



BPC Board Meeting

Location: Online via Google Meet Date: 4/3/2024 Time: 7pm-8pm

BPC Board Members: Cheryl Smith, Chip Helm, Dave Martin, Ellery Likens, Gary Milhoan, Jerry Sutherlin, Kaiden Abate, Kyle Parker, Patrick Counts, Sam Hutner, Steven Jackson, Thad Kelley

Present: Patrick Counts, Chip Helm, Gary Milhoan, Chip Helm, Steven Jackson, Jerry Sutherlin, Thad Kelley

Absent: Cheryl Smith, Ellery Likens, Kaiden Abate, Kyle Parker, Sam Hutner

Call to Order

Approval of Minutes

No corrections to [the minutes of the previous meeting](#). Approved.

Committee Reports:

Partnership and Outreach Committee (10 Minutes)

Partnership with Timber Tucker / Crimson Pickle

I. Introduction

- Purpose of Meeting: To discuss and finalize the partnership details between BPC and CP, outlining the operational framework, financial arrangements, and strategic benefits.

II. Partnership Overview

- Objective: Enhance pickleball programming, access, and community engagement through collaboration with CP.
- Expected Outcomes: Increased resources and shared expertise, leading to expanded member offerings and community growth.

III. Structure and Duration

- Effective Period: From signature date, lasting one year with an option to review and renew.
- Key Dates:
 - Project Approval: ASAP



- Programming Start: April 1, 2024
- Renewal Decision: By January 31, 2025

IV. Responsibilities and Operations

- BPC's Role:
 - Access to member base for program participation.
 - Promotion of activities via BPC channels.
 - Volunteer support for event planning.
- CP's Role:
 - Provision of indoor facilities at The Crimson Pickle.
 - Professional staffing for programming.
 - Use of CRM for event and membership management.

V. Financial Arrangements

- Independence: BPC and CP to maintain separate financial operations.
- Event Pricing: Set autonomously by CP, with BPC focusing on member-driven activities and benefits.

VI. Branding and Marketing

- Brand Use: Emphasize BPC branding while acknowledging CP's contribution.
- Marketing Collaboration: Joint efforts without financial commitments, focusing on community engagement and program promotion.

VII. Legal Compliance and Liability

- Regulatory Adherence: Commitment to all applicable legal and regulatory standards.
- Liability: Mutual indemnification clause to protect against individual actions' repercussions.

VIII. Dispute Resolution

- Initial Steps: Direct negotiation between Timber (CP) and BPC committee chair.
- Escalation: Involvement of the full committee if unresolved, followed by mediation.

IX. Signature and Approval

- Requirement: BPC board approval needed before signing the MOU.
- Process: Presentation of [the finalized MOU](#) for board review and decision.

X. Strategic Benefits

- Discuss how the partnership aligns with BPC's mission and the anticipated community and member benefits.



XI. Conclusion and Recommendation

- Recommendation: For board endorsement of the partnership based on outlined terms and benefits.
- Next Steps: Define immediate actions post-approval, including communication plan and program initiation.

BPC + Parks & Recreation 2024 Partnership Agreement

1. Overview of the agreement reached with the City of Bloomington Parks and Recreation Department (BPRD)
2. Dedicated Conversion of RCA Park to Pickleball Facility - Discuss how this conversion benefits the club, including enhanced tournament hosting capabilities and improved member experiences.
3. Establishment of a Separate Pickleball Budget
4. Lighting Improvements at RCA Park - extended play hours and the positive feedback from club members. Mention any additional facility improvements planned or needed in the near future.
5. Enhanced Communications with BPRD - Suggest ways to further strengthen communication and collaboration with BPRD and other key stakeholders

RCA Park Courts Update

Overview: We had a productive discussion with John Arnold, a professional from Arnold Asphalt, about the condition of the tennis and pickleball courts at RCA Park. The focus was on assessing the cracks and discussing both short-term fixes before winter and long-term resurfacing options, including converting two tennis courts into six pickleball courts.

Key Takeaways:

- Current Condition: The cracks are mostly cosmetic and do not pose immediate worsening risks. The primary concern is the sub-base quality.
- Short-term Solution: John suggested a temporary fix using sand and acrylic mix for the cracks, followed by a seal coat, which addresses the aesthetics but not the root cause.
- Long-term Solution: Any long-term resurfacing or conversion should consider addressing the underlying sub-base issues for durability.
- Next Steps: We'll be requesting a detailed proposal from Arnold Asphalt for both the immediate and long-term work, including cost estimates and timelines.

Board Consideration:

- It's important for us to weigh the short-term cosmetic improvements against the need for a comprehensive, long-term solution that addresses the courts' foundational issues.
- Planning for budget allocation and project timelines will be crucial in our decision-making process.



YMCA

- Pickleball 101 Lessons: We propose the establishment of beginner-focused lessons, "Pickleball 101," aimed at YMCA members interested in learning the fundamentals of the sport. These sessions could serve as a welcoming introduction, encouraging more individuals to participate and fostering a stronger pickleball community within the YMCA.
- Monthly Mixer Events: To further engage our growing pickleball community and provide regular, fun social play opportunities, we suggest creating a Monthly Mixer on Saturday and Sunday evenings. These mixers can cater to all skill levels, encouraging interaction among members, fostering camaraderie, and potentially attracting new players.
- Outdoor Courts Development: Acknowledging the increasing demand for pickleball and the limitations of indoor space, we recommend exploring the possibility of building additional outdoor courts. The lower lot presents a viable option for this expansion, potentially increasing our capacity to host larger events and accommodate more players.

To support these initiatives, particularly the development of outdoor courts and the purchase of equipment for our expanding programs, we've identified potential grant opportunities:

1. [A grant of up to \\$15,000 from the SIA Foundation](#), which could be directed towards the construction of outdoor pickleball courts. More information and the application process can be found here: [SIA Foundation Grant Application](#).
2. [Up to \\$25,000 for equipment from Dick's Sporting Goods Foundation](#). This funding could greatly enhance our ability to provide high-quality paddles, nets, and balls for lessons and mixer events. Details on applying are available at: [Dick's Sporting Goods Equipment Grant](#).

The Picklr

Aaron Scholl and his wife have announced an ambitious expansion plan for their pickleball facility brand, The Picklr, which involves opening 30 new locations across three states in the coming months. A significant development is the opening of a premiere facility in Noblesville, featuring 19-20 courts, including multiple championship courts designed to host major tournaments like those of the PPA and MLP. This expansion highlights The Picklr's partnership with Drew Brees, underscoring the strength of their relationships and strategic planning, with Aaron having a connection to Drew from their Purdue days.

The strategy for The Picklr includes targeting college campuses and areas within Central Indiana, Bloomington, and West Lafayette for new developments, aiming to build as soon as suitable real estate is secured. This initiative is particularly relevant to our community as it recognizes the existence of local clubs like ours and expresses a desire to support and leverage the local pickleball community's enthusiasm.

Furthermore, The Picklr's membership model offers access to all their facilities nationwide (currently 250, with plans to expand further in metro areas over the next 12-36 months),



indicating a significant commitment to growing the sport's accessibility and community engagement across the country. This development could present both opportunities and challenges for the Bloomington Pickleball Club in terms of membership growth, community engagement, and potential collaborations.

Monroe County Parks & Recreation Department

Bylaws Committee

Membership Meetings

Member Engagement Committee

Competition & Training Committee

Marketing Committee

Senior Expo, Paddle Giveaway

Executive Committee

Finance/Treasurer's Report

Treasurer Kyle Parker presented the cash inflows and outflows through Q1 2024.

- Through Q1 2024 the club saw \$3,048.20 in cash inflows, primarily from membership renewals.
- Cash outflows totaled \$1,407.03, with approximately \$400 unaccounted for which is currently being investigated.
- As of 3/31/2024, cash on hand is \$9,005.54, a substantial increase from the previous year's \$3,166.50.

Cash Projection Through December 31, 2024:

- Projected expenses, including payments to the Parks Department and Crimson Pickle, were reviewed.
- The projection assumes membership revenues will remain consistent with 2023 for the remainder of the year.

Membership Fee Strategy for 2024 and 2025:

- It is recommended to continue charging \$55 per membership through 2024 without additional charges per ladder.



- Members will be notified ahead of their 2025 renewal about an increase in membership fees due to higher fees from the Parks Department.

The board agreed that the current cash flow supports this strategy.

Old Business

50+ Expo booth registration

Patrick Counts' detailed a plan for the BPC's participation in the 50+ Expo, including staffing, materials needed, and engagement strategies. The goals are to harvest 25+ email addresses and gain 5-10 new BPC members.

- **Staffing Needs:** Steve Jackson and Patrick Counts confirmed; additional volunteers may be needed.
- **Materials:** Table, chairs, pens, BPC banner, literature/cards, small bucket for drawing, paddles and balls for props.
- **Wants:** Affordable pickleball set as the main prize, BPC keychains for giveaways, concise BPC literature for public distribution.
- **Engagement Goals:** Engage with as many attendees as possible, with a focus on meeting and greeting interested parties to expand the club's membership.

Discussion on the allocation of funds for booth registration, materials, and prizes as outlined in the proposed plan. Request for approval of the proposed budget. Cost Breakdown: Booth registration fee (\$0 this year), cost of promotional materials and prizes.

Strategy for recruiting additional volunteers if necessary, and plans for a briefing session to ensure all volunteers are prepared for the event. Discussion on using Slack and email for coordination and training materials distribution.

Follow-up strategy using Wild Apricot to manage new contacts and plan the email campaign for engaging attendees post-event.

Plans for promoting the BPC's participation in the expo through social media, the club's website, and email newsletters.

- Approve Participation and Budget: Vote on the approval of participation in the 50+ Expo and the proposed budget for the event.
- Volunteer Coordination: Assign a member to finalize volunteer staffing and organize the briefing session.



- Materials Preparation: Direct the Marketing Committee to begin the preparation of promotional materials and secure prizes.

New Equipment

Dave has 200 Franklin X-40 balls and has 2 new temporary nets.

Recorder Position Update

Matt Leslie has joined BPC and would like to serve in this role.

T-Shirt Update

General Liability Insurance Policy Renewal

Linda Potwora from Shine Insurance has reached out for confirmation of any changes in our operations that may affect our policy, including but not limited to new services or products, changes in mortgagee or lender, employee hiring, revenue changes, property acquisitions, payroll adjustments, business-use vehicle additions, and updates on additional insureds and certificate holders.

CPR/AED Certification

Transfer of files from personal to BPC Google

Still needs to happen

New Business

Announcements

Adjournment

Next Meeting:

Date and time of next meeting: Wednesday, May 1 · 7:00 – 8:00pm - Monthly on the first Wednesday, until Feb 5, 2026