



MEETING MINUTES - Michigan Sporting Clays Association

Meeting

Date January 3, 2022
Started 6:00 PM
Ended 7:30 PM
Location Conference Call
Purpose Fiscal Year Kick-Off / 2021 Review

Chaired by Russell Brzezinski
Recorder Russell Brzezinski

Approval

Minutes approved on: 2022-05-13

Attendance

Present: Mary Jo Birka, Russell Brzezinski, Dr. Ron DeVuyst, Neal Fusner, Jim Kralik, Matt Little, Charles Schneider
Absent: Drew Lieske, Steve Trudeau, Adam Wise

Minutes

1. Committee business

1.1. Review/Approve Meeting Minutes

Like Agenda, assumed approval unless edits noted by Directors prior to the scheduled meeting. this is to allow more time each meeting for open items and discussion.

reviewed and approved.

Motion: Neal 2nd: Dr. Ron

Passes Unanimously

Status: Completed

1.2. Treasurer's Report

Fiscal Year End Review. YoY Analysis, Targets thrown, PnL review

year end review. detail review of PnL and Year over year review of targets thrown, shoots hosted and revenue.

Edit of PnL necessary. Neal to resubmit to the board for final review/approval

Motion to Accept (with edits): Matt Little 2nd: Charles S.

Motion passes

Status: Completed

1.3. Secretary's Report

Status: Completed



1.3.1. Member Outreach - Facebook

Jim Kralik report if needed

Facebook: 717 followers by end of year, 2021. (+72% YoY)

615-625 followers online weekly

viewership / demos relatively unchanged

493 views: Manchester Young Guns post

Motion to accept : Neal, 2nd : Dr Ron

Passed

Status: Completed

1.3.2. Member Outreach - Miclays.com

Status: Completed

2. OLD BUSINESS

2.1. Trophy Updates

trophies (GLC & State) need to be updated to include 2020 & 21. Status Update

Jim to meet with Ryan to get updates to the trophy. Needs review.

Need to match fonts and material for placards.

Jim to report out on next mtg: 2/7/2

Status: Deferred until 2022-02-07

2.2. 2022 Board Member Introduction

Invite for new Director: Mary Jo Birka. Term 1/1/2022 - 12/31/2024

Welcome new BOD: Mary Jo Birka

3yr. Term: 1/1/2022 - 12/31/24

Status: Completed

2.3. Status of Shoot Calendar 2022 Distribution

Update on printed card distribution - Neal

Jim/Mary Jo to coordinate a proof check at the Printer.

Status: Completed

3. NEW BUSINESS

3.1. Shoot the State - Promotion and Execution Activity

"Shoot the State" Promotion - General discussion on promotional activity by MSCA Board.

Review promotional campaign - Russell Brzezinski (Lead)



1. SCTP target fee review- Previous discussion around the potential to refund their target fees for the previous years shoot. (Approx. \$600-\$660). Russell to contact Matt Gay on distribution and execution. Terms and conditions to be formalized. (Work with Charlie S.)
2. Encourage the board to review what we could do to encourage participation of our state shoot with Door prizes or like promotions. Review shooter bag giveaway and execution .

MSCA Board to review ideas around continued promotion of our sport. Review concepts and ideation during February's Board Mtg.

Status: Completed

3.2. 2022 MSCA Officer Selection

Nomination and voting for MSCA Officers

President:

Treasurer:

Secretary:

Treasurer: Neal Fusner

President: Russell Brzezinski

Secretary: Open position. Mary Jo to discuss roles & responsibilities of the position with Drew.

Status: Completed

3.3. Matt Hayes - BOD candidate review

Save for Next mtg 2/7/2022

Status: Deferred until 2022-02-07

4. Next Meeting Date

4.1. Date Next Meeting

Monday, February 7th, 2022 at 6:00 pm.

Next Mtg: February 7th, 2022 6:00- 7:00pm

Status: Completed

4.2. Adjournment

Resolution #: Motion to adjourn: Dr.Ron 2nd by: Mary Jo Unanimous

Moved:

seconded:

Status: Carried

Vote:
