



MEETING MINUTES - Michigan Sporting Clays Association

Meeting

Date Monday, August 3, 2020
Started 6:03 PM
Ended 7:45 PM
Location Conference Call:
Join Microsoft Teams Meeting
+1 269-692-5186 United States, Otsego (Toll)
Conference ID: 912 819 574#
Purpose Regular scheduled meeting
Chaired by Russell Brzezinski
Recorder Kathleen Lanava

Approval

Minutes approved on: Not yet approved

Attendance

Present: Russell Brzezinski, Dr. Ron DeVuyst, Neal Fusner, Jim Kralik, Kathleen Lanava, Matt Little, Charles Schneider
Regrets: Ryan Gates, Drew Lieske
Absent: Steve Trudeau

Meeting documents

Minutes

1. Committee business

1.1. Review Agenda

Status: Completed

1.2. Review/Approve Meeting Minutes

Status: Completed

1.2.1. Review and approve 7/6/20 Standing meeting minutes.

Review of minutes, no additions, deletions or changes. Motion made to approve minutes made by Matt, seconded by Neal. Unanimous vote of approval.

Status: Completed

1.3. Treasurer's Report

Status: Completed

1.3.1. Summary Treasurer Report

MSCA Board Meeting Financial Overview



The information summarized below was presented to the MSCA Board of Directors on 08/03/2020

COVID-19 Revenue Impact Analysis Projection

- No new shoot cancellation requests received. Q2 version stands. No update to chart.
- Hillsdale College has been contacted to confirm or decline their August 22 shoot date.

Income and expense statement:

- MSCA entered Q3 in the red. It is not operating in the black by \$853.28
- Income and expense statement balance verified as matching cash balance in the MSCA business checking account as of August 1. Documents provided

YTD 2019 v. YTD 2020 Analysis of Business Metrics as of 08/01/2020

- Targets thrown down approximately 68%. 394,500 thrown in '19 v. 127,325 in '20. Revenue was down correspondingly; \$11,835 in '19 v. \$3819.75 in '20, a negative \$8,015.25.
- Causal factors: 14 COVID-19 driven tournament cancellations, 5 major shoots April through July of '19 totaling 216,625 targets and revenue of \$6,498.75 did not take place in '20. the absence of these five major tournaments accounts for approximately 81% of the \$8,015.25 above.
- Liquidity remains strong; however, once the 2020 State Championship sponsor monies are disbursed we will be operating at a financial loss for much of the balance of 2020. Ending 2020 in the black is at risk.

Neal filed an E-report with the State of Michigan at a cost of \$20 and received confirmation back.

Motion to approve Treasurer's report made by Charlie, seconded by Kathy. Unanimously approved.

Status: Completed

1.4. Secretary's Report

Status: Completed

1.4.1. Secretary Report

Shared MSCA Google Drive account

There is now a shared folder in the MiClays Google Drive account for MSCA Board Members. As of today, Kathy has granted the officers full editing rights and the other Board members with "read" rights. All should try to access the folder and let Kathy know if they are unable to access. The shared folder was created as there is a need for transparency and for archiving of documents. MyCommittee is not the best place to archive documents. There is a folder for the Treasurer, who may save whatever is deemed safe, necessary and relevant. There is a folder for the Secretary, another for archiving and one for Logos and letterhead. Board members are able to access the most current versions for their use. There are no past bids yet in the Archive folder. Any that are available, will be saved there. Matt indicated that all minutes and financials are to be available through FOIA. Should there be a FOIA request, it will be addressed at that time. All relevant documents regarding the minutes and financials are retained.

Upon review of the Secretary's report, the FaceBook and MiClays report, a motion was made by Charlie to approve the report, Neal seconded. The motion passed unanimously.

Status: Completed

1.4.2. Member Outreach - Facebook

Board members recognized and thanked Jim for doing such a wonderful job managing the MSCA Facebook page. MSCA members are using the site and have shared positive comments.

MSCA Facebook Page Report 8/1/20



Page created October 5, 2018

Current Admins: Russ, Ryan, and Jim

To date: 191 followers (up from 161), 180 page-likes (up from 153)

Since last report (July):

Overall views have increased again.

Followers/Page Likes have increased.

Weekly view data:

Weekly viewing has increased to 167 to 173 views per day (142 and 145 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.

Takeaway: Traffic has picked up - most likely due to venues opening and shoots taking place, featured shooters (SotM or in posts) bring in views/engagement by friends and family (outside the community = potential members?).

Page Reach (since previous report):

People.

A new block of data I just started looking into is a breakdown of sex, age, and location demographics. Not sure what to do with it yet - open to suggestions.

Overall, our followers are in the USA, 84% male/15% female, majority age range of 35-54. What is interesting, at least to me, is people reached (content shows up on their individual page) is 58% female/41% male (same age range) and people engaged (comment on our posts) is 59% female/41% male with the age range skewing 45-65+. I think this reflects family interaction.

Top Posts.

- 1.) All -State Photo Album posted (565 viewers to date).
- 2.) GBHC 7/18 results (365).
- 3.) Notice of 8/1 Multi-Lakes shoot (327).
- 4.) Michigan shooters at Indiana State Championship (259).
- 5.) DGC 7/26 results (122).

Top Engagement (comments, sharing, etc.)

- 1.) All -State Photo Album posted (304 to date).
- 2.) Michigan shooters at Indiana State Championship (92).
- 3.) Paul Pruca SotM (71).
- 4.) GBHC 7/18 results(53).
- 5.) DGC 7/26 results (38).

Data to be mined: Followers location; Who engages but is not a follower/page like-send Invite out to these folks.

Jim Kralik

Status: Deferred until 9/14/2020

1.4.2.1. FaceBook: "Meet your Board Members"



Jim has received documents from 2 Board members. Again, this is not mandatory.

Status: Deferred until 9/14/2020

1.4.3. Member Outreach - Miclays.com

The MiClays website is still in need of updates and corrections. Kathy is drafting of list of Webmaster requests and will provide to Russell for his use when communicating with Drew. Neal would like to have the shoot payment form re-named to the Target Fee Payment Form to match the title of the form. Capital Area Sportsman's League needs to be added to the Host Club Directory. Still need changes to the home page and some links are taking users to the wrong place. Neal was pleased to see the Calendar of events could once again be printed as a PDF. Russell will follow-up with Drew.

Status: Deferred until 9/14/2020

2. OLD BUSINESS

2.1. Update: COVID-19 Response and Initiatives

8/3/20: Remains status quo, for now. Bring back to the September meeting.

Status: Deferred until 9/14/2020

2.2. State Shoot/GLC Host Club Participation

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. Deferred for further discussion.

6/1/20: Deferred

7/6/20: Deferred

8/3/20: Combine this 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. It was pointed out that this was likely our last standing meeting prior to the State Shoot. We agreed to have a special meeting on Monday, August 10th at 6pm by phone to sort out the State Shoot logistics. Also all agreed to continue this meeting until 7:30 pm as there was much to cover on the agenda, although we likely wouldn't get to everything.

Status: Deferred until 9/14/2020

2.3. 2020 MSCA Sportsman Award: Steve Schindler

Russell to present ideas for the award. Neal to provide Russell with Steve's wife's contact information.

7/6/20: Russell left message for Natalie. Will need a photo of Steve.

8/3/20: Natalie has been in contact with Neal. She would like to see photos from Matt Gay. Jim has some photos of Steve and he will send to Neal. Neal will contact Natalie to determine which photo she would prefer. Will bring back



to next week's special meeting regarding the State Shoot.

Status: Deferred until 8/10/2020

2.4. MSCA Board Liability Insurance

6/1/20: Deferred

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

8/3/20: Deferred

Status: Deferred until 9/14/2020

2.5. MSCA Membership Survey re: Voting on State Shoot

Discussed at 4/22/20 Meeting: 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

Combined with 2.2 "State Shoot/GLC Host Club Participation

Status: Deferred until 9/14/2020

2.6. State Championship and GLC Trophy Residence

Discussed at the 6/1/20 meeting:

Need to update the MSCA Bylaws indicating the State Shoot and GLC trophy will be delivered to the following year's host club after the first of the year. (Who will be delivering?)

The HOF plaque resides at Grand Blanc.

Ryan will add Matt Topor to the State Championship Trophy and will update the GLC trophy. Is currently dated to 2014.

Further discussion needed.



7/6/20: Deferred

8/3/20: Deferred

Status: Deferred until 8/10/2020

2.7. Jot Forms

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. Should they be saved in JotForm, or in the MiClays email account? Both? How long should they be saved? One option, could create PDF of the bids and attach to the MyCommittee site for all Board members to view.
4. Used on MiClays for GLC/State Shoot bids. How best to address conflict of interest for bids.
5. HOF on MiClays website is not linked currently.
6. 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? How to prevent double voting by members?

6/1/20: Deferred

7/6/20: Deferred

8/3/20: Deferred

Status: Deferred until 9/14/2020

2.8. iClays/WinScore Incentives for Host Clubs

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

Status: Deferred until 9/14/2020

2.9. By-laws Submission

Submission to NSCA?



7/6/20: Deferred

8/3/20: Bylaws need to be uploaded to the MSCA website and the "Last Update" needs to be refreshed.

8/3/20: Drew uploaded these to the MSCA website and lists the original date as 1/1/16, Amended 6/6/19.

Status: Deferred until 9/14/2020

3. NEW BUSINESS

3.1. State Shoot

1. Marketing
2. Ballots (process of tabulating, who will tabulate?)
3. Presentation of Awards: All State to be presented at the Saturday night dinner. Who will present? Timing of presentation? Coordination with Host club.

6/1/20: Deferred

7/6/20: Deferred

8/3/20: What is the contingency plan for the State Shoot, if it were to be cancelled due to COVID-19?

See Email from Drew regarding proposed changes to the State Shoot (saved as attachment as there is a 4000 character limit in MyCommittee).

8/3/20: Drew sent an email and all reviewed the required changes to the State Shoot due to COVID-19. Will have a special meeting on Monday, August 10th at 6 pm via phone to address 2020 State Shoot logistics. Also need to discuss a contingency plan, should State orders require a shoot cancellation.

Neal made a motion to approve the proposed changes to the State Shoot. Kathy seconded. Unanimous approval.

Status: Deferred until 8/10/2020

- Michigan State Shoot Flyer 2.0 Covid.pdf
 - 073020 Email from D. Lieske re State Shoot changes.pdf
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3.2. NSCA Process for Cancelling or Scheduling of Shoots

1. There isn't an option to "postpone" a shoot. It's either cancelled or scheduled.
2. For new shoots, on 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 sh choose.

6/1/20: Deferred

7/6/20: Deferred

8/3/20: Deferred

Status: Deferred until 9/14/2020

3.3. Pine Ridge Request of the Board

On 07/13/2020 3:36 PM Neal Fusner <nfusner@sbcglobal.net> wrote:



Team: I called Dave Bolen Thursday evening to inquire about the cost of used sea containers, knowing he recently purchased one or more for additional storage.

Dave had me on the speaker phone with Ann and they were very excited that on July 3 & 4 the club threw 6,800 registered targets. That is a record for them, and important when one stops to consider the total 2019 annual total of 10,800.

The club also had three requests for the board:

1. Dave requested Kathy's contact information so that he can e-mail or call you regarding shoots. Is that OK with you, Kathy?
2. For their last two shoots of 2020, (Sept 25-26 & Nov 6-7) they plan to offer a total of 250 targets across three events.
3. They requested promotional support from the board via a banner on the MSCA web site posted 2-3 weeks in advance of the dates. Likewise they asked that we provide similar notification on the MSCA Facebook page. "Pine Ridge will be offering 250 targets during their upcoming shoot on (dates)."

I hope we all agree to do this as part of our effort to recover some of the COVID-19 driven revenue reduction.

Respectfully,

Neal

The banner will go up on FaceBook and the MiClays website as requested. Our mission is also to support clubs and we are going to follow that mission.

Status: Deferred until 9/14/2020

4. MISC

4.1. Date Next Meeting

September 7th is Labor Day

Monday, September 14, 2020 at 6:00 pm?

Next meeting is scheduled for Monday, September 14, 2020 at 6:00 pm via phone.

Neal made a motion to adjourn the meeting, was seconded by Jim. Unanimous approval.

Status: Completed
