

CAPE FEAR PICKLEBALL CLUB

BOARD MEETING

September 13, 2023, 4:30pm

Northeast Branch Library

Board Members present: Holly Manning –President, Jimmy Carlo-Vice President, Peter Burrows-Treasurer, Lisa Cunningham-Secretary, Jackie Sage- Director of Membership (arrived late), David Duffield-Director of Communication, Wayne Bigg-Director of Training, Carol Hunter-Director of Social Events.

Board Members absent/committee chairs absent: Christian Kalwa-Director of Training, Feri Nejad-Fundraising Committee Chair

Nonboard Members present: Amy Rusinak- Permanent Pickleball Committee Chair, Jeanette Stephenson- Communications Committee

Attendance is sufficient for a quorum. Meeting called to order at 4:32pm

Motion made to approve the 7/12/23 Meeting Minutes, motion seconded. The Board voted unanimously to approve the 5/8/23 Meeting Minutes.

Board Member/Committee Reports

President-Holly Manning

- Preferred Trainer program release
- Marcia Easton and Holly created a survey for the CFPC members to gauge their interest in the Community League pickleball for spring 2024-David will send out on 9/15 to club members
- Element3 Program for 65+ details-plan to launch at the end of the month. They offer Well Star and United Health Care. No cost to the club and club and members could earn money by participating.
- MLK Youth Training Camp with Mojo recap-Approximately 27 kids attended regular, well supported by club volunteers.

Vice President- Jimmy Carlo

- Equipment purchases-ordered 16 nets which have been replaced already, equipment bags have been ordered and will be reinforced as the nets will be reinforced. 300 CORE balls have come in and it takes 3 weeks for them to come in from China.
- Beau Rivage training-Jimmy could use one additional person for Saturday morning training at Beau Rivage.
- Places to play-has been updated by Jimmy and David will update the website. Remove private places to play from the website, include phone numbers for indoor facilities.
- Balls are provided at locations where the CFPC nets are located.

Motion made to not provide balls at courts beginning January 1st, 2023. Motion seconded. Board voted unanimously (by those in attendance) to stop providing balls at courts.

Treasurer –Peter Burrows

- Update on our CFPC Pickleball Extra commission-Peter will follow up.

Pickleball Central Rewards

a. No rewards for merchandise deposited YTD-

b. \$410 rec'd in 2022 from Pickleball Central

c. Sent inquiry to PC on 2023 rewards earned

d. Rewards from PC are not automatically deposited in our account

- IRS Update – No correspondence rec'd to date
- Springly funds hold – Still remains at 21 days, sometime after enough deposits, 21 one hold on deposits might go down
- Springly and Paypal deposit – Transfer weekly from Springly (their rule) and as needed from Paypal. Transferred 9/10 money from Paypal to our account due to recent influx of tournament entry fees.
- A CD was purchased at First Citizens, 4.5% for 7 months (will mature in February).

We surpassed our 2023 estimated budgeted income from club membership in August 2023.

Secretary - Lisa Cunningham

- Update on the Big Buddy event was held on Sunday, August 13, 4pm-6pm. very hot, 10 volunteers showed up, little interest from attendees of the Big Buddy program. Would suggest next time a presign up by event organizers for gauging the interest in pickleball.
- Newsletter schedule-September 20th, January 20th, May 20th-will ask members/trainers for contributions.
- P&P updated for 2022/23-G002, G003, G004
- Volunteer T-Shirts -John Hambel thought between \$15-\$18 each

Motion made to order 50 volunteer t-shirts, motion seconded. Board voted unanimously to approve motion.

Director of Membership –Jackie Sage

- Carol and Jackie suggested a possible membership drive at the October 31st social at the HOP.
- Welcome emails just aren't being read...possible option to put on sign up screen in bold to notify them that the email is coming. Still having issues with Charter.net members.
- For new members we will be offering a \$10 to sign up from 9/15 until November 1st for NEW MEMBERS ONLY.
- Member appreciation...dues for 2024 just \$25 from 11/1 until 12/31 then \$35.
- Currently have 862 members.
- Computer will be used to sign people up as members and for use by the social committee, the membership committee and competition committee.

There is a QR code in the boxes and we should make it more visible to players.

Motion made to purchase a computer for CFPC use. Motion seconded. The Board voted unanimously to approve the purchase of a computer for CFPC use.

Director of Communication- David Duffield

- **Website Stats**

Top Pages:

Places to Play (900 in last 30 days)

CFPC Fall 2023 Club Member/Non-Member Tournament (494 in last 30 days)

Members (160 in last 30 days)

Become a Member (156 in last 30 days)

Other: Support Our Members in the Business Community (11 in last 30 days)

- **Springly Progress/Discussion**

Currently used for:

Member registration & tracking

Tracking of payments (accounting outside system)

Automated Renewal emails and link

Not being used:

Events

Cannot add guests or sign up for other members

Non-members must create Springly login (CFPC gets charged)

Member Login

Update their profile (address, phone, email, etc.)

Sign up for Events

Add a featured business to our Facebook Page each month.

Motion made to change our advertising for vendors from May 1st to April 30th, allowing new businesses to purchase advertisements during the year at a prorated rate for a portion of the year. Motion seconded. Board voted unanimously to prorate advertising fees for business page.

Open Questions

Is Springly right for us? David will check into deleting members who don't renew their memberships so the club isn't charged a monthly fee for those members who don't rejoin.

There is always something better (and more expensive). While limited from an admin standpoint, it does the job. All systems will have their limitations at the low end of the price spectrum.

Member access/Events

Do we want to push Event registration through Springly instead of Sign-up Genius given potential costs and management? Suggested maybe we do event sign up through Blue Host (website). Carol will consider.

CFPC Facebook Group Stats-reported by Jeanette Stephenson

CFPC Facebook Group Stats:

(Numbers for the last 28 days as of Sunday, Sept 10th.)

Total Members:	1928
Total Visitors:	158
Participants Approved:	40
Participants Declined:	1
Posts Removed:	0
Posts Declined:	1

186 people posted and commented on our Facebook Page

There were 15,169 views.

There were 60 posts, 179 comments, 1172 reactions.

The top post last month was on August 16th by Jimmy Carlo with the updated list of places to play with times and days.

There were 23 comments, 36 likes and 1650 views.

The most popular day of the week to post last month was Friday with Saturday as a close second.

Top Cities:

Wilmington, NC	906
Leland, NC	162
Carolina Beach, NC	105
Wrightsville Beach, NC	46
Castle Hayne, NC	

- CFPC Facebook Group Future Campaign
 - Suggesting a new campaign that involved group members posting a picture on their FB page and tagging the CFPC FB group. Pick a random picture or the post with the most likes wins a prize.
 - CFPC Facebook Group vs. Club Membership

There is a QR code in the boxes and we should make it more visible to players.

Director of Competition- Holly Manning for Christian Kalwa

- There are 80 people currently signed up for the CFPC Fall Tournament. Christian will be changing the brackets, removing the 2.5 bracket. Working on getting additional players for a 4.5 bracket. There will be 8 teams for men's doubles, 8 teams for women's doubles and 16 teams for mixed doubles.
- Check the website for updates on the times for the brackets. Emerge Ortho will be setting up a tent.

Director of Training-Wayne Bigg Jr.

- Saturday morning training is still going well. Continue Saturday training until December 16th. Start back up March 2, 2024. New people each week.
- Level Up Training - continue through the year weather permitting.
- Feedback from both training groups has been very positive. At least 5 or 6 brand new players each Saturday.
- Greenfield Group Me has 87 members. We also started CFPC Weekday Play. Players can chat about 5 different playing locations.
- Ball machine rental is going well. It would be nice to be able to give the renter 100 balls 2 buckets worth of balls. The ball machine balls are horrible and it would be helpful to have 100 of the same balls for consistent practice.

- Skills & Drills - Legion Stadium October 1st, 8th, 15th Sunday's starting at 11:00 to 1:00. I would like to make all the dates the same training and allow members to only sign up for 1 date. This will allow more members a chance to participate. \$5 fee

Director of Social Events – Carol Hunter

Non-Social Topics Update:

- Survey-Pickleball book is still in the works, but survey is on hold.
- NRP "Rules of Play" Signage. This is being reviewed. Andy at NHC Parks & Gardens is willing to make new signs, but I asked him to wait until we discussed it today so that the BOD can give their input. Current signs are
- Hopalooza-Grand reopening of successful for HOP & CFPC club, well attended and enjoyed. Did have some new members sign up. Free 2024 CFPC membership drawing was well received (should be new members only to enter). Question- is the free membership budgeted as social or membership? Non-winner list from membership drawing needs contacting during membership period (Can Jackie possibly work on this?). PadLBanz were on display & a few sold. Will continue to bring to socials & events.
- Portable Speaker/Microphone System- Purchased for use at events (socials, tournaments, Outreach such as Healthy Kids etc.).

Social Updates:

- Currently holding 1-2 /month & well attended (see list below for past, present & future months).
- Members requested "heads-up" for SignUpGenius. They are now being email blasted & Facebook posted in advance of the SUG live date (thank you David & Jeanette)!
- Presently socials are under budget and expected to stay there :) Peter has that figure, just tell me when the well runs dry!

Past, Present & Future Social Events:

- July@ HOP Social play w/ 60 players + spectators & helpers.
- Aug.@ NRP Round Robin CFPC vs. WBPG w/ 48 players + spectators & helpers.
- Sept.@ Capt'n Bill's Volleyball w/ 55+ CFPC members & guests.
- Sept.- Upcoming @ Beau Rivage Round Robin w/ 48 players mixing clubs.
- Oct.- Upcoming @ HOP on Halloween w/ varied hours and # of courts for a "potential" membership drive with pizza party. Note: Future Glow-in-the-dark pickleball is in the works. Richard has lights and is testing them. Possibly a New Year's Eve date (depending on the new social director).
- Dec.- Wilmington Holiday Parade followed by gathering (Hi-Wire most likely). Thoughts on participating in CB Parade? We should consider doing only one parade.

Annual General Meeting

- Possible locations include NRP, Ogden YMCA, Beau Rivage, Inland Greens, HOP, Arrowhead, Hi Wire Brewery
- Should we include Pickleball play and do we need to change the date.
- Above TBD.

Outreach- Holly Manning

Still do not have anyone for this committee position.

Permanent Pickleball Courts-Amy Rusinak

No report

Fundraising- Holly Manning for Feri Nejad

No report.

Old Business

N/A

New Business

Empie Petition Update: Over 515 members as of 9/8/23 have signed the petition.

Ron Woodruff is presenting his recommendation to the Wilmington Parks & Rec Advisory Board, Sept 20 that they advise the City Council to grant First Right of First Use. Advisory Board seems to be supportive to the petition. Another Wilmington Parks & Rec Advisory Board September 20th.

Announce date/time/place of next Board meeting

Wednesday, November 8, 2023-4:30pm, via Zoom.

Meeting Adjourned September 13th, 2023 6:29pm.