this time last year, so we have grown by 131%).
- We have had 193 visitors (compared to 69 last year). These are people who have posted comments in our FB Group but haven't joined.

- This year there has been a total of 743 posts, 2738 comments and 12,046 reactions to our FB Group page. This doesn't include posts that have been deleted.
- 918 people have posted and commented within the last 90 days. (FB only collects this data for the last 90 days.)
- Sunday has been the most popular day for posts, comments, and reactions.
- 60% of our members are female. (Down from 63% last year.)
- 63% of our members are female
- 40% of our members are male. (Up from 37% last year.)

Our top 5 North Carolina Cities represented include:

- Wilmington (1089)
- Leland (174)
- Carolina Beach (113)

### Wayne Bigg-Director of Training

- Saturday morning Greenfield training saw record numbers of new players.
- The ball machine rental program is still popular and will continue.
- Skills and Drills was a huge success and received great feedback. Plans to continue into 2024 every quarter.
- Guest trainers were a big hit with membership and had a great turn out.
- The trainers will be on sabbatical through January and February. The lesson and training program will resume in March 2024.
- Plans are underway for a Weekend Training event with our CFPC Trainers for club members in 2024.

### Christian Kalwa-Director of Competition

- 2023 saw two (2) CFPC tournaments, one in the spring and another that was held in the fall. Both were successful with the fall tournament seeing the largest number of participants in CFPC history.
- Club members have been using DUPR Rating system and CFPC members can use for free. DUPR ladder league from last year continued into 2023 with great success. The league is on hiatus but will resume Spring 2024.
- CFPC plans to host a MoneyBall tournament in 2024.
- Spring 2024, CFPC will be included in the Wilmington Community League. Multi neighborhood teams in the Wilmington/Leland area formed teams and competed against one another for seven weeks. Marcia Easton has stepped in as CFPC Intercommunity League Director. Expect to see more information early 2024, with the league resuming in March 2024.

### Outreach Chairperson

- This position was vacant most of 2023.
- CFPC volunteers, led by Jane Klippel, were present at the Wilmington Healthy Kids Day at Empie Park offering free lessons to kids of all ages.
- Participated in the Big Buddy Back to School program at GFL in August. Volunteers offered free lessons to youth and their Big Buddies.
- Continued with another successful youth summer camp program at the Martin Luther King Center with guest trainer, Todd "Mojo" Muffley and our volunteers. 27 students received a paddle, drawstring backpack, and a ball.
- Exploration of pickleball play with Wilmington Police and Fire Departments and UNCW rec majors.
- The YMCA has implemented indoor play at Ogden Y and is considering offering CFPC one day a week. Cost will be \$5 per day for non-members.

## Amy Rusinak-Permanent Pickleball Courts Chairperson

- Per Amy Beatty, Wilmington Parks and Rec Director, RSP is scheduled to be resurfaced Spring 2024. Greenfield Lake courts are scheduled to be resurfaced 2025 due to the current contractor's schedule but are seeking bids from other contractors.
- Legion Stadium Pickleball lines were added in January 2023. Cost of lines, lockers, and equipment was covered by CFPC. Pickleball play continues to expand at the Legion location.
- The Empie Park Pickleball Petition was approved by Wilmington Parks and Rec Advisory board and has been presented to the Wilmington City Council for consideration. Stay tuned for updates.
- 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 continue to be popular and will continue into 2024.

## Club Updates

- We've disbanded our Club Ambassador program but want to thank ALL of our wonderful Volunteer Ambassadors for their service!!

## 2024 CFPC Initiatives

- Youth Development Program/Junior Pickleball 1x a week afterschool.
- CFPC 2024 Pickleball Trip
- CFPC to offer more club merchandise for sale at socials, events and tournaments.
- CFPC to participate in the 2024 Intercommunity League that has been operating in Wilmington
- CFPC to hold Demo Day for 2024-Try it before you buy it

## Vote for New Board of Director Candidates & 2024 CFPC Dues

*Board members and meeting attendees voted unanimously for Holly Manning as President.*

*Board members and meeting attendees voted unanimously for Peter Burrows as Treasurer.*

*Board members and meeting attendees voted unanimously for Jackie Sage as Director of Membership.*

*Board members and meeting attendees voted unanimously for Carol Hunter as Director of Social Events.*

*Board members and meeting attendees voted unanimously to approve the 2024 CFPC Dues.*

## CFPC Member Questions/Comments

*Most member questions revolved around problems joining for 2024.*

Meeting was adjourned at 6:34pm