

Pickleball University
Board Meeting

October 6, 2026 @ 5:00pm

Location: Elks Club Vero Beach

1. Call to Order: 5:07pm
Mari Colacino, President, Dave Caswell, Vice-President, Henry Habgood, Treasurer, (via Zoom) Margaretta Andrews, Secretary (via Zoom), Bill Creadon, Chuck O'Hanlon (via Zoom), Dale Samson, Ralph Carley and Doug Vitunac were in attendance.
2. A quorum was established.
3. The minutes of the September board meeting had been previously approved via email.
4. Monthly Financials:
 - Wells Fargo Checking \$28,633
 - Fidelity Account \$293,295
5. Old Business:
 - Operations – Bill reported that he, Ralph and Dave have been busy repairing fences and replacing signs. Some pavers have also been replaced. Also, Sally Smith has been brought on as backup gatekeeper for early morning operations.
 - Mari reported that the new iPads have been tested and it was a successful implementation. She complimented Connie Lee, our software designer, for successfully setting them up with the programs and functions which will allow PBU to go cashless. The security of the iPads is front of mind. They will be locked in a secure metal waterproof box.
 - Mari reported that Ann Venuto has given notice, effective December 31st as PBU administrator. The position currently pays \$24-30 per hour depending on experience and qualifications and is 15-20 hours per week. Ann has agreed to provide an updated job description that can be used for recruitment.
6. New Business:
 - On a motion made by Dave and seconded by Bill, it was unanimously voted to approve funding for phase two of Paradise Pergola for the North side. The cost of the project is \$65,840, with a 30% deposit required. Mari was authorized to send a \$19k deposit. Work on the South Pergolas will commence as soon as the new electric poles 7 & 8 are replaced. Projected time for the replacement will be sometime in December.
 - On a motion made by Bill and seconded by Dale, it was unanimously voted to approve a contract with Paradise Pavers for \$18,325 to install drainage pavers at the North side where the cornhole game is played and replace the slate on

the South side under the benches in the center with plans to complete the North side immediately and the South side once the new pergola is installed.

- Mari reported that membership initiatives are progressing well, noting that 40 of the 97 Associate members have agreed to renew as full members paying the newly increased initiation fee of \$300 approved this summer. There are currently 163 on the waitlist – some on the waitlist will pay the increased initiation fee and the rest will pay the \$200 fee based on when they came onto the waitlist. Mari expressed confidence about managing membership numbers based on historical data showing typical non-renewal rates of 12-17% and the existence of 125 unclaimed membership bands, indicating significant potential for bringing in new members.
- Late fees for members who do not pay their dues by December 31st was discussed and remain at \$50 as approved at the January board meeting. The schedule for membership renewal is as follows:
 - 10/15 Associate Members renew as full members or resign
 - 10/31 Wait list people are contacted and encouraged to come in as full or Associate members
 - 11/15 Returning members' renewal is open – due by 12/31 or a \$50 late fee will be assessed – this will be mentioned in all membership renewal communication
 - If no dues are received by January 31st, the membership is terminated
- Legal action is under consideration for Court Cleaners who damaged the courts last spring. If there is no insurance claim available, the board discussed suggesting a settlement agreement with the vendor. The Board authorized Doug to negotiate on PBU's behalf. On a motion made by Bill and seconded by Margaretta, the board unanimously voted that any vendor working on the property or on behalf of PBU must provide written proof of insurance with PBU and the city of Vero listed as additional insured parties.
- Bill reported that he is in the process of building a new 6'x5' permanent cover for the welcome desk which he hopes will be completed by November 1st. A temporary tent will be placed over the welcome desk until then.
- There will be a first aid class held on Saturday October 17th at 9 am at the courts. This is for Court Attendants and Board members.
- Coach Dereck presented a proposal to the Board to provide coaching to our membership including individual observation, data analysis and pattern analysis. His full proposal is attached to these minutes and will be outlined in an upcoming 411. On a motion made by Dave and seconded by Mari, the board unanimously approved his proposal. Chuck suggested that Dereck block off specific times for his classes.
- Rich Ritacco had offered to teach youth classes at PBU in the late afternoon for members' children. Parents/adults must accompany children to the club.
- The board also decided to remove the previous age restriction, allowing children of all ages to play at any time if they are supervised by parents or

guardians, and that parents of guardians arrange their own games. The board discussed policies for allowing children to play pickleball at PBU. agreeing that children under 16 must be accompanied by a parent or guardian at all times, while those 16 or over can play independently with a parent/guardian signed waiver on file.

- Dave led a discussion about banners on the courts, many of which are missing or need repair. Dave will contact all vendors to replace their banners within 30 days or they will be removed. The initial fee for a vendor banner is \$1000, and the yearly renewal fee is \$850.
- Mari noted that the banners listing PBU lifetime/founding members are in bad shape. Mari will get 2 identical banners, one for the South courts and one for the North courts, honoring all lifetime members. The board discussed the historical significance of lifetime memberships, which helped fund the original North court construction through a \$200,000 fundraising effort.
- Bill requested that Mari include something in the next 411 about members respecting the flow of traffic and closed gates. Also, a reminder to use patience over the next several weeks while the courts are being painted.
- The next regularly scheduled Board meeting will be held on November 4th at 5pm.

There being no further business to come before the board, the meeting was adjourned at 7:15pm.

Hello Mari:

As you know, I am heavily involved in Data Analytics for pickleball and have developed several software applications to track player performance. I would like to present these tools to the membership and offer them as paid services. I will set up my own cameras to record games.

In addition, I've been toying with the idea of offering "Cardio Pickleball" one or two mornings per week from 7:00 to 8:00. This would involve continuous drills on specific strokes and play sequences, with an emphasis on keeping the heart rate up. Of course, each participant will be required to bring a doctor's note stating that they are in good enough physical condition to participate in such a strenuous activity. Class sizes would be limited to six players, but we could adjust this number after an initial trial period.

In the e-mail below, I described the (it said "four" but there are only "three") sections of Project I: the **"Pickleball Video Analysis"** project:

- I. Coach's Observations
- II. Data Analysis
- III. Pattern Analysis

The section starting with "Another Data Analytics program I have been working on..." describes Project II: the **"Pickleball Shot Analysis"** project, and is still a work in progress.

Pricing

The services are sold as packages. Club member prices are shown in parentheses.

Project I - Pickleball Video Analysis:

- Package 1: Edited Video + Coach's Observations only: \$99 (\$99)
- Package 2: Package 1 + Data Analysis (includes Progress of the Score graph plus Animation): \$209 (\$189)
- Package 3: Package 2 + Stroke Pattern Analysis: \$319 (\$289)

Project II - Pickleball Shot Analysis:

This is a single package and also includes the Edited Video. To elaborate on the e-mail below, it counts EVERY shot hit by EVERY player and carries out a detailed analysis of:

- which shot
- backhand or forehand
- cross-court or straight-ahead
- from odd or even court
- outcome
- # of successful and unsuccessful serves and serve returns
- # of successful and unsuccessful third shot drops, drives, or lobs
- and A WHOLE LOT MORE!!!

This one costs \$150 (\$130).

Best regards,

Dereck R. Prince
Data Analyst
IPTPA Certified Pickleball Teaching Professional
Vero Beach, FL, USA
Mobile: +1 303-807-0798
E-mail: dereck@PickleballGameStats.com
Website: <https://pickleballgamestats.com>

Hello Mari:

From the video, I create a HUGE report documenting the player's performance. It is divided into four sections:

- I. Coach's Observations of how you played (e.g., served and crept into the court; did not move with your partner; etc.)
- II. Data Analysis
 - An End-of-Rally summary# of Shots Hit
 - # of Points Won and Lost
 - # of Unforced Errors
 - # of Outright Winners
 - Of the Unforced Errors:
 - What shot was attempted (Dink/Volley/Drop Shot/Drive)
 - What was the end result of that shot (Into the Net/Out Long/Out Wide Left/Out Wide Right)
 - Tables and graphs depicting these results
 - The player's percentage of Unforced Errors compared to his/her teammate and of all four players in the game
 - A chart showing the Progress of the Game Score
 - Heat maps of the court showing:
 - Where serves landed
 - Where serve returns landed
 - Where third shots were hit
 - Graphs correlating:
 - Depth of the serve with outcome of the rally (short serves usually result in a loss of the rally)
 - Depth of the serve with the outcome of the rally (short returns usually result in a loss of the rally)
 - Location and type of third shot with outcome of the rally
- III. Pattern Analysis: trends and tendencies in the first four shots are studied and reported on

These analyses aren't cheap, but they provide a wealth of information every player who wants to improve needs. The video the analysis is based on will also be provided as part of the package. The player may then elect to purchase a Player Improvement Plan where I will tailor multiple coaching sessions to address the errors highlighted by the analysis.

I envision a player having an initial analysis, enrolling in the Player Improvement Plan, putting in the work, and then having a follow-up analysis months later to measure his/her improvement.

The next time we are at the courts together, I could show you an example report.

Another Data Analytics program I have been working on tracks the number of shots hit by every player in the game, reporting on Unforced Errors, Inadvertent Errors, Forced Errors Caused, and Outright Winners, and how many points were won/lost by each type of shot listed. Several indices and percentages are also reported on, such as:

Performance Metrics:

- Team Participation % (TP)
- Shot Consistency Index (CI)
- Intensity Index (II)
- Serve Consistency % (SC)
- Serve Return Consistency % (SRC)
- Third Shot Consistency % (TSC)

Error Metrics:

- Player Inadvertent Error % (IEP)
- Team Inadvertent Error Contribution % (IEC)
- Player Overall Error Contribution % (OEC)
- Point Loss % (PLP)
- Winner-to-Error Ratio (WER)

Together, these analytics provide a player with a comprehensive analysis of his/her pickleball game. The next step is to work on his/her weaknesses so that they can improve.

And if you are thinking: “This is “next level” information!”—yes, I agree! It is not applicable to most of the members as quite a few of them just want to have a good time socially with their friends and play for fun and exercise. However, a fair number of them participate in leagues and tournaments and could benefit greatly from this type of analysis. In fact, I plan to use some of these analysis techniques with the Women’s Doubles Division 3 team I am coaching for the Island Pickleball League!

Thanks and best regards,