



Michigan Sporting Clays Association

Meeting Minutes: Saturday, January 19, 2019

Date/time: Saturday, January 19, 2019 Started: 1:30 PM Ended: 3:00 PM
Location: Bald Mountain - Michigan Shooting Centers, Lake Orion
Purpose/notes: Meeting rescheduled from 1/5/19 - Kickoff Meeting 2019
Chaired by: MSCA Secretary
Minuted rec. by: Drew Lieske
Status: Minutes drafted

Attendance

Present: Russell Brzezinski, Dr. Ron DeVuyst, Neal Fusner, Ryan Gates, Jim Kralik, Drew Lieske, Steven Schindler, MSCA Secretary, Steve Trudeau
Absent: Jovan Blackwell, Matthew Houtteman, Kathleen Lanava, Michael Nordloh

Meeting documents

None

Agenda

1. Committee business

1.1. Review Agenda - 2019 Kickoff

Status: Completed

1.2. Welcome New Board Members

Welcome our new members and review overall MSCA Mission

New/re-elected members for 2019-2021 are: Drew Lieske, James Kralik, and Neal Fusner.

Status: Completed

1.3. Treasurer's Report

Review 2018 fiscal year end.

The 2018 year end bank account balance for the Michigan Sporting Clays Association is \$13,673.11. This is a \$2,632.00 increase over year end 2017. The revenue increase is a result of a \$1,841 increase in target fees, \$200 additional dues collected, \$23 in dividends, and some expense avoidance/reduction. Motioned to approve Treasurer's report by Ryan Gates, Seconded by James Kralik, all in favor.

Treasurer's Report PDF - http://miclays.com/wp-content/uploads/2019/01/Scan_20190127-28229.pdf

Status: Completed

1.4. Website Report

Status: Deferred: 2/24/2019



2. OLD BUSINESS

2.1. Status of Trophy Update and Refurbishment

Old Business Resolution - Need status of activity. If not, need definitive completion date.

Shooters, including some of those who funded the Great Lakes Championship and Michigan State Championship, have approached the Board and expressed disappointment in our ability to maintain these perpetual recognition monuments. A volunteer director is needed to identify corrections, make trophy updates, and other changes to make the trophies more visually appealing and easy to maintain in the future. Ryan Gates nominated himself to obtain estimates and complete the trophy maintenance. He will report back to the Board with a plan by the next meeting.

Resolution #:

Moved:

Seconded:

Status: Carried

Vote:

2.2. By-Law Review

James Kralik provided the Board with a list of potential revisions to make to the MSCA By-Laws. The Board is expected to read and submit revision suggestions, with CC's to the entire Board, by Monday January 28, 2019.

Status: Parked

3. NEW BUSINESS

3.1. MSCA Officer Selection

Board motion and voting for the MSCA Board Officer positions.

President - Russell Brzezinski, motioned by Ryan Gates and seconded by Jim Kralik, all in favor

Vice President - Ryan Gates, motioned by Jim Kralik, seconded by Russ Brzezinski, all in favor

Secretary - Drew Lieske, motioned by Steve Trudeau, seconded by Ryan Gates, all in favor

Treasurer - Neal Fusner, motioned by Jim Kralik, seconded by Steve Schindler, all in favor

Status: Completed

3.2. MSCA Board Alignment and Director Involvement

Russ vocalized the importance of EVERY member of the MSCA board making a contribution to the collective mission of the organization. That being said, he advocated a new Board alignment structure as follows:

- President - Russ Brzezinski
- Vice President - Ryan Gates
 - Assigned Director for General Support - Steve Schindler
- Secretary - Drew Lieske
 - Social Media Director - James Kralik
 - Assigned Director for General Support - Dr. Ron DeVuyst
- Treasurer - Neal Fusner
 - Assigned Director for General Support - Jovan Blackwell



Every board member is expected to attend every scheduled meeting unless an emergency or a serious scheduling conflict exists, with advance notice mandatory.

Status: Completed

3.3. 2019 Shoot Card Distribution

2019 Shoot Card distribution activities

Shoot cards have been printed and distributed.

Status: Completed

3.4. Request for Shoot Date Changes

- Grand Blanc has requested that their Saturday June 1 shoot be moved to Sunday June 2.
- Grand Blanc would like to reschedule their shoot on Saturday September 7 to Saturday August 3
- Four Square would like add a tournament on Sunday August 4
- Four Square would like to reschedule their Sunday September 8 event to Saturday September 7
- Pine Ridge has requested that the Friday before their already approved Saturday dates be added
- Pine Ridge has requested that their phone number be updated to (231) 206 - 9868.

Status: Completed

4. MISC

4.1. MSCA Proposed Promotional Activities

Russ presented some initiatives to complete and further develop:

Initiative #1 - Improved communication and interaction with our membership and member clubs

2019 active membership count, validation of contact information and build contact database (especially email). Same for our member clubs require specific contact person and email info.

ACTIVITY: Update and build distribution lists; one for membership, one for host clubs.

LEAD: MSCA Secretary – with assisting Director(s)

GOAL: Primary communication to both membership and clubs will be through email.

Outreach initiatives/ surveys to both will be conducted the same way, so complete and accurate address captures are imperative to effective communications.

Initiative #2 - With #1 established, initiate Presidential communication vehicle to create touch point between members, clubs and the MSCA officers.

ACTIVITY: *“what’s going on behind the green curtain? What is the MSCA Board up to? What is the vision of the current president? Where are they taking our organization?”*

Bi-Monthly email blast to both members and clubs from the MSCA President on latest news and initiatives of the MSCA Board. This communication will be posted on the website homepage and as a facebook posting as well.

“PASSING SHOTS from the PRESIDENT”

LEAD: MSCA President – scribed. Distribution: MSCA Secretary or appointed director

GOAL: **Engagement.** Remove the mystery that *seemingly* is the MSCA and our initiatives. We will be transparent in those initiatives and communications, leaving both the membership and host clubs a complete understanding of our charge



and vision.

Initiative #3 - Increase our Facebook presence with our membership. Future recruitment and timely communication device to those that are part of that audience.

ACTIVITY: Current followers: 38. Enhance our presence to attract current membership to like/follow on Facebook. With this activity, and with refer a friend, we will expand our reach and hopefully, recruitment to facebook members that might not know of our MSCA activities.

LEAD: **Social Media Director** – reporting to MSCA Secretary.
Supported by: Appointed Director and MSCA President

GOAL: **Presidents Target: 200 member/followers** by close of 2019 State Shoot.
Social Media Director to evaluate goal and his/her recommended activity needed to hit target.

Initiative #4 - Actively promote our clubs hosted shoots, expand the reach of those announcements and build excitement around our major events.

ACTIVITY: Using items #1, #2, #3 above, we will continually promote and communicate host club information on upcoming shoots, changes, cancellations and help them to expand our combined reach

LEAD: **MSCA Secretary & Social Media Director**

GOAL: **Increased shooter participation at all scheduled events.** Specific activities to be outlined below.

Initiative #5 - Promote participation - "SHOOT THE STATE!!"

ACTIVITY: 10-12 members will be selected to participate in a special shoot at the 2019 State Tournament. Selection will be made from members that shoot at posted events prior to the State shoot. Selection will be made randomly and each MSCA member can only be selected once, regardless of number of shoots attended.

LEAD: **MSCA Vice President**

Supported by: 1 Director (specifically appointed), full support of Board in all matters

GOAL: **Increased shooter participation at those selected clubs.** We will select a date for each club that is holding an event prior to the state shoot. Using initiatives above, we will communicate this promotion to our membership to drive more interest and ultimately participation to these shoots. This initiative is both a member giveback and servicing to our member clubs initiative. Specifically, we want to drive more participation to our "smaller" shoots and assist our new club in this way.

EXECUTION:

Shoot (CLUB) Selection:

1. VP to propose selected shoots to "tag" this initiative to. Board will vote to approve. Secretary and Social Media Director will announce program to members and clubs.
2. Selection will be unbiased in all regards. Of all the shoots hosted prior to the State Shoot, each club will be represented in this promotion only once.

Participant (Member) Selection:

1. Any participant shooting from the selected event is eligible for the drawing.
2. Selection is not based on performance – just participation in said event.
3. Post shoot, VP (and/or their appointee) will use a random number generator to select shooter# and determine winner of drawing.
4. Member announcement: VP will communicate to board winning member. From there;
 1. Secretary will reach out to member notifying them of their selection.
 2. Soc Media coordinator will post results on FB
 3. Secretary will splash results on website with running ticker of all events.



4. MSCA President – will formulate a participation voucher to be distributed to each participant. This will be their “ticket” to the “SHOOT THE STATE” Event.

EVENT: SHOOT THE STATE

1. 10-12 shooters will participate in a shooting event where they could win up to \$100 each.
2. Using the “Make a Break” platform, participants will shoot to accumulate points. Each point is worth \$1. The Make a Break format tops out at 65 possible points, so each shooter will start with \$35 already gifted as a base.
 1. Participant score will be posted, and a check cut based on their score
3. Additional prizes can/could be awarded as we find them and have them donated.
4. FUNDING: Funding of this initiative will come from anticipated increase in target fees from 2018 (\$.02) to 2019 fees (\$.03)
 1. By promoting this event, building awareness and excitement, we will drive more shooters to these announced STS events. This, combined with the \$.01 increase in targets are expected to fund the program.
5. EXPECTED OUTLAY:
 1. Average score on Make a break is ~ 32-33pts (now dollars)
 2. Each shooter starts with base of \$35 prior to shoot, so expected outlay would be ~ \$65-70, though we are promoting a “chance” to win \$100 (perfect/max score)
 3. We can expect that there will be 25% reduction in participation in the event from selected shooters. (typical fall out for events like this)
 4. ANTICIPATED TOTAL OUTLAY: \$600-700 from MSCA
6. BENEFITS:
 1. Drive increased participation in selected events prior to state
 2. Build up of excitement to the State Event itself, with more shooters
 3. MSCA is contributing to the enhancement of club events
 4. Drive increased interest in our membership to go to these smaller events
 5. Drive increased revenue to both the clubs and MSCA
 6. Opportunity to give back to our membership in a way that’s not based on their ability to place “Champion, 1st-3rd” at the state
 7. Do so in a memorable, novel way that will build an audience around the event, a chance for the members to, based on their own ability, determine how much their prize is worth (remember, it’s not a shoot off – its just your own abilities)
 1. I suspect that leading up to the event, the host club will have increased “*practice*” rounds paid for (increased revenue for them)
 2. Conduct the shoot prior to the Saturday meal to generate more buzz
 8. Build some word of mouth excitement that the MSCA is trying some new things

Initiative #6 - Post State Shoot "MEET A MEMBER"

ACTIVITY: Using a random number generator, select a member to interview with a quick, 5-10 question format consisting of; years of membership, hometown, bio type questions and some “interesting” things like favorite club, shoots they’d like to attend, favorite ...whatever!

LEAD: MSCA Secretary – with assisting Director(s). using form template, interview member, secure photo and then we’ll post on both web and social media

GOAL: **Engagement activity with membership.** Provide a format that other members can learn maybe something interesting about others, build on share interests outside of shooting and build name/face recognition.

Status: Completed

4.2. Date Next Meeting

February 24, 2019 at Detroit Gun Club, 1:30PM

Status: Completed
