

CAPA Board Meeting  
June 14, 2017  
12:00pm

**Attendees:** Rico Goedjen, Joe Carter, Warren Luehring, Karen Jerg, Joe Sokal, Mike Barone

**Absent:** Pat Fleming

**Guests:** KaSandra Gehrke & Bob Gross

**Financial Report** - Warren

- Revenue primarily membership dues, expenses primarily internet services and misc. supplies
- Current balance: \$1,751.54
- Long-term expense commitments — primarily for internet services — is approximately \$240 per year.
- Rico noted he was holding cash from T-shirt purchases that will be recorded next month.
- Joe C. also noted he was holding cash from memberships and tournament fees that would be recorded next month.

**Memberships** - Joe C.

- Currently 225 members, representing over 25 communities
- Over 30 new members since May 1 of this year.
- Noted increase in memberships coincident to and following the Dave Weinbach Skills and Drills clinic.

**T-Shirts** - Rico

- Most of the initial batch have been sold — approx. 60. Remaining will be sold as requested. Sufficient shirts have been sold to cover costs.
- Some discussion re: another order, possibly other types of garments.
- May consider a monochrome logo to keep cost down.

**Guest Presentations**

**KaSandra** provided a Certified Ratings Specialist handout and described the new International Pickleball Teaching Professional Association (IPTPA) ratings program.

- Certified rater must be a IPTPA certified instructor and 4.5+ player
- Ratings provided at club-level for players who do not compete in sanctioned tournaments.

- Rating does not replace nor is it transferrable to USAPA, but similar in comparison
- Of note: There are some differences to the USAPA ratings, e.g., introducing 3rd Shot Drops at the 2.5 level
- Cost: \$25/person or \$15 if club is an IPTPA member (\$100/3 years)
- Near term objective: Increase awareness and create demand
- Opportunity: CAPA can purchase membership thereby providing member discounts.
- More to come ...

**Bob** introduced and discussed the proposed PB courts under consideration at a new park in Waunakee.

- 4 new courts are planned and a single tennis court has already been built with net, but not striped.
- 4 PB courts have been delayed 1 yr. Concern they may be delayed again.
- Near Term Need: Bob is asking for CAPA's support in selling a near-term change wherein the tennis court is striped for 2 PB courts, then 4 courts could be added for a total of 6 PB courts.
- Opportunity: CAPA agreed to support tennis court conversion, but allow 4 courts to proceed as planned.

### **Social Media Update** - Joe C.

- Recap of current software: MailChimp for email and SignUpGenius for activities. Website hosted at WIX, Domain hosted at GoDaddy.
- Noted recent upgrade to SignUpGenius to eliminate screen advertising (\$100)
- Noted recent purchase of an email account through GoDaddy for the domain name. This helps prevent CAPA mailings to be detected as SPAM or JUNK email coming from a free email service, e.g., previous use of gmail.
- Noted that Joanne Crapisi has volunteered to help with MailChimp, SignUpGenius and the website. Also noted that Mary Waitrovich has volunteered to develop and manage the Sun Prairie events through SignUpGenius
- Discussed potential future expansion of web services, e.g., accepting membership payments online — but most would require members to use PayPal.

## **New Business**

### **CAPA Purpose**

- Discussed how CAPA can help our represented communities better understand the growing need for PB facilities and what should be considered in a facility design — basically provide consultation services to community decision makers.
- Discussed sending a general introduction/offer-to-help letter.  
Need to identify community contacts
- Rico volunteered to draft the letter

**Next newsletter** — all board members are encouraged to provide topic input

### **Future CAPA social events**

- Agreed to keep simple: Bring a dessert or dish to pass, your own beverages and chairs. Bring your paddles to play. CAPA will provide place settings.
- Suggested locals and dates (to be confirmed)
  - Oregon - July 15 (pending approval)
  - Sun Prairie - August 12
  - Madison - August 26\* (pending location selection for meeting)
    - \*Idea to combine the Summer All-Member Meeting with Madison event. Need to reserve park shelter @ \$125

### **Board Member Elections**

- President, Secretary and 1 Member-At-Large positions will up for re-election per the bylaws.
- Rico assigned all board members (except president) to the nominating committee
- Committee is responsible for developing a slate of candidates to present to the membership

Meeting adjourned @ 2pm

Minutes submitted by Joe Carter — filing in for Pat Fleming, Secretary