



MEETING AGENDA - Michigan Sporting Clays Association

Meeting

Meeting Date Monday, October 5, 2020
Start Time 6:00 PM
End Time 7:00 PM
Location Conference Call
Join Microsoft Teams Meeting
+1 269-692-5186 United States, Otsego (Toll)
Conference ID: 162 407 843#
Purpose Regular scheduled meeting

RSVP

Accepted: Russell Brzezinski, Neal Fusner, Jim Kralik, Kathleen Lanava
No response: Dr. Ron DeVuyst, Ryan Gates, Drew Lieske, Matt Little, Charles Schneider, Steve Trudeau, Adam Wise

Meeting documents

Agenda

1. Committee business

1.1. Review Agenda	Russell Brzezinski
1.2. Review/Approve 9/14/20 Standing Meeting Minutes	Russell Brzezinski
1.3. Treasurer's Report	Neal Fusner

MSCA BOARD MEETING FINANCIAL OVERVIEW

The information summarized below was presented to the MSCA Board of Directors on Oct. 5, 2020 based upon information available Oct. 1, 2020.

COVID-19 Revenue Impact Analysis Projection:

- Estimated COVID-19 revenue loss based only on shoot cancellations stands unchanged at \$4,350.
- When analyzed by club, target fee revenue in September was down 20-50% below historical run rates.

Income and expense statement:

- MSCA Inc. entered Q3 in the red, briefly recovered, and currently stands \$2,006 in the red. Primary causal factor was the \$6,000 expense in support of the 2020 State Championship.
- Income and expense statement balance has been verified as matching the available balance in the MSCA business checking account as of October 1. Documents provided to board members.

YTD 2019 v. YTD 2020 Analysis of Business Metrics as of October, 1:

- Targets thrown down approximately 51%; 448,333 thrown in '19 v. 219,325 in '20. Revenue down correspondingly; \$13,450 in '19 v. \$6,580 in '20, a negative \$6,870.
- Causal factors: '20 Covid-19 driven tournament cancellations, and reduced shooter participation.
- Our liquidity remains strong. Finishing 2020 in the black remains at risk when one considers our target fee revenue stream seasonality, compounded by a mounting downtrend in shooter participation levels. Factoring both elements into a worst case projected outcome based only on target fee revenue may leave



us of \$100 or more in the red. Best case estimated outcome assuming additional \$550 of outstanding club dues may leave us \$450 or more in the black for the year. We're riding the fence here. Rest assured that regardless of outcome, MSCA Inc. will be well positioned to move forward into 2021.

1.4. Secretary's Report

Kathleen Lanava

- Drew provided Russell & KML a tutorial on using MailChimp. Many thanks. Saved rough instructional document in Google Drive. Access at this time limited to Russell and KML. Updated contact list, eliminated bounce back accounts, deleted old email addresses and saved most current. Have 710 contacts, 700 subscribe. 185 new contacts added with the recent upload of National's list. 114 had no associated email address. If there are multiple members using one email, MailChimp assigns only one contact. We have listed all users of a single email under the first name of the primary contact. There is one email group for MSCA with members tagged as "MSCA Shooters" and clubs tagged as "MSCA Clubs". Vince Lori and Drew are tagged as both shooters and club. Can deselect depending on intended audience when sending emails.
- Gun River has changed their name on their website to Gun River Clay Target Club, Detroit Gun Club has email change. Made changes to the Club Contact lists in Google Drive documents.
- Lori Hartmann has left NSCA. Replacement contacts: Nicki Bowers and Amber Schwarz. Created NSCA Contact List in Google Drive.
- Status Update: Shoot Date Submissions (created spreadsheet in Google Drive) Mailed request letters via USPS on 9/16/20, emailed request on 9/17/20
- New Board Members - how to welcome new board members, intro to norms, access to MyCommitte and Google Drive. Add to miclays. Anything else?

1.4.1. MSCA BOD Elections

Kathleen Lanava

MSCA Director Elections:

Board Members with expiring terms:

Russ Brzezinski

Ryan Gates

Charles Schneider

Send nomination Email request: 11/1/20

Deadline for nominations: 11/15/20

Send Ballots via email: 11/16/20 (JotForm)

Voting Deadline: 12/1/20

Need two or three person vote validation.

Double voting should be eliminated with recent member email address edits

Process for notifying candidates of results.

“Seeking Nominations” draft email to go out November 1st:

Title/Subject: Michigan Sporting Clays Association Seeking Nominations for Board of Directors

It's that time of year again for the Michigan Sporting Clays Association (MSCA) membership-at-large to elect those who will assist in the governance of our association by serving as a Director on the Board.

There are three open positions, as three Directors have terms expiring December 31, 2020. The term of office for a Director is three years. New Directors take office on January 1, 2021 and serve through December 31, 2023.



You may choose to run for the MSCA Board of Directors yourself or nominate another MSCA member by emailing misportingclays@gmail.com as soon as possible. Please include name, NSCA # and a brief biography, which will be posted on the electronic ballot. If you nominate another member, that person must agree to be a candidate.

Directors must be members of the National Sporting Clays Association (NSCA) in good standing. The position is not open to Complimentary Limited Membership (CLM) or Crossfire members (NSSA members registering NSCA targets). Current MSCA Board members may run for the office again, but are not automatically placed on the ballot. The nomination/election procedure is the same as for other candidates. Attendance at MSCA Board Meetings is obligatory. The MSCA holds standing monthly meetings the first Monday of every month from 6:00 PM - 7:00 PM. (Now conducted exclusively via teleconference due to COVID.)

For more information on roles and responsibilities of a Director, please see the MSCA By-laws or contact any Board member (Insert link).

Nominations will be accepted by email until 5:00 PM ET on 11/15/2020.

On 11/16/2020, ballots will be distributed via email to MSCA members with valid email accounts on file, as provided by the NSCA. **FYI: for those MSCA members sharing email accounts: Only one vote may be cast per email account.**

To be considered valid, on-line ballots must be received by 5:00 PM ET on 12/1/2020. Votes will be tabulated as quickly as possible and elected members notified. Results will then be posted on miclays.com and the MSCA Facebook page.

1.4.2. Member Outreach - Facebook

Jim Kralik

MSCA Facebook Page Report

10/ 5/2020 meeting (6:00 PM call)

Page created October 5, 2018 Happy Birthday!

Current Admins: Russ, Ryan, and Jim

To date: 224 followers (up from 209), 212 page-likes (up from 198)

Since last report (September):

Overall views have increased again. Followers/Page Likes have increased. Overall engagement constant.

Weekly view data:

Weekly viewing has increased to 198 to 202 views per day (183 to 188 last report). Peaks at 7:00 to 9:00 AM and 6:00 to 8:00 PM. Occasional peaks show up at the lunch hour. This viewing behavior has remained consistent for the life of the page.

Takeaway: Traffic continues to pick up at a steady pace, featured shooters (SotM or in posts) bring in views/engagement by friends and family, coverage of Michigan shooters and their accomplishments outside of the state has been received positively.

Page Reach (since previous report):

People.

We've reached 1,652 people total (not individuals) since last report. Awaiting suggestions on other data to be mined and posted.

People reached (content shows up on their individual page) and people engaged (comment on our posts) consistent with last report. Hot spots this month are Grand Blanc and Goodrich, with Davison, Waterford



Township, and Flint rounding out the Top 5 cities reached. Vast majority of people reached/engaging/following the page are in the SE Michigan area.

Top Posts.

- 1.) Dave Coates Championship picture (1,008 viewers to date!). New record.
- 2.) Seaway/Multi-Lakes weekend announcement (411).
- 3.) 2020 State Championship photo album posted (150).
- 4.) Gun River Labor Day shooting announcement.
- 5.) Addition of photos to 2020 State Championship album.

Top Engagement (comments, sharing, etc.)

- 1.) Dave Coates Championship picture(227 to date).
- 2.) 2020 State Championship photo album posted (89).
- 3.) Addition of photos to 2020 State Championship album (68).
- 4.) Adam Wise State 5-stand Champion photo (34).
- 5.) Amber Brown 2020 Lady Champion trifecta (29).

Data to be mined: Followers location, who engages but is not a follower/page like - have begun sending invites to these people.

Jim Kralik

1.4.3. Member Outreach - Miclays.com

Drew Lieske

WebMaster Request list to be saved as meeting document.

See line items still outstanding.

Also up for discussion:

1. Remove Caledonia from Club list, change name of Gun River Keet and Trap Club to Gun River Clay Target Club
 2. Add Adam Wise as Board Member/National Delegate
 3. Add minutes from July and August
 4. Need "Latest News" post regarding State Shoot results
 5. Update home page banner regarding Pine Ridge to reflect only the Nov. dates
 6. Need either "Latest News" post or banner to announce the awarding of the 2021 State Shoot to Bald Mountain and the GLC to GBHC.
- MSCA MiClays Webmaster Requests 100420.pdf

2. OLD BUSINESS

2.1. Update: COVID Response and Initiatives

Russell Brzezinski

2.2. State Shoot/GLC Host Club Participation & Process for Determining State Shoot Venue

Russell Brzezinski

Discussed at 4/22/20 Meeting: We need to understand better why there isn't greater participation from clubs to host tournaments to provide our membership with more options. Further exploration is required, may need to survey clubs. Steve recommended MSCA allow for electronic voting for the membership to decide upon the host club for



the State Shoot. Kathy made the same recommendation last year. It was not supported. Again, this would require a By-laws change. Concerns raised the 2/3 of the MSCA membership does not participate in the tournament. Needs further discussion. May survey the membership.

Discussed at the 6/1/20 meeting: KML can create survey re: preference for selecting shoot. Drew would like the survey to include who is allowed to vote. Jim will write something up for us to react to regarding the subject. We may not elect to poll the membership. Exploring options; needs further discussion.

Jim's 6/3/20 email to the Board:

"On the discussion of change to the selection of the State Shoot, when/if we decide to poll the membership, I would like to pose the following to the Facebook page community:

(draft) Discussion has been initiated between member shooters and the MSCA Board on the way the host venue for the State Shoot is selected. Currently, in accordance with the MSCA By-Laws Article X, the host club selection is made by the MSCA general membership by vote. Each MSCA shooter in good standing and in attendance at the current year's State Shoot selects between the presented bids. No proxy votes are allowed. An announcement is then made, usually at the State Shoot dinner.

The MSCA Board would appreciate any thoughts and suggestions from the membership on whether to continue the current State Shoot selection procedure or pursue adjustments, keeping in mind that any changes would necessitate a change also to the current By-Laws. Please respond via email or Messenger (NOT COMMENTS TO THE FACEBOOK PAGE) and include your NSCA membership number. Thank you, The MSCA Board (end draft)"

7/6/20: Deferred

8/3/20: Combined this topic with 2.5: MSCA Membership Survey re: Voting on State Shoot moving forward.

Russell asked about thoughts or ideas people might have on how this could be different. There are 4 clubs that are eligible to host the State Shoot. How do we help other clubs prepare for meeting the criteria and hosting the GLC? We only receive 2 bids for the 2021 State Shoot. There was much discussion about how to promote our shoots and encourage participation, from raffles of firearms, to the "Shoot the State" campaign. It was decided that this year we will move forward with MSCA members who participate in the 2020 State Shoot voting for the 2021 State Shoot, as indicated in the Bylaws. Suggestions made regarding moving toward a rotation of qualifying clubs for the State Shoot with signed contracts (in lieu of bids) to meet expectations from the host club. If a club cannot host their year, they could pass and the venue would move to the next club in the rotation. This needs further discussion and an eventual likely vote of the MSCA membership. Any changes would require a change in the Bylaws.

9/14/20: Will hold a special meeting to address this agenda item.

2.3. MSCA Board Liability Insurance

Russell Brzezinski

6/1/20: Deferred

7/6/20: Deferred, Russell to reach out to Charles.

8/3/20: Deferred

9/14/20: Deferred

2.4. iClays/WinScore Incentives for Host Clubs

Russell Brzezinski

Saturday, February 8, 2020

From previous meeting: Drew proposed the idea of offsetting iClays or WinScoreOnline fees to some extent to encourage new and smaller clubs to utilize online registration and scoring. Several clubs including Multi-Lakes and 4 Square Sportsman's have had good luck using iClays to draw a noteworthy attendance. iClays fee is 1 cent per target whereas WinScoreOnline is more expensive.

Russ suggested perhaps a \$50 reduction in fees per shoot for new clubs to try it.



New discussion: The Board is still undecided on how to incentivize clubs to utilize online registration and scoring, and whether those clubs that don't use it actually would if given an incentive. The following clubs throw registered shoots but do not utilize iClays or WinScore: Action Shooting Sports, Alpena Clay Busters, Lewiston, Pine Ridge, and Seaway Gun Club. Kathleen suggested we contact these clubs to gauge interest.

Saturday, November 9, 2019

Drew proposed the idea of offsetting iClays or WinScoreOnline fees to some extent to encourage new and smaller clubs to utilize online registration and scoring. Several clubs including Multi-Lakes and 4 Square Sportsman's have had good luck using iClays to draw a noteworthy attendance. iClays fee is 1 cent per target whereas WinScoreOnline is more expensive.

Russ suggested perhaps a \$50 reduction in fees per shoot for new clubs to try it. Drew will reach out to David Clifford, owner of iClays, to see if perhaps he would offer a trial membership to some clubs.

7/6/20: Deferred

8/3/20: Deferred

9/14/20: Deferred

3. NEW BUSINESS

3.1. NSCA Process for Cancelling or Scheduling of Shoots

Russell Brzezinski

1. There isn't an option to "postpone" a shoot. It's either cancelled or scheduled.
2. For new shoots, one consistent person from the MSCA Board is to contact Lori with the details.
3. Cancellation of shoots: Individual clubs may contact Lori to cancel their own shoots. The club should contact the Board as well, in case another member wanted to pick up the date. We, as the Board, can mandate that we remain the sole contact for cancellation, if we so choose.
4. Name change of the shoot. Clubs may contact Lori to change the name of the shoot. Again, we, as the Board, can mandate that we remain the sole contact, if we so choose.

6/1/20: Deferred

7/6/20: Deferred

8/3/20: Deferred

9/14/20: Deferred

3.2. Jot Forms

Kathleen Lanava

1. Access, suggest more than one person. Who is best?
2. Does Webmaster need access to JotForms in order to create links on the Miclays website?
3. Storage limit is 100 MB. How to archive past submissions. Will save to email account, save to JotForm. Ideally should save to the Google drive acct. A folder has been created. How long should they be saved?
4. Used on miclays for GLC/State Shoot bids. How best to address conflict of interest for bids.
5. Used for BOD ballot voting via emailed link through MailChimp. Should there be a two person validation of results? Should these be archived? If so, for how long? Double voting by members should not be an issue now that the email list has been cleaned up.

6/1/20: Deferred

7/6/20: Deferred

8/3/20: Deferred

9/14/20: Deferred



3.3. Sporting Clay Instructors

Kathleen Lanava

Shooters ask for names of instructors. Is there some way we can create a list of instructors so that when requested, we can provide? Should we send out an email to the membership and clubs asking if they would like to have their name included on the list, including any certifications held, brief bio, and whether they specialize in training juniors, seniors, new shooters, experience shooters, ladies? May be a nice customer service gesture for our members seeking instruction in different areas of the State and for those offering instruction. NSCA has a link to NSCA certified instructors. We can also include the names of those certified in the State of Michigan (ask if they want to include a bio for our list) and include NSCA link.

4. MISC

4.1. Date Next Meeting

Russell Brzezinski

Monday, November 2, 2020 at 6:00 pm.
