

December 16, 2018

Super Senior International Pickleball Association

Board Minutes of Conference Call on December 16, 2018

Meeting was called to order at 8:03 pm CST

The following members were present:

President: Ford Roberson

Vice President: Tim Kuss

Secretary: Marc Rinehart

Treasurer: Fred Thompson -

IFP Liaison: Alice Tym

Tournament Operations: Vicky Noakes

Membership - Mark Kellam

*Staff - Dave Allenbaugh – Webmaster -

Debbie Forrester

Jeff Stone

Christopher Thomas

Minutes of the November 19, 2018 were approved as submitted.

President:

Background and discussion topics:

1. **Transition Needs** - The following is a list of job duties that retiring board members currently are responsible in our board structure. The board will need to decide how to best move forward in accomplishing these tasks as well as others that are discussed. The list includes:
newsletter, SSIPA Stars, Facebook
updates/postings/management/review, email support –
SSIPA.pb@gmail.com and askSSIPA@gmail.com. – be a Board communication.
2. **Insurance Coverage** – Currently, the board has coverage, but if the Executive Director position and Webmaster positions are not board positions, then they would not be covered. The board might want to

consider making these non-voting positions on the board or investigate other options for coverage.

3. **Tournament Support** – Currently, Ford, Marc, and Mark are providing tournament support through the schedule updates. Alice worked on International tournaments. Ford is working with tournament directors to obtain new/renew tournaments, and support the tournament listings, brackets, and operations. Clearly, a massive undertaking for one person. Mark K. has done a major part of the work for the SSIPA Championship Series, another large task. The board agreed to pay the going rates for TD's, operations staff, registration staff, and Referee Coordination staff for the Championship Series. Some of these jobs were done by SSIPA board members.
4. **Online Store/Merchandise** – The SSIPA online store has had limited to almost no sales. This might be due to poor marketing. The sales at World's, East, West and Nationals have been excellent. Our tables set up at these events were manned by board members and their spouses. Currently, we are almost out of merchandise. The purpose of these sales was to brand SSIPA through ownership advertising. A decision needs to be made about how to progress in the future.
5. **Tournament Schedule Update** – Currently, we have 21 scheduled, working on 10 others. Sent an email thanking all past TD's and wanting to know if they are continuing this year. Still not sure what the other 9 regions want to do based on the new guidelines. The schedule could end up 30-50 depending on a lot of circumstances.
6. **Defining a SSIPA Circuit Event** – The all or none concept that has been argued in the past in board meetings does not agree with our ability to monitor, correct, or change the course of action once a tournament is listed. Most TD's/Operations staff for tournaments are wanting to do the best they can to meet our guidelines; however, some make a few errors that may or may not be detected in advance. Human error needs to be taken into consideration, since only a few people that we deal with are actually error free. In school we give grades of A when at 90% or better.
Looks like all tournaments where an honest attempt was made to follow the guidelines grade out much higher than 90%.
7. **Age/Skill vs Skill/Age** – All of our tournaments are Age/Skill based on the definition of our guidelines. However, when making brackets,

Melissa has taught her staff, including me, to convert to Skill/Age, where there is more ease in bracket development. How our brackets are list does not define how they were developed. 65/3.5 and 3.5/65 are the same bracket. Only when combining groups either by skill or age, both permitted under our guidelines to people get confused. This concept needs to be understood by all TD's, operations staff and of course our members. **(Problem is that the members don't see and understand that this is the same – we need to work on communicating this in another article to the members).**

8. **Conflict of Interest** – Having served on multiple boards during my professional career, and having provided training on board operations for public education, I learned some about conflicts of interest. When a board member believes or other board members believe there is a conflict of interest, the member with a conflict agrees not to participate in the discussion or during a vote taken on an agenda item. As an “ally” of the USAPA, SSIPA's main goal of growing the sport for 60+ players had been in alignment with the main goal of the USAPA of growing the sport in general. Sometimes, parties do not agree on every issue, however, continue to work together for the common good of a purpose.

9. **Officer Elections** – At the end of the meeting, the outgoing board members could excuse themselves and the new board could begin a discussion of officer positions for 2019. A vote could be taken for officers or it could be further discussed and voted on at a later meeting. Either way, it should be done prior to the new year and possibly prior to the December newsletter going out to our membership.

- Review Championships
 - East Championships was 286 – Made \$5000.00
 - World Championships – 296 Players - \$2500.00
 - West – 453 Players – about \$5400.00

2019 Schedule Below –

Super Senior International Pickleball Association - 2018 / 2019 Tournament Schedule

#	S	Date	Tournament	Location	Reg. Open Date
1		1/8-13/19	USAPA Southwest Regional	Surprise, AZ	Open
2		1/24-26/19	Hawaiian Open	Kona, HI	Open
3	(S)	1/29-31/19	Sun City Marinette SSIPA	Sun City, AZ	Open
4		2/7-11/19	Sombrero Showdown and Amigos Cup	San Carlos, Mex	Open
5	(S)	2/19-21-19	Space City Championships	Houston, TX	Open
6		3/2-3/19	The Grapevine Indoor Tournament	Grapevine, TX	Open
7	(S)	3/18-21/19	Sunshine Sizzler at Kings Point	Sun City Center, FL	1/1/19
8		3/28-31/19	USAPA Mid-South Regional	Denton, TX	1/1/19
9		4/05-07/19	Aaron Gifford Pickleball Benefit Tournament	Las Cruces, NM	1/6/19
10	(S)	4/05-07/19	Kissing Tree Invitational	San Marcos, TX	tbd
11		5/03/05/19	Quad States Senior Open	Denton, TX	2/3/19
12		6/7-9/19	Colorado Pickleball Open	Arvada, CO	tbd
13		6/29-30/19	Super Senior Best of the West Championship	Concord, CA	1/15/19
14		07/10-14/19	Bainbridge Cup & German Open	Essen, Germany	Open
15		8/14-17/19	Quad Cities 2nd Annual Classic Tournament	Moline, IL	tbd
16		8/22-25-19	Billy The Kid	Ruidoso, NM	tbd
17		8/22-25/19	The English Open	Nottingham, England	Open
18	(S)	8/26-27/19	NC SSIPA Championships	Concord, NC	5/1/19
19	(S)	9/17-20/19	SSIPA East Championships	Griffin, GA	6/1/19
20		10/04-06/19	Japan Open Pickleball Championships	Yamanouchi, Japan	5/1/19
21	(S)	11/28-30/19	JW Marriott - Phx Desert Holiday Classic	Phoenix, AZ	9/1/19
22					
23	(S)	10/15-18/19	SSIPA West	Surprise, Arizona	7/5/19
24	(S)	12/02-06/19	SSIPA Worlds	Surprise, Arizona	9/5/19
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					

This schedule will be updated as tournaments are finalized

(S) - Standalone Tournament for players 60+



Proud Ally Of

As of 12/16/2018

Vice President:

Secretary:

- Facebook – 1494 members
- Decision and order SSIPA Business Cards for new Board members –
Action – Vicky will send email to all Board members and get name, phone and email to Vicky and she will order.
- Change TD Commitment form distribution – delete Marc and add?
Action - Dave & Ford

Treasurer:

- Treasurers Report - see below.
- Update on points awards –We just received the spreadsheet with codes from David Johnson, Pickleball Central for \$100.00 gift certificates for the top 10 point winners in each men/women age categories. With ties we have 99 awards. Total value \$10,000 and our cost is \$7000.00. Mark K. will help with a template and Vicky and Marc R. can help also in emailing out.
- Working with Mark K. for award winner certificates: Target to have them out by the end of the year.
- Do we need to evaluate or run these Championships through different PayPal accounts



IFP Liaison: Alice

- IFP took in affiliate members: Hong Kong, ROC (Taiwan), Shenzhen, Scotland and Australia
- San Felipe was successful.

Tournament Operations: Vicky

- Less breakage at Worlds and West and minor breakage at East having to do with East. Many complements from players and numbers ordered were very close

Membership – Mark Kellam –

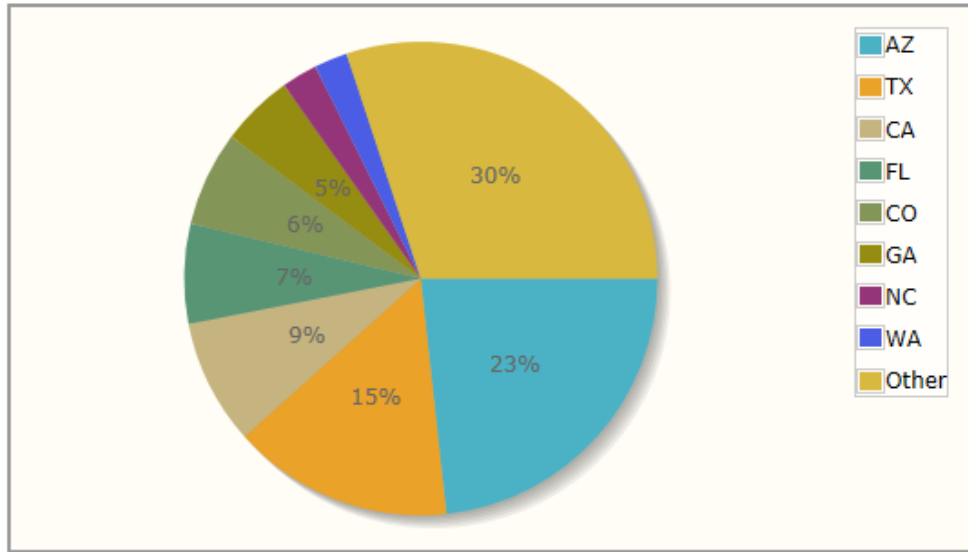
- Ties for points, we have criteria to break but will award ties this year.
- Ford raised the question about rethinking the number of awards

- SSIPA Membership Update – December 2018 – 1812 members

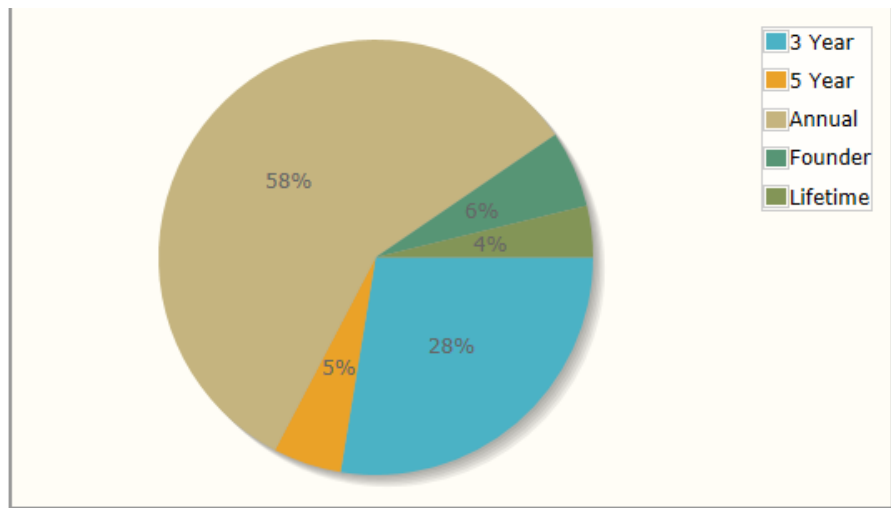
All Members

month/year	total members	new members	drops
12/16	43	43	0
01/17	111	68	0
02/17	154	43	0
03/17	206	52	0
04/17	251	45	0
05/17	271	20	0
06/17	304	33	0
07/17	346	42	0
08/17	393	47	0
09/17	456	63	0
10/17	513	57	0
11/17	653	140	0
12/17	779	126	0
01/18	946	167	0
02/18	1046	100	0
03/18	1127	81	0
04/18	1231	104	0
05/18	1316	85	0
06/18	1370	54	0
07/18	1466	96	0
08/18	1542	82	6
09/18	1676	140	6
10/18	1748	73	1
11/18	1792	44	0
12/18	1805	13	0

State	Count
AZ	420
TX	273
CA	154
FL	123
CO	117
GA	90
NC	44
WA	41
MN	34
OK	32
MI	27
NM	26
SC	26
MO	25
AR	23
NV	23
TN	22
VA	22

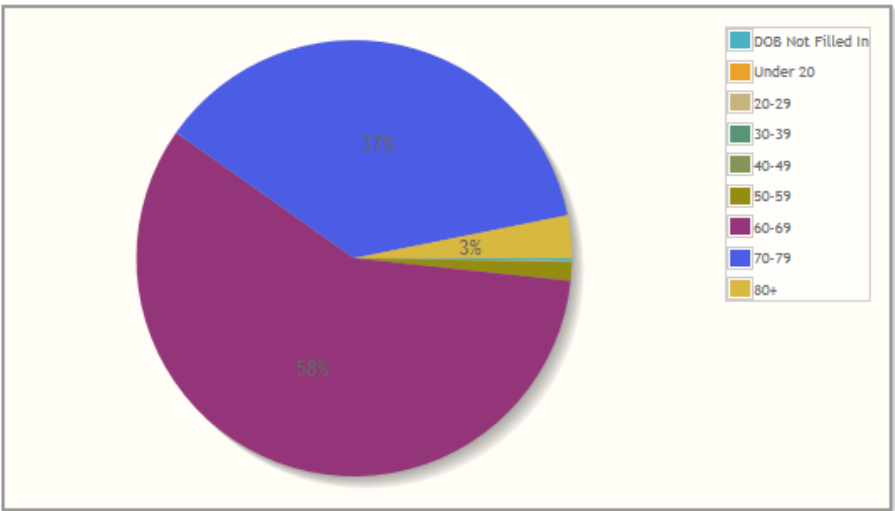


Member Type	Count
3 Year	498
5 Year	92
Annual	1,043
Founder	103
Lifetime	69
TOTAL	1,805

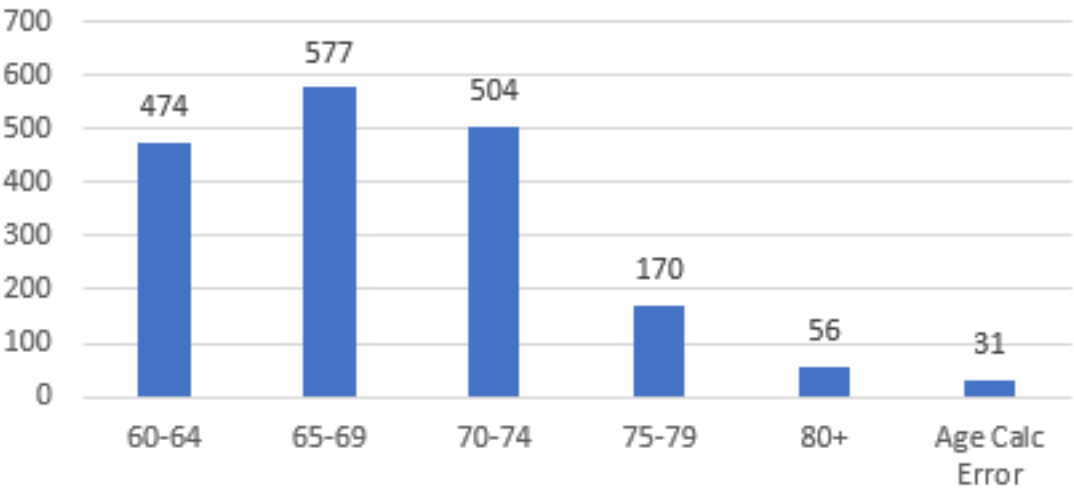


Age Group	Count
Invalid DOB *	5
50-59	25
60-69	1,049
70-79	669
80+	57
Total	180

* Attempted to communicate several times, but no responses



Total



Age Group ▼

Age Group	Members
60-64	474
65-69	577
70-74	504
75-79	170
80+	56
Age Calc Error *	31

* 5 no age, remaining under 60

***Webmaster – Dave Allenbaugh –**

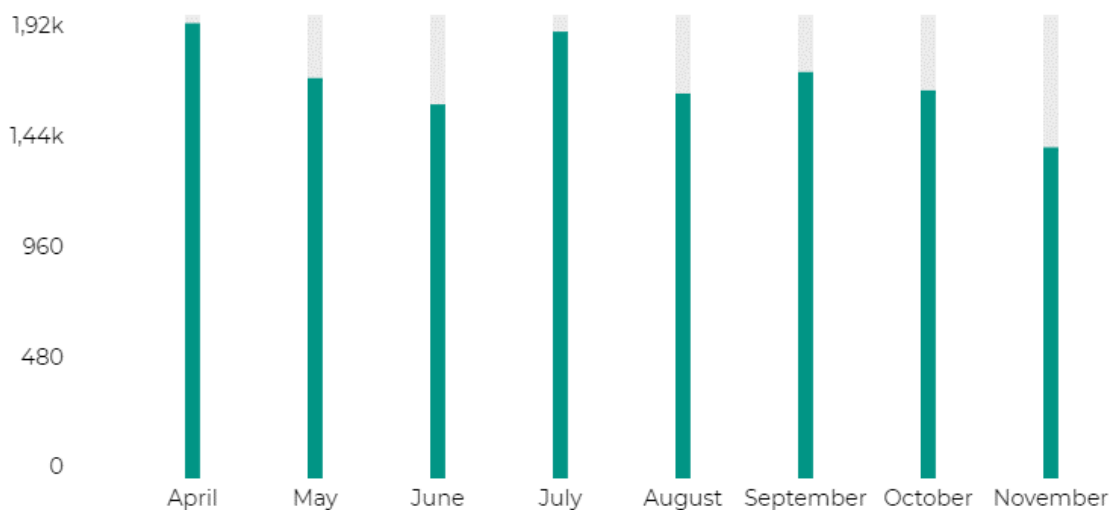
<i>Website statistics</i>		% Change
Total Visitors	1440	-15%
Total Page Visits:	4361	-14%
Unique Vistors	879	-14% (Visited website only once)

Dates Covered: 10/01 - 10/31/ 2018

<i>Website Page</i>	<i>Num. of</i>	<i>Percent</i>
	<i>Visits</i>	<i>Change</i>
Home	1487	-15%
2019 Tournaments	716	-1%
Membership	475	0%
2018 Tournaments	474	-24%
SSIPPA Point Leaders	363	-13%

Newsletter	111	-19%
Tournament Gallery	93	
Contact Us	89	162%
Planning Tool	77	40%
Tournament Planning	74	-3%
Player Guidelines	55	New
SSIPPA Star	53	-24%
SSIPPA Board	38	-17%
SSIPPA Info	33	-30%
FAQ	32	-14%
Tournament Archives	31	-6%
Bylaws	22	
Southwest Regionals	21	-25%
Stars Archive	19	-47%
Founders Members	16	
Membership Video	11	22%
Code of Ethics	11	

Visitors Per Month



Incoming Board Items:

Debbie Forrester –

Jeff Stone –

Christopher Thomas –

1. 2019 Point Awards--I have a couple of suggestions. It's nice that awards winners receive \$100 gift certificate to PB Central, but why not give members a choice? Personally I will have a difficult time spending \$100 at PBC, as I already have tons of PB stuff. But if winners could choose between let's say PBC and Amazon, then I could definitely use it there..and Amazon also has PB stuff. I see no reason to wait until end of year to "announce" what the award will be. I suggest when it gets finalized early next year, do it as soon as possible, that way the members know what they are playing for.
2. SSIPA Membership--Does it bother anyone that there are 3.2M folks playing PB in the US, and that most of those are seniors, and yet SSIPA has a little over 1,700 members and just 13K web visits? I understand SSIPA is a new organization, but we need to explore avenues to grow membership, other than what is currently being done. So, I suggest we consider looking at funding an outside marketing/media consultant to look at this issue and provide concrete suggestions. Yes, it will cost money. But, I think it is vital to do this early in our evolution, so as to avoid missteps that could hinder our growth. I think if we approach Justin at USAPA he could provide us with some potential consultant contacts. We could certainly have folks "bid" on what they could do for us, and how much they would charge. **(Some Board comments – membership driven by number of tournaments – also what do we offer besides our points awards for new members, clinics at tournaments to increase membership, seniors teaching seniors – still many people don't understand SSIPA – maybe a SSIPA marketing video or more marketing information out to the public.**
3. Exec Dir--Currently there is NO language in the SSIPA Bylaws to account for such a position. USAPA does have such language. That is one issue. Then would this position be volunteer or paid? Justin is paid and serves at the bequest of the board. The USAPA board does an

annual performance review, and decides on any annual salary/compensation changes for him. **(Ford explained the paid staff positions – 4 - \$150.00 a month. Executive director duties were outlined but not a paid position. New Board**

4. Member Issues/Concerns--I suggest that this item become an ongoing agenda item for all SSIPA board meetings. Board members could bring up for discussion/comment any issue or concern that a member has raised with that board member. It's important to this young organization to have a forum where issues are discussed that could impact membership satisfaction, growth and renewals. **(Board felt that any response to a member should also be sent to each Board member)**

Board discussed the transition period of the new Board. Chris Thomas will send out an email and solicit input as to each board members skill set and desires for the 2019 Board: President, Vice President, Secretary, Treasurer, and 3 At Large Positions. Ford will send out a list of jobs and job descriptions for the Board to consider

Extending our thanks to outgoing Board members: Ford Roberson moving to non-voting member as Executive Director. Special thanks to Alice Tym and Marc Rinehart for the last two years as they brought many creative programs and features to the SSIPA organization. Thank you.

The next Board meeting will be held on Sunday, January 20, 2019 at 8:00 pm CST.

The meeting was adjourned at 8:45 pm, CST.

Respectively Submitted,

Marc Rinehart
SSIPA Secretary

SSIPA TREASURER'S REPORT DECEMBER 15, 2018

BANK BALANCE LAST REPORT 11-13-18

\$117449.78

EXPENDITURES SINCE LAST REPORT

MEMBERLEAP

\$160.00

MAILING	\$25.95	
BANNERS	\$300.00	
WEBSITE HOSTING/LIC. RENEWALS	\$386.55	
WEST- OPS, SUPPLIES, REFS	\$10843.92	
MEDALS-WEST	\$2816.50	
SHIRTS-WEST	\$5100.00	
AWARD POINTS PRIZES	\$7000.00	
MARRIOTT-OPS, SUPPLIES, REFS	\$15585.00	
PLAYER REFUNDS	\$912.69	
<u>INCOME SINCE LAST REPORT</u>		
PAYPAL MEMBERSHIPS		\$1650.00
PAYPAL SSIPA CHAMPIONSHIPS REVENUE		\$2975.00
MARRIOTT REGISTRATION REVENUE		\$15585.00
MARRIOTT-SSIPA FEES		\$505.00
PAYPAL TOURNAMENT PAYMENT		\$202.00
MERCHANDISE SALES		\$800.00
TOURNAMENT PAYMENTS-CHECKS		\$143.10
TOURNAMENT REGISTRTION-CHECK		\$75.00
BANK BALANCE AS OF 12-15-18		\$76954.05
PAYPAL ACCOUNT BALANCE 12-15-18	\$632.76	
OUTSTANDING TOURNAMENT PMT-MID-ATLANTIC		\$238.00
FRED THOMPSON		
SSIPA TREASURER		