



# MEETING MINUTES - Michigan Sporting Clays Association

## Meeting

**Date** Monday, January 9, 2023  
**Started** 6:05 PM  
**Ended** 8:18 PM  
**Location** ZOOM  
**Purpose** Regular scheduled meeting  
  
**Chaired by** Matt Little  
**Recorder** Mary Jo Birka

## Attendance

**Present:** Mary Jo Birka, Neal Fusner, Matt Hayes, Matt Little, Charles Schneider, Troy Spicer, Dan Williams  
**Regrets:** Bob Ahrens, Jim Kralik  
**Absent:** Steve Trudeau

## Minutes

### 1. Committee business

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#### 1.1. President's Report, 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.

\*Welcome new board member Bob Ahrens and returning board members Matt Hayes and Troy Spicer.

Motion to accept last month's meeting minutes as printed:

Motion: Charlie

Second: Troy

Motion Carried

Motion to accept the Jan 9 agenda as printed:

Motion: Charlie

Second: Troy

Motion Carried

\*Bob Ahrens will attend our February 15th meeting. Matt L. will welcome our new member Bob Ahrens to the board at that time. Bob's 3-year term started on 1/1/23. \*Returning Directors Matt Hayes and Troy Spicer were welcomed back to the board for their 3-year term commencing on 1/1/23.

\*Matt L. announced that our MISCTP will be having their annual fundraiser on Saturday January 28th at Detroit Sportsmen's Congress. Any board member that wants to go with Matt L. can contact him directly. Board members that attend will pay for their own ticket.

**Status:** Completed

Documents



- MSCA 1-9-2023 BOD Meeting Financials (1).pdf
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### 1.1.1. Subcommittee Reports

\*Liaison to Member Club's: Matt L., Matt H., Troy and Dan

\*Fundraising: All Board Members

\*By-Laws Review: Matt L, Jim and Charlie

\*Shoot Cards: Matt L and Mary Jo

\*Liaison to SCTP: Matt L., Mary Jo and Neal

**Status:** Completed

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#### 1.1.1.1. Liaison to Member Clubs

Matt L, Matt H, Troy and Dan

Anything new from our member clubs?

\*Matt and Matt have rescheduled their site visits to North Ottawa, Blendon Pines, and Seaway for later in January, weather permitting.

\*Hillsdale College has asked to schedule a meeting with Matt L.

\*Troy announced that he has set up a second 5 stand at Kent County. Both layouts will be shot from the same stands. Troy has set up 2 different layouts with 8 traps in each that can be easily rotated.

**Status:** Completed

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#### 1.1.1.2. Fundraising

\*Final Cool Wick Shirt design.

\*Matt has raised \$6149 for our Cool Wick sponsorship promotion. All invoices have been sent out by Neal. The total includes the gift certificate for Pilla lenses offered by Clay Target Vision. Matt announced that he has filled up all of the sponsor areas of our Cool Wick Shirts. He is no longer able to accept any more sponsors at this time.

\*The final design that was chosen has the State of Michigan flag on the front.

\*Shirts will be ordered soon.

**Status:** Completed

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#### 1.1.1.3. By-Laws Review

\*Matt L., Jim and Charlie

\*How is the by-law review progressing?

\*By-law review has not yet begun. Charlie suggested the proper legal language to be used in one section of the by-laws. The new language will allow the MSCA board to endorse the nomination of any present member of the board to the general membership. This could be a benefit to the MSCA by maintaining continuity of the present board.

**Status:** Deferred until 2/15/2023

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#### 1.1.1.4. Shoot Dates



Matt L., and Mary J

\*DGC has added a 200 bird sporting event with a 50 bird 5 stand on January 7-8 with little notice. I was able to get that approved. Jessica sent me a flyer that Dan e-blasted out to our membership and Jim posted on FACEBOOK. H

\*Bay County has also added a 100 bird sporting event on February 18th. That has also been approved.

\*The Detroit Gun Club January 7-8 shoot was great. They had 47 shooters in total. The targets were great!

**Status:** Completed

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#### 1.1.1.5. Additional Shoot Posters and Shoot Cards

Matt L., and Mary Jo

\*I still have a couple of Shoot Posters not spoken for. I have one for the Moose Club and Neal has asked for one. I have 3 more if anyone wants one. They will be available when I get home in April.

\*I also have 150 more shoot cards. If a club needs more let me know. I can put them in the mail.

\*Troy would like a poster as well.

\*The clubs are very happy with the shoot posters. They have been seen on display at a number of clubs.

**Status:** Completed

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#### 1.1.1.6. Liaison to SCTP

Matt L., Mary Jo and Neal,

\*Discuss lunch meeting with MISCTP reps Loraine Malloy and Bill Saylor on 12-18 at DGC shoot.

\*Matt L. is working on getting donations for the MSCA to use for MISCTP \$1000.00 scholarships. It appears as if we will be able to provide at least 2 or more scholarships this year. Matt will attempt to get the scholarship donations sent directly to the MISCTP in the MSCA name. If that happens, the donation becomes tax deductible for the benefactor.

\*Loraine said that the MISCTP will be able to add \$500.00 additional to each scholarship for a total of \$1500.00.

\*The MISCTP officers will select the recipients using their usual criteria. Matt suggested that it might be good to set aside one of the awards for a person pursuing a career in the trades or farming.

\*The scholarships will be awarded at the MISCTP State shoot in Mason, MI on June 10th. We will try to send someone from our board for that ceremony. In addition, we will encourage those scholarship recipients to be at our Michigan State shoot for our Saturday night awards banquet to be recognized.

\*The board is also able to return to the MISCTP all of their state shoot fees, as in the past. That will cost the MSCA approximately \$600-800.

**Status:** Completed

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#### 1.1.1.7. Treasurer's Report

For full financial statement see link above.

**Status:** Completed

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### 1.2. Secretary's Report/NSCA News

\*For add-on shoots. The NSCA is very particular about the process.



- \*An email is sent or forwarded to me by the club with date and shoot info.
- \*I email the board members to get approval after looking at our schedule. I need a quorum for approval.
- \*I send the request to Lori at NSCA for a shoot date.
- \*NSCA sends an approval email with shoot number to me and the member club.
- \*I send the shoot number to Neal for his records.
- \*The whole process takes from 3 hours to about 3 days depending on if it's over a weekend.
- \*The NSCA will not approve a shoot unless it goes through the MSCA first.

**Status:** Completed

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### 1.2.1. Member Outreach - Facebook

\*MSCA Facebook Page Report 1/9/2023 meeting (6:00 PM call)

Page created October 5, 2018

Current Admin(s): Jim To date: 937 followers on January 8 (up from 894 end of Q3 2022). 821 page-likes (up from 760). The new tracking number is the number of people who saw any content from the page. From October 9 to January 8 (3 months), 4,664 4674 people have seen something from or attributable to our page and 1,266 people have engaged with the page. Quarter 4 review: Since last report (Q3 report October 2021): Views have plateaued as the tournament season has wound down, and winter sets in. May also be reflective of less participation at this time due to the economy and ammo availability. Followers/Page Likes have increased slightly. Overall engagement stalled but consistent with previous reports. Followers/Page Likes continue to increase. Overall engagement has lessened but is also consistent with previous reports. Weekly view data: Weekly viewing remains constant as does time of day. 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. Obviously due to lack of events – weekend viewing (Saturday to Monday) is lowest. Page Reach (since previous report): Since last report (Q3 report Octo 2022): Followers/Page Likes continue to increase on a slow and steady rate. Overall engagement consistent with previous reports. Overall engagement increased with tournament season, also consistent with previous reports. Highest activity was in December which corresponds to numerous shoot announcements and the 2023 schedule posting. Page Reach (since previous report): Age (35 – 64) and M/F (87%/13%) demographics remain constant. Percentage of people reached (content shows up on their individual page) and people engaged (comment on our posts) consistent with previous reports. Most people reached/engaging/following the page are in the SE Michigan area with some West Michigan cities observable. Q4 Top Posts. 1.) Hillsdale sponsorship and facility map (3510). 2.) 2023 Schedule posted (1147). 3.) 2023 State Championship announcement (996). 4.) Moonlight Madness at CASL (892). 5.) Buddy Back-up at 4-Square (844). 6.) DGC Super Sporting and FITASC (617). End of year review: MSCA FB page started the year 2022 with 712 followers and 654 page-likes. The December 2019 report indicated 120 followers! Two Hundred (200+) new followers correspond with the large influx of new shooters that was apparent during events of 2020 – 2022. Four “unlikes” in the page’s history. No one has been blocked so far. Overall, views decrease in the “winter” months. Overall engagement constant. We are coming into the new shoot year, questions on availability of shoot cards started around the first week of December. Traffic should begin to increase again as spring, and the new shoot year, rolls around.

Weekly view data: Weekly viewing has increased to 615 to 625 FB page fans on-line per day (up from 359 to 366 last year (2020)). Peaks are prevalent 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. Traffic continues to increase 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. Several messages and comments of a positive nature were received this year. Have yet to correct, or ban, any participant. Page Reach: Age and M/F demographics remain constant. 87% male and 13% female, ages 35 to 54 predominate. People reached (content shows up on their individual page) and people engaged (comment on



our posts) consistent with previous reports. Hot spots this year were Commerce, Manchester, Lapeer, St. Clair Shores, Clinton Twp, Canton, Livonia, and Detroit. Vast majority of people reached/engaging/following the page are in Southeast and Southwest/West Michigan areas.

**Status:** Completed

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### 1.2.2. Member Outreach - Miclays.com

\*The FORUM has been eliminated.

\*The MICLAYS website is still under construction.

\*The 2023 Shooting schedule is already loaded on the website.

\*It is functional

\*Dan needs all the board members to send him a short bio and a picture to be put on the website.

**Status:** Completed

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## 2. OLD BUSINESS

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### 2.1. Spartan Series Update

Matt L., Matt H., Dan and Troy

\*Shoot Update?

\*Trophy Update?

\*Logo Update?

\*Nothing new on the Spartan shoot. A ZOOM meeting will be scheduled to work out the details.

\*A shoot flyer needs to be produced and distributed.

\*The trophy design needs to be finalized and the trophy produced.

\*The logo needs to be approved by the board.

**Status:** Deferred until 2/15/2023

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#### 2.1.1. Website Takeover and Transition

\*The website is functional

\*It is a work in progress

**Status:** Completed

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##### 2.1.1.1. Shooter Survey

\*Progress or results?

The shooter survey was designed and delivered to the shooters by Dan. 66 people participated in the survey. The survey results were summarized with the MSCA plan for the future by Mary Jo. The following letter was emailed to all the survey participants on 1/19/23. The shooter response was very positive.

### 2022 MEMBER SURVEY



The MSCA Board is so thankful to the 66 shooters that responded to our emailed survey. We received many great suggestions and compliments. As a group, we consider every suggestion a definite possibility for change, if we believe that change will improve our shooting environment in Michigan. Thanks so much! Below you will see the list of suggestions put forth by your fellow shooters, **as well as our answer to the suggestion.**

1. Clubs should order ammunition as a group to get better prices that can be passed on to shooters. **Great suggestion! Put that on the “to do” list.**
2. Offer special prices for Hunter class shooters. **Put that on the “to do” list.**
3. Standardized registration. Everyone in Michigan using only one software. **The board is encouraging all member clubs to use software. We recommend Scorechaser or iClays. It is our hope to get every member club using software this year. With software, posting scores is easy.**
4. Support MISCTP. **Each year we return 100% of their State Shoot fees back to the MISCTP program. This year we will provide 2 or more \$1000 Scholarships for graduating seniors that are attending college or trade schools.**
5. More sub-gauge events or sub-gauge only events. Events shot with different gauges that are handicapped would be fun. **Events with shooters shooting different gauges with handicapped scores would be “fun” shoots not registered. A sub-gauge only tournament would be a possibility.**
6. Encourage clubs holding large shoots to offer both Lewis Class and Class Options. Provide shooters with a written explanation of both options so more shooters will participate. **Put that on the “to do” list.**
7. Encourage clubs to host Iron Man or shoot series types of events. **On the calendar for 2023, Michigan Shooting Centers is hosting a 4 event TRAIL SERIES. New this year is the Spartan Series with 3 different clubs hosting. Also being discussed is a 3 club, UP NORTH Iron Man Challenge that will not be on the calendar for 2023.**
8. Water, Gatorade and snacks on the course for larger shoots in the warm weather is really helpful. **The MSCA sponsored the drink and snack wagon this year for the State and Great Lakes Tournaments.**
9. Encourage clubs to change their targets monthly. **Monthly target changes are an NSCA rule. The MSCA can encourage target changes, but it is ultimately up to the club to follow the rule.**
10. More giveaways at the larger shoots. **The MSCA board increased the volume of items given away in 2022. 2023 is still in the planning stages with sponsors for our shoots to maximize the list of giveaways. There may be another foam earplug sale in our future.**
11. Look at what other states are offering at their events. **The board is always exchanging emails that we get from other states in order to keep our events interesting and up-to-date.**
12. Be open to new ideas. **We consider every idea that is presented. President Matt Little always says, “every new idea starts out as a yes until there is a very good reason for it to be a no”. We value new ideas and the people that present them.**
13. A rolling schedule of events would be helpful which could include a link to the registration software. It is hard to keep track of everything. **We agree! With the website upgrade, Dan Williams has the rolling schedule posted. He has agreed to provide the software link as a part of the schedule. Not everything on our website is operational yet, so stay tuned.**
14. We need harder targets/we need softer targets. Both ideas were expressed on the survey. Also, the comment that some clubs have poor target presentations. **The MSCA is sponsoring 3 target setting clinics in 2023 to help clubs improve their targets. The announcement has not yet been**



made. Detroit Gun Club and Grand Blanc Huntsman's Club are hosting a clinic in March and April. Bald Mt. will be hosting a clinic in the fall of 2023.

15. More shoots at Island Lake. The shoot schedule was already posted in early December. Island Lake has 7 shoot dates this year. 5 of them are on Wednesday, the last 2 are a part of the MSC Trail Series. You can get a copy of the 2023 shoot schedule at any of our member clubs.

16. More AFS in Michigan. Put that on the "to do" list.

17. We need more tournaments. On the calendar this year we have 69 shoots. 4 shoots are 2-day events, and 2 shoots are 3-day events.

18. The Website (MICLAYS) needs to be better maintained. The website needs to provide access to scores, registration, news, pictures, links for lessons, tips and questions. Our new website when completed will provide access to scores and registration using a link. News, tips and certified instructors can be found at the NSCA website using the link provided. Qualified instructors are also available locally. Consult your local member club for a recommendation. We will have a picture tab that will be updated often. The website update is not yet complete. Stay tuned.

Thanks again for taking the time to complete our survey. Please feel free to continue making suggestions to any board member.

#### MSCA Board of Directors

Status: Completed

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##### 2.1.2. 2023 State Shoot

\*Drew has distributed the State Shoot flyer.

\*MSC is handling the station sponsors.

\*MSC will be giving away guns. Not sure if the gun giveaway will be at the State Championship, or part of the MSC Trail series or both. Drew is looking for a new way to give the guns away other than a drawing. They are trying to encourage participation in all 4 of their Trail Series shoots.

\*Dan suggested to set up MSCA Zone. In the zone will be booths set up by our member clubs to advertise their club. The plan is to familiarize our members with clubs not located in their immediate area.

\*Mary Jo suggested that we have our member clubs form a 2 person team for a cornhole tournament on Saturday. We would have to make some cornhole game boards. The plan is to get our shooters to come to dinner and "hang out" for a while. Make-A-Break tournaments are primarily for good shooters. A cornhole tournament can get more people involved.

Status: Deferred until 2/15/2023

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### 3. NEW BUSINESS

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#### 3.1. MSCA Banners for Largest Member Clubs (4)

Matt H., and Troy

\*We did compare prices for the 3X5 banner between Staples and Matt Hayes's vendor. The price was identical. We might keep the banner sales with Staples just to keep it local.

\*I need help designing the banners for our four largest member clubs, so we can get them ordered.



**Status:** Deferred until 2/15/2023

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### 3.1.1. Target setting Clinic

\*Can we continue our discussion about the target setting clinics?

\*Matt L. suggested that we sponsor all 3 clubs for their target setting clinics with \$200 to pay for lunch.

\*Matt L. also suggested that we sponsor up to 2 shooters per club with half of the cost of their clinic (\$25)each.

Motion to approve: Matt Little

Second: Troy

Motion Carried

\*Mary Jo suggested that we have a board member present at each of the target setting clinics that we are sponsoring. Matt L. will attend the clinic at Detroit Gun Club. Charlie will attend the target setting clinic at Grand Blanc. Mary Jo will attend the target setting clinic at Bald Mountain.

**Status:** Completed

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#### 3.1.1.1. Member Club Software

\*The MSCA would like to suggest that all of our member clubs use some type of registration/scoring software. Scorechaser would be our first choice, but iClays would be acceptable as well.

\*Scorechaser has a "no frills" software that they produce that is completely free to clubs.

\*Dan is willing to work with clubs that are interested in using software for the first time.

\*ZOOM would be a great way to hold a training session for shooting software.

**Status:** Deferred until 2/15/2023

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## 4. Next Meeting Date

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### 4.1. Date Next Meeting

Wednesday February 15 at 6pm

**Status:** Completed

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### 4.2. Adjournment

Motion to Adjourn: Matt L.

Second: Neal

**Resolution #:** Motion to Adjourn

**Moved:**

**seconded:**

**Status:** Carried

**Vote:**

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