



Meeting of the NATIONAL PICKLEBALL ADVISORY COUNCIL

Tuesday, November 18, 2025, 6:00 PM, ET

Video Conference

Discussion Notes

Attendees:

Charity Christianson	Alberta	Glenn Stumborg	Saskatchewan
Lisa Hardy	Alberta	Marilyn Barrington	Saskatchewan
David Snell	BC	Sean Booth	Yukon
Ted Fardoe	Manitoba	Ron Marion	President (Chair)
Don O'Brien	New Brunswick	Alexandre Baril	Pickleball Canada
Nicole Carlson	N.L.	Mark Borgares	Pickleball Canada
Deanna Christie	Ontario	Alden Briggs	Pickleball Canada
Jonathon Moody	Ontario	Michelle Davey	Pickleball Canada
Doris Dunphy	Prince Edward Island	Joanne Kealey	Pickleball Canada
Richard Francouer	Quebec	Barry Petrachenko	Executive Director
France Emery	Quebec	Terri Boizard	Support Staff

Regrets:

Don Johnston	Nova Scotia	Marie Camille Roussel	New Brunswick
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R. Marion called the meeting to order at 6:02 pm ET.

Chair's Opening Comments

R. Marion welcomed the group and acknowledged many were new and thanked Ian Campbell as the outgoing president of Pickleball Ontario for his service.

Meeting Agenda

The agenda was reviewed and there were no comments or questions.

Discussion Notes – Previous Meeting

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

Updates and Information

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Update from Board of Directors

Nominations Committee Update

R. Marion provided a brief update on the Nominations Committee, noting that their work is scheduled to begin in December. He also mentioned that minor bylaw adjustments related to this committee will be brought forward at the December Board meeting.

Addition of NPAC to Pickleball Canada Bylaws

The group reviewed a draft document that will be presented to the Governance Committee, and subsequently to the Board, to formally incorporate the NPAC into the bylaws.

Discussion: D. Christie asked for clarification on the overall scope of the proposed bylaw change. R. Marion explained that the committee's Terms of Reference (TOR) outlines its mandate and provides the framework.

B. Petrachenko to share a copy of the NPAC TOR with **D. Christie**.

Proposed Amendments to Bylaws / SGM

R. Marion noted that the proposed bylaw changes discussed at the previous NPAC meeting—including board term lengths, election process, and the staggering of terms—will be reviewed at the next Board meeting. If approved, these changes will require a Special General Meeting (SGM) to be scheduled for late February.

Operations

B. Petrachenko provided an overview of operational highlights, noting that a full written report will follow.

Strategic Plan – Growth

Key sanctioning requirements are under review with the introduction of new tiers. Members were asked to provide feedback on the document distributed October 1, 2025.

Discussion

S. Booth asked about the requirement for Level 1 and Level 2 officials and whether flexibility exists for territories without certified referees. N. Carlson shared that Newfoundland and Labrador faced a similar challenge and made use of Pickleball Canada's subsidy program to bring in officials and at the same time provide them the opportunity to become certified.

Program and Operational Updates

- **Subsidy Program:** Reporting positive impact with increased participation.
- **Sanctioning Subsidy Review:** Currently underway and being analyzed for final reporting.
- **Website Review:** Work is in progress to improve usability, navigation, and branding/trademark elements.
- **Facility Guidebook:** Newly released, with significant contributions from the Task Team and staff lead Elizabeth Werner.

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- **Pickleball Australia:** Ongoing discussions regarding their league model; additional information will be shared as available.
- **Pathways & Program Support:** Coaching Task Team is active, exploring ways to increase clinic availability and improve planning and delivery processes.
- **Tennis Canada:** Monthly meetings continue.
- **Officiating Task Team:** Early discussions have been productive, with further development underway.
- **Para Pickleball:** Collaborative work with partner organizations continues, with the intent of supporting growth and aiming toward an event at Nationals; Easter Seals partnership progressing.
- **2026 Nationals Bids:** Announcement on host selection is expected soon.

Discussion

D. Snell asked for confirmation regarding the Provincial Team Event. B. Petrachenko confirmed the format will remain the same, with updated information to follow shortly.

Additional Updates

- **Corporate Partnerships:** New sponsor interest is increasing; updates to be shared when available.
- **PCNS Enhancements:** System upgrades and improvements continue to ensure the platform remains current.
- **Ambassador Program:** Year one is nearing completion, with increased social media engagement and notable growth in younger demographics on Instagram.
- **Waiver Form:** Following review by legal and insurance partners, the PCNS waiver has been updated. Questions can be directed to Terri.
- **Stakeholder Monthly Meetings:** Regular meetings with each PTSO continue, with appreciation expressed to all presidents for their continued commitment.
- **DUPR:** System functioning smoothly; final API-related technical items are being completed.
- **Global Pickleball Federation (GPF):** AGM scheduled later this month; Pickleball Canada has assumed a larger role than in the past and R. Marion has been able to provide assistance on governance related matters.

Council Business

Private Clubs

The group continued the discussion on the growing role of private clubs and how to engage them within the broader pickleball system. Key themes included:

- **Opportunities & Integration:** There is potential to engage both private clubs and outdoor facilities more strategically. As Pickleball Canada's brand strengthens, there may be increased incentive for private-club players to connect with the national body, even creating opportunities for revenue or partnership.
- **Value Proposition:** Members noted that while private-club players may not require insurance, many still want access to Nationals and other sanctioned opportunities. The group discussed the need to better articulate the value of affiliation for private clubs.

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- **Player Landscape:** In some provinces, private clubs tend to attract higher-skilled players. Even if full affiliation isn't the right fit, offering tailored benefits could help maintain strong provincial and national membership.
- **Awareness & Membership Trends:** Many private-club players remain unaware of their PTSO or Pickleball Canada. Membership stagnation in some regions appears tied to private-club programming drawing participants away.
- **Funding & Collaboration:** Members explored whether partnerships with private clubs could support wider funding needs or shared initiatives.
- **Comparative Experience:** The group reflected on how other rapidly growing sports may be facing similar challenges, noting the lack of direct parallels given pickleball's speed of growth.
- **Coaching Concerns:** The issue of high-quality but uncertified coaches in private clubs was raised, with a question of whether this should be approached from a Safe Sport perspective.
- **Club Dynamics & Sustainability:** New private clubs draw players initially, but public-club participation often rebounds when private-facility costs or operational limits become barriers. Providing facilities was suggested as a possibility but is certainly a complex and future area for exploration.
- **Affiliation Models:** The group discussed creating pathways for private clubs to affiliate with Pickleball Canada or PTSOs, possibly with differentiated benefits depending on the club's structure or needs.
- **Consistency in Messaging:**
B. Petrachenko emphasized the importance of alignment across provinces. Members were asked to keep Pickleball Canada informed of discussions occurring at the club or PTSO level, so messaging remains consistent nationwide.

Membership Recruitment

D. Snell was invited to share insight into BC's recent membership growth. He noted that tournaments play a major role in driving new memberships, and that BC actively conducts membership drives at both public and private-club events. Their next provincial championship will be hosted at a private club.

He also highlighted the importance of social media engagement and shared that BC will be updating its website to better connect with players. D. Snell encouraged all provinces and territories to stay closely connected with their members.

Closing Comments

R. Marion thanked everyone and reminded everyone the agenda is structured around their ideas and items – feel free to send any topics to be considered for a future meeting.

Adjournment

The meeting was adjourned at 7:10 pm ET.

Next meeting: January 13, 2026 6pm ET

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