

CAPITAL AREA PICKLEBALL ASSOCIATION

EXECUTIVE BOARD MEETING MINUTES

WEDNESDAY SEPTEMBER 19, 2018

12:00 COLISEUM BAR

All board members were present, Rico Goedjen, Joe Carter, Warren Luehring, Karen Jerg, Mike Barone, Angie Stone and Joanne Crapisi. Guest: Fiona McTavish

Treasurer's report:

Balance in checking account is \$5,649.23 as of August 31, 2018. Warren noted that this balance reflects t-shirt income but not the expense. August was not active for expenses however September will be more active.

T-shirt sales report by Rico:

There were 58 pre-paid orders for CAPA t-shirts. 36 shirts were ordered for inventory. CAPA website now has the quantity of size and color that are available by submitting a paper order. Also reported that 350 bag tags were purchased for distribution to membership. There has been positive feedback on the bag tags.

Membership and administration:

Joe reported that there are 385 members. There are about 100 that have not renewed their membership. There have been 58 new members since July 1st. And 190 more than last year. We are a growing organization.

Question was asked how members were notified about renewing membership. Joe sent a mass email reminding members it was time to renew. A renewal notice was also included in the last Newsletter. Joe then sent an individual email reminder to those who had not renewed. One more individual email reminder will be sent out in the next week. Board members will receive a list of the non-renewals sorted by city.

Some people have not been receiving emails from CAPA. A number of reasons that could happen. Some servers place it in spam folder. Some members unsubscribe. Joe has worked with several members that have had problem receiving emails. An investigation into the one recent member who was complaining about not receiving emails indicated that he has received and opened every email sent to him since he became a member.

Joe is working on making the CAPA website more eye appealing. Asked board for any suggestions. Thought that highlighting events would be good for the front page.

Indoor facility reviews:

After a lengthy discussion on board members writing reviews on indoor facilities it was decided that there are several indoor sites that Joe needed more information on in order to provide information on the CAPA website. Those sites are the 3 YMCAs, Sauk Prairie Community Center, Princeton Club East and MSCR. Joanne will research Sauk Prairie, Fiona will research Princeton Club and Rico will get information on MSCR.

Places to play pickleball information is available on the CAPA website and USAPA website. USAPA ambassadors are responsible for updating the information on the USAPA website. Joe keeps the CAPA website updated. There are links on the CAPA website for all indoor facilities that have websites.

The next newsletter will have a link to the CAPA indoor sites and the USAPA places to play site. The hope is to drive members to use the CAPA website.

With the number of new players we want to inform them of the options available to play indoors.

Newsletter content:

Profile of 2 CAPA members, rule section, report on new courts, results from Senior Olympics and other tournament results that are available, new board members and where to send results of tournaments. We are looking for a contact person to send tournament results to.

New Program Coordinator:

Fiona McTavish has agreed to take this position that was vacated by Joanne. Fiona will help facilitate ideas that members have on activities they would like to have. She would get the word out to the membership. Welcome!

Oregon New Courts Go Fund Me:

Mike Barone asked the board if he can utilize our newsletter or email distribution list to spread the word about Oregon new courts Go Fund Me account. CAPA is not involved in fund raising. But will help get the word out to the members. Mike will draft an email and circulate it to the board prior to mailing.

How to best publicize and support commercial venue activities:

There is a policy in place that as an organization CAPA would not utilize our front face email to promote activities for a business where CAPA members do not receive benefits for this activity. We currently promote the activity by posting it on the CAPA website but do not send direct membership emails. Rico proposed and **Amendment to this policy: Exception being if a special rate of a minimum 10% off regular fees given to CAPA membership we will promote through email and post on website.** It was moved by Joe C and seconded by Joanne C. 6 board members were in favor 1 abstained.

As a service to our CAPA membership we will let them know about tournaments being hosted by a commercial facility on the website but no email will be sent unless a membership benefit is offered.

Policy on number of emails sent to membership:

At this time we are trying to be disciplined on the number of emails sent out. Angie feels that we should survey the members to see what they want. Surveys are good but are difficult to develop good questions and you have to be committed to act on the information. Angie said she would develop a survey and bring it to the board.

At this time there is not enough content for an upcoming activities email on a regular basis. We want the emails to have value.

Re-visit the role CAPA has with community administrators, park/ rec directors, etc. in regards to scheduling playing times, programs offered, etc.

Most of the new court communities do not have a schedule in place for play on the courts. The New Court Committee is a support group to help when and where they are asked. When schedules are in place the committee should not have to step in. The concern is that the City of Sun Prairie may change a schedule that is working.

It was suggested committees should come directly to the CAPA board and board members be responsible for all direct communications to the community administrators.

Rating of players for participation in leagues, organized group play, etc.

Karen was asking for suggestions on how to rate players. She was given a couple of suggestions of ladder play and keeping track of scores.

New Business**Facebook Page discussion:**

It was brought to the board's attention that members have tried to post information on the CAPA Facebook page and have not received approval by the administrator. Rico and Angie are going to have a meeting with the administrator and will report back.

Submitted by Joanne Crapisi Secretary