

Minutes of USSP Board Meeting 01/30/22 at 6 PM Central.

Attendees: Dave Allenbaugh, David Hart, Mike Hoxie, Tim Kuss, Vicky Noakes, Dennis Poppe, Ford Roberson, Bill Schoen and Chris Thomas.

Approve Minutes of Board Meeting held on 12/29/21 – Approved unanimously.

Exec. Director/President Items:

- 1. Tournament Schedule Update:** See item #10—Zone Director Reports.
- 2. Transition Goals Progress:** Ford reported that nearly 90% of all our transition goals outlined last year moving forward into 2002 have been met. One that still needs work is the club membership program.
- 3. Points Awards Program:** The final tournament that contributes to the 2020/2021 points award program finished on 1/30/22. Once the TD finalizes the results and USSP reviews them, then an email will be sent to all points award winners. The top 10 in each 5 year bracket, for both male and female divisions, will be awarded a new USSP jacket, and a \$50 discount for use on any USSP championship series event. If an award winner already has the new jacket, then they will receive an additional \$50 tournament registration discount. Dave Allenbaugh manages the points award program. Dennis suggested that when folks get jackets, that a photo be taken by someone displaying the jackets, that could then be placed on our USSP social media outlets.
- 4. Elect Vice-President:** Ford said the VP would be responsible for and work on various projects. He then asked the 3 new board members, Dennis, David and Bill, to discuss any interest they had in this position. After some discussion, Ford asked for a motion to nominate David Hart as VP. Motion was moved by Bill and seconded by Dennis. David was then unanimously elected as the VP.

5. **Possible Volunteer Support Positions:** Regarding the following (a to f), Ford believed they belong under the responsibility of Marketing. After some discussion, Dennis agreed to the post of Marketing Director.

- a. **Social Media Support Team**
- b. **Marketing Director – Includes Sponsorships**
- c. **Press Release Volunteer**
- d. **Newsletter Volunteer**
- e. **Mechandising Inventory/Sales**
- f. **Club Membership Campaign**

Other Board Member ITEMS:

6. **Sponsorship Program**(submitted by Bill): Bill pointed out that one of the big advantages of having sponsors is that our organization would get publicity beyond just having them at our tournaments. Dennis pointed out there is a difference between vendors and sponsors. Main point is that there would be a partner relationship with a sponsor, that would raise awareness of our organization and the sponsor’s business. Tim said that one of he first questions from TD’s is “do we have sponsors for the tournament?” Dennis said that if there are local sponsors, say in the healthcare field, that would be OK, in the case if we have Human just sponsor our championship series events.

7. **Treasurer Report** (submitted by Dave): Dave reported that he is preparing all the required 2021 tax returns for the organization. He is awaiting PayPal tax documents. With regard to the treasurer report, Dave said he will be working to display the profit/loss results for all 2022 championship series events. Ford asked Dave to send the 2022 estimated budget to all the new board members.

SSIPA 2021 Summary Treasurer's Report

	12/31/2020	Income	Expense	12/31/2021
BoFA Bank Balance (Includes receivables)	\$ 109,305.28	\$ 116,170.57	\$ 66,766.07	\$ 158,709.78
Pay Pal Balance	\$ 567.27	\$ 116,250.00	\$ 110,436.33	\$ 7,230.94
Total Cash Balance	\$ 109,852.55	\$ 232,420.57	\$ 177,202.40	\$ 165,940.72

BoFA Account Income

Transfers From PayPal	\$ 107,099.57
Cash received (Donations)	\$ 310.00
Revenue received from tournament	\$ 5,376.00
Merchandise Sales	\$ 3,385.00
Total Income	\$ 116,170.57

BoFA Account Expenses

Club Expense (Tax, State payments, Ins)	\$ 2,373.95
Computer Software/Equip	\$ 2,087.54
Mailings, Shipping	\$ 177.39
Marketing Expense	\$ 39.95
Merchandise Expense	\$ 3,786.00
Office Supplies	\$ 730.89
Staff Payments	\$ 8,077.48
Tournament Expense	\$ 40,294.56
Travel	\$ 4,461.05
Victh Consulting	\$ 1,987.50
Website License	\$ 732.76
Yellow Door storage Unit	\$ 1,117.00
Total Expenses	\$ 66,766.07

PayPal Income

Membership - New Members	\$ 34,850.00
Membership - Renewals	\$ 8,160.00
Senior Open	\$ 29,460.00
SSIPA World Championship	\$ 26,655.00
SSIPA East Championship	\$ 17,125.00
SSIPA South Championships	\$ -
Total Income	\$ 116,250.00

PayPal Expense

PayPal Fees	\$ 4,205.76
Transfer to B of A	\$ 106,229.57
Total Expenses	\$ 110,435.33

8. Ambassdor Director Report (submitted by Vicky) Vicky reported there are now 87 ambassadors in 26 states. She has received many “stories” submitted by individual ambassadors of their pickleball lives. Vicky will send these to the board members. Board agreed that the ambassador program is our most important communication and growth vehicle. As such, t shirts, hats, cards, etc. should be supplied to the ambassadors. Vicky is working on a business card, and Dennis will work on a t shirt design. Vicky also displayed a map of the US that has “pin points” for all of the listed ambassadors. When you click on a pin, then info is displated about the ambassador contact name, city, etc. Chris will work with Vicky on a draft of “ambassador guidelines.” Another idea of Vicky is to hold ambassador “zoom” meetings.

9. Membership Report (submitted by Dave): Ford reported that for the month of January, 2022, USSP had the largest one month growth since the

organization was created. The monthly number was 206 new members. There are now 4K subscribers to our Facebook page. Dennis suggested that Dave provide, on a quarterly basis, the number and growth of website hits, Facebook subscribers, etc. Dave said that he would do that, and that he has a very good working knowledge of MemberLeap, if anyone else wants custom reports. Chris noted that we now have members in all the states, but no listing for the District of Columbia (DC). Tim said he knew of someone that he could contact that has folks in DC to sign-up.

Total members is based on the last day of the month.

All Members

month/year	total members	new members	drops
01/20	2265	153	37
02/20	2317	66	15
03/20	2314	49	52
04/20	2260	8	62
05/20	2226	18	52
06/20	2259	33	0
07/20	2203	18	74
08/20	2149	11	65
09/20	2104	11	56
10/20	2093	27	38
11/20	2137	44	0
12/20	2181	56	12
01/21	2238	59	2
02/21	2298	60	0
03/21	2389	92	1
04/21	2506	117	2
05/21	2582	85	10
06/21	2659	77	0
07/21	2787	128	0
08/21	2894	109	2
09/21	2977	84	1
10/21	2932	73	118
11/21	2984	52	0
12/21	2952	57	89
01/22	3132	180	1

Member Plan	Count
3 Year	1041
5 Year	208
Annual	1598
Founder	102
Lifetime	183



USSP/SSIPA Members by State			As of 1/23/22		
State	Count	Added since 1/1/2022	State	Count	Added since 1/1/2022
TX	686	40	VA	20	1
AZ	541	8	BC (British Columbia)	13	0
FL	292	22	NY	13	1
CA	263	8	AR	12	2
CO	197	7	MA	12	0
GA	161	2	MD	12	2
OK	71	24	KY	9	2
WA	67	5	LA	9	0
OR	52	2	ME	8	0
NM	46	1	NE	7	0
UT	45	1	NH	7	2
NC	39	6	WI	7	0
ID	38	3	CT	6	1
SC	38	2	ON (Ontario)	6	1
MT	37	1	SD	6	1
MN	31	1	HI	5	1
OH	31	3	ND	4	0
IN	29	1	WY	4	0
KS	29	13	AK	3	0
MI	29	3	MB	3	0
IL	28	1	MS	3	0
PA	29	4	NS (Nova Scotia)	3	0
AB (Alberta)	26	1	DE	2	0
MO	26	3	NA (Namibia)	2	0
AL	25	0	RI	2	0
IA	24	1	VT	2	0
TN	22	0	WV	2	0
NV	21	0	PR (Puerto Rico)	1	0
NJ	20	3	QC (Quebec)	1	0
			SK (Saskatchewan)	1	0

10. Zone Director Reports(submitted by Ford, Tim and Mike): Ford lead off with his report on the Central Zone. More tournaments are coming in the

next 4 to 6 weeks. In terms of tournaments in general, Ford pointed out how APP, PPA and USAP are “buying up” all the big events (those over 300 players). Therefore, the total registered players per event, due to all the competition by all parties, will be lower than in past years. Ford said there will be 8 USSP championship events. It was agreed that a blast message would be sent around 2/1 to our membership, reminding them that registration was now open for the first ever USSP Indoor Championship in OKC in June.

Mike Hoxie provided his report on the West Zone. Mike briefly outlined the current tournament listing and what is in the works. He did point out, that dependent upon the state and local health restrictions, that covid-19 is still having an impact on lower registration numbers, especially in the doubles events. Dennis commented that “full body contact” by our ambassadors is the best means of communication and promoting our tournaments.

Tim that gave his report on the East Zone. He agreed with Mike that there is a learning curve that takes time for TD’s to learn the pickleballbrackets system. This means more monitoring work/time by the zone directors to assist these TD’s. Tim mentioned that Vero Beach in FL. And Virginia Beach in VA. are in the works for tournaments.

11. Newsletter: No report.

12. ASKSSIPA/ASKUSSP Stats(submitted by Chris):

For period 01/01/22 to 01/24/22 and YTD: By type: Tournament – 12; Membership – 1; Points – 0; Other -1. Top percentage group – Tournaments at 86%.

13. Future Focus: Ford mentioned that Jason of PB.com told him that there is more revenue and opportunity in leagues/ladders vs. tournaments. Jason already has an excellent league s/w option in PB.com. Ford said that leagues will be highly appealing to our recreational members. In fact, leagues are already very popular in the US. So, USSP could look at “senior leagues” say at the local level, state level, sectional level and national level, similar to USTA.

Bill said one advantage of the leagues is that they are local and near-by vs. folks having to drive for hours to tournaments. He did caution that USTA almost had too many leagues, and their tournaments suffered. David Hart said it's less expensive to the player to do leagues than play tournaments. Mike said there has to be a balance between the two. Dennis said that league championships are a better fit for our recreational players.

Ford's next idea for the future was the the concept of "major league PB" events. These are team competitions, similar to world team tennis. Ford was present at the very first of these events in TX. Just 4 players or so to a team, and the players thus gets more play, and in a "team" atmosphere.

14 Misc: . Vicky said in the past she was responsible for ordering medals championship series events. Concern was the lead time to order. Ford said if necessary he would take that responsibility. David Hart held up a new book entitled "Pickleball Faith" written by Stacy Harp. David said he wrote the forward for the book, and even got in a reference to our organization. Ford mentioned that banners for tournaments need to be redesigned, etc., as tournaments under USSP will soon be in play. Dennis said that he would work on a redesign.

15. Next Meeting Time/Date: TBD. Might switch to a new day of the week.

16. Meeting Adjourned: Adjourned at 1:30 PM EST.