



Meeting of the NATIONAL PICKLEBALL ADVISORY COUNCIL

Tuesday, May 6, 2025, 6:00 PM, ET

Video Conference

Discussion Notes

Attendees:

David Snell	British Columbia	Ian Campbell	Ontario
Jill Groves	Alberta	France Emery	Quebec
Marilynn Barrington	Saskatchewan	Richard Francoeur	Quebec
Glenn Stumborg	Saskatchewan	Doris Dunphy	Prince Edward Island
Ted Fardoe	Manitoba	Val Vollmin (Chair)	Pickleball Canada
Barry Petrachenko	Executive Director	Terri Boizard	Support Staff
Nuri Kim	Support Staff	Philippe Germain	Translation

Regrets:

Leonard Lye	Newfoundland & Lab	Marie Camille Roussel	New Brunswick
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V. Vollmin called the meeting to order at 6:04 pm ET.

Chair's Opening Comments

V. Vollmin welcomed everyone and thanked them for taking the time to attend the meeting. A special welcome was extended to Richard Francoeur, who joined the committee as the new member and interim president of Pickleball Quebec.

Meeting Agenda

The agenda was reviewed.

Discussion Notes – Previous Meeting

There were no comments or questions about the notes of the previous meeting.

Updates and Information

General Operations

B. Petrachenko presented the operational report for the end of March. He highlighted ongoing support for the Provincial Championship, progress on the ratings review process, and updates regarding the National Championships. He also addressed the implementation of motions passed at the SGM, the nominations process, and the continued development of the ambassador program. B. Petrachenko introduced two new staff members, T. Boizard and T. Edwards, and emphasized the importance of feedback from Provincial Territorial Sport Organizations (PTSOs) to

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enhance corporate partnership strategies. He encouraged members to keep the suggestions coming, noting that the input from this group has already contributed to improvements in lines of communication and increased support for member organizations. R. Francoeur discussed the challenges of building partnerships with private sector clubs in Quebec, which are increasingly popular and competitive. B. Petrachenko agreed that this relationship will be important as more facilities are built by the private sector. He suggested that the national body and provincial associations need to decide how to interact with private clubs and what benefits they can offer. D. Snell shared BC's approach, which includes affiliate and associated clubs, with different benefits and requirements. R. Francoeur also mentioned that private clubs often require players to sign waivers due to lack of insurance.

National Championship Update

T. Fardoe reported that the National Championships event is about 95% sold out, with some events closed and others having waiting lists. He mentioned that they have done significant work to manage the waiting lists and expect them to balance out in the coming months. T. Fardoe also mentioned that they are expecting 5 or 6 teams in the provincial team competition. The closing date for provinces to declare their intent to participate in the team event was moved up to May 30th. B. Petrachenko confirmed that the deadline is still May 30th.

Action: Reminder memo to go out to all PTSOs on May 30th deadline.

Youth Program - Quebec

R. Francouer presented on the Quebec Youth Program and discussed the introduction of pickleball to schools in Quebec, emphasizing the importance of building enthusiasm and potentially leading to Olympic participation. He highlighted the need for careful navigation of provincial sports organizations to maintain control over the sport in schools. B. Petrachenko added context, noting the unique situation in Quebec and the importance of involvement at a competitive level. He also mentioned the different approaches to sports programming in other provinces. D. Dunphy shared their experience in Prince Edward Island, where they have introduced pickleball to a significant number of schools and are working towards involving youth in the sport.

Youth Pickleball Project Updates

B. Petrachenko discussed the ongoing youth pickleball project, emphasizing the importance of reaching out to everyone for inventory and sharing information. He also mentioned the need to keep the project as an ongoing initiative. D. Snell shared that they received \$30,000 from Via-Sport for youth programming, which included a K-7 project and the supply of Franklin equipment. D. Snell also mentioned that they are documenting the tool sets, curriculum and teacher's guides. T. Fardoe shared his experience with the Manitoba Teachers Society, where they conducted a train-the-trainer session for 75 teachers and received a positive response. T. Fardoe also mentioned their plans for a high school championship tournament. D. Dunphy suggested a program for schools and nonprofit organizations to get free pickleball equipment, and B. Petrachenko mentioned there is a competitive pricing program with Franklin. D. Snell expressed his appreciation for the Franklin equipment.

Strategic Plan and NPAC Structure

B. Petrachenko reviewed the strategic plan, inviting feedback from the group regarding any misalignments or anticipated changes within their PTSOs that might necessitate adjustments to the current strategic plan of Pickleball Canada.

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J. Groves addressed the difficulty PTSOs experience in generating sustainable revenue sources and proposed the need for a strategy to help build an event that could assist by creating revenue at the PTSO level. B. Petrachenko acknowledged the concern and noted that under the current operational plan, marketing funds have been allocated to support PTSO programming and championships, and that the concept of a new “open” championship is being investigated as a potential revenue stream.

B. Petrachenko asked the group if they felt the Strategic Plan was still on track and if there were any other items that should be included. No suggestions were brought forward.

Discussion followed on the structure and role of the National Pickleball Advisory Council (NPAC). B. Petrachenko noted that the Board of Directors had requested he engage the NPAC regarding the current structure of the council and how it might evolve to better meet the needs of the PTSOs. F. Emery expressed concern that during the previous governance restructuring, a commitment was made to develop a new structure that would represent the PTSOs and be reflected in the bylaws. She inquired whether someone from the Board or the Governance Committee was actively working on this, and if the impending governance gaps were indeed being addressed. B. Petrachenko explained that the goal of this meeting was to gain clarity on how the PTSOs would like to see NPAC structured moving forward, emphasizing that Pickleball Canada had committed to meeting with each province individually to gather input and that today marks the beginning of that process. The focus will be on key priorities and structural requests and those recommendations will be taken forward to the Board. J. Groves reiterated the importance of PTSO leadership involvement in shaping agendas and emphasized the challenges of separating governance and operations—especially given that each province is at a different stage in addressing these issues. B. Petrachenko confirmed that the focus of the discussion at this meeting is to assess whether the current structure of the NPAC aligns with PTSO expectations, whether a broader model is needed, and how best to implement those decisions. The group agreed they require more time to consult with their respective personnel and will return to the next meeting with further input. It was confirmed that this discussion will remain on the agenda for continued development.

Action: PTSOs to consult with their personnel to provide input and suggestions at the next meeting regarding the structure and purpose of the NPAC

Closing Comments

V. Vollmin expressed gratitude to the team for their input and dedication to the growth of pickleball in Canada. She acknowledged the significant progress made over the past two years, noting the shift from previous challenges in communication between the PTSOs and the Pickleball Canada Board to a more collaborative and cooperative relationship. V. Vollmin emphasized the importance of continued collaboration to achieve the best outcomes for pickleball nationwide. The team agreed to further discuss the NPAC structure and its representation at the next meeting, with the possibility of implementing changes based on the feedback received.

Adjournment

The meeting was adjourned at 7:00 pm ET.

Next meeting: July 8, 2025

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