



# MEETING MINUTES - Michigan Sporting Clays Association

## Meeting

**Date** Monday, April 10, 2023  
**Started** 6:00 PM  
**Ended** 8:00 PM  
**Location** Zoom Meeting  
**Purpose** Regular scheduled meeting  
  
**Chaired by** Matt Little  
**Recorder** Mary Jo Birka

## Attendance

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

Motion to approve the past meeting minutes as written?

Motion: Charlie

Second: Mary Jo

\*Presidents Report

\*Our Monthly MSCA newsletter has been prepared.

Motion to Approve: Mary Jo

Second: Charlie

\*Additional Motion: Motion to allow Dan and Jim to have editorial discretion regarding the monthly newsletter. The monthly newsletter will be emailed one day prior to all board members, before emailing to the shooters.

Motion: Charlie

Second: Mary Jo

\*Additional items for discussion. Matt L. has retired from his construction and remodeling business. On April 10, he began a new career as the Director of the Hillsdale College Halter Shooting Center. In the future there may be a board discussion topic that might involve the Hillsdale Shooting Center. Matt is willing to recuse himself from these discussions as necessary, to avoid a potential conflict of interest. Motion to allow Matt to recuse himself as necessary.

Motion: Charlie

Second: Matt Hayes Motion passed.



**Status:** Completed

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### 1.1.1. Subcommittee Reports

**Status:** Completed

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#### 1.1.1.1. Liaison to Member Clubs

Matt L, Matt H, and Dan

\*What do we want to offer as an incentive for early registration for the Motorstate?

##### OPTION 1

\*MSCA will purchase 100 practice rounds from Scottie for the early registrants.

##### OPTION 2

\*We divide the early registrants into groups by class. After Saturday night dinner, we gather these 100 people into their groups on the practice 5-stand field and have a shoot off for flats of shells. 1 miss and out. Master class in a group. AA, and A class in a group. B and C class together. And D and E class together. If everyone sees the 100 shooters competing to win ammunition, they might want to register early next year. (PEER PRESSURE)

\*Mary Jo will talk to Scottie to see if it is possible for him to set up his practice 5-stand field for our shoot-off.

\*Matt Hayes modified the Spartan Shoot flyer to introduce the Money Bird game. Matt will be putting the flyer out for MICLAYS and FACEBOOK ASAP.

**Status:** Completed

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#### 1.1.1.2. Fundraising

\*Matt L. and Dan recently visited John Herkowitz at Pacific. They were able to get a gun donated for the Spartan Series.

\*Dry Wick shirt update. Matt H has designed additional t-shirts that we could sell before or during the Spartan Series shoots. They will come from DO Apparel (Detroit's Own). The t-shirts will sell for \$20, and the jerseys will sell for \$40. The turnaround time should be no longer than 10 days. Dan will try to work with STRIPE so the shooters can order from DO and pay on STRIPE.

**Status:** Completed

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#### 1.1.1.3. By-Laws Review

\*How is the by-laws review progressing?

\*We need to get the by-laws update done soon so I can send out the Great Lakes 2024 bid letters to qualified clubs.

\* The board has discussed eliminating the Vice President position when we update the by-laws. With Matt L. starting his new job, we may have a situation where he is not available. I would like to propose that we keep the Vice President position in our by-laws. Furthermore, I would like to make a motion that we seat Dan Williams in that position effective immediately.

Motion: Mary Jo

Second: Charlie



Motion passed.

**Status:** Completed

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#### 1.1.1.4. Shoot Dates

\*No additional shoot dates requested.

**Status:** Completed

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#### 1.1.1.5. Liaison to SCTP

Matt L. and Mary Jo

\*We need to discuss the MISCTP State shoot in Mason. It is on the same weekend as the Motorstate shoot at DGC. At least a couple of us should attend their dinner on Saturday night. Matt L. and Mary Jo will be attending the MISCTP State Shoot dinner at Mason. The student scholarships will be awarded at that time.

\*How are we doing on donations for the scholarships? Matt currently has \$1000.0 from the MSCA and \$1000.0 from an outside donor. We are hoping to have one more scholarship check soon.

**Status:** Completed

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#### 1.1.1.6. Treasurer's Report

Motion to accept the Treasurers Q1 report as written: Matt L.

Second: Dan Motion passed.

**Status:** Completed

Documents

- MSCA Q1 2023 Financial Statement (2).pdf
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### 1.2. Secretary's Report/NSCA News

\*The 2024 bid letters for the Great Lakes need to go out ASAP.

\*2024 State Shoot bids. One bid in so far. Bid was incomplete. Completion pending.

\*Sent reminders to other qualified clubs. Forms must be in by May 15th, no exceptions.

\*If we receive more than one bid, the shooters will vote at the Michigan State Championship at Bald Mt.

**Status:** Completed

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#### 1.2.1. Member Outreach - Facebook

\*Quarterly Report due today.

MSCA Facebook Page Report 4/10/2023 meeting (6:00 PM call)

Page created October 5, 2018 Current Admins: Jim and Dan To date: 998 followers (up from 937 end of Q4 2022), 889 page-likes (up from 821). From January 8 to April 8 (3 months), 4105 people have seen something from or attributable to our page and 927 people have engaged with the page. Quarter 1 review: Since last report (Q4 and EOY report January 2023): Followers/Page Likes continue to increase. Overall engagement consistent with previous reports. Followers/Page Likes continue to increase. Overall engagement increased slightly with tournament season, also consistent with previous reports. Weekly view data: Weekly viewing tracking is no longer available. Page Reach (since previous report): Age (35 – 64) and M/F (87%/13%) demographics remain constant. A 2% increase in our female audience! People reached (content shows up on their individual page) and people engaged (comment on our posts) consistent with previous reports. The vast majority of people



reached/engaging/following the page are in the SE Michigan area. Q1 Top Posts. 1.) Multi Lakes first shoot of the year (1520). 2.) Monthly newsletter announcement (872). 3.) Spartan announcement (849). TOP POST OF THE MONTH! 4.) March events listing (844). 5.) Dan Williams at the 3-Bird Shoot (762). 6.) 200 Target All-Around at DGC (757). Q1 Top Engagement (comments, sharing, etc.) 1.) 200 Target All-Around at DGC (181). 2.) Multi Lakes first shoot of the year (162). 3.) Target setter clinic announcement (146). 4.) Monthly newsletter announcement (131). 5.) March newsletter (136). 6.) Spartan announcement (110). Commerce Twp, Macomb Twp, Livonia, and Manchester. The vast majority of people reached/engaging/following this page this quarter in Southeast Michigan areas.

Jim Kralik

**Status:** Completed

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### 1.2.2. Member Outreach - Miclays.com

\*Dan, can you make the shoots drop off of our schedule after they are complete? Do you have to manually remove them. Can you remove the January and February shoots, now? Done

\*Can you update the yearly membership fee from \$50 to \$75 on the club payment form? Done

\*If your name is listed here, you need to get a short bio to Dan and a picture: Jim Kralik.

**Status:** Completed

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## 2. OLD BUSINESS

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### 2.1. Spartan Series Update

\*Are all Board members registered on Scorechaser for the Kent Spartan shoot? Charlie will be absent and possibly Dan.

\*Most of our shoots have no deposit required. Registering for shoots in advance needs to become a part of the Michigan process, as it is in Ohio. We need to come up with an early registration incentive for the Spartan's.

\*What can we do to get more people engaged? I am hearing that many people cannot make all 3 shoots, so they are not attending any of them. Can we do anything about that? Many people are choosing to attend other shoots. The committee wants to stay with the plan to require shooters to shoot all three shoots to qualify for the big money at the end.

\*Ammunition giveaways as well as the gun raffle will draw people in. Jim and Dan will advertise on MICLAYS and FACEBOOK starting tomorrow. Dan will also send out an eblast to all shooters.

\*Decision also needs to be made regarding the gun giveaway. The gun will be raffled off during our foam earplug sale. \$20 each pair with one free ticket included.

\*Held over from last meeting is our decision regarding the purchase of flats of ammunition from Roger Brenner to give away at our 2023 shoots. He has quoted \$82 per flat for whatever number of flats that we require. They can be mixed brands, speeds, shot size and either 1 ounce or 1 1/8 ounce depending on what Roger has available. If we decide to move forward with this proposal, I make a motion to allow Matt L. to use his discretion regarding the ammunition purchase without any further board involvement. The MSCA board will purchase 40 flats of 12ga ammunition from Roger Brenner to give away during the 2023 shoot season. Mary Jo will contact Roger to set up the deal. Roger will send Neal an invoice. Neal will send Matt L. a check for \$3280.0. Matt will give Roger the check and our tax-free authorization letter. Roger is also using his contacts to get us some swag from White Flyer. The Spartan shoots will give-away 21 flats, the Motorstate 4, and the Great Lakes 7. To qualify for the ammunition, give aways at the Spartan and Great Lakes shoots, you must shoot the main event.

Motion to purchase 40 flats of 12 ga ammunition to give-away during the 2023 shooting season: Matt Little Yea, Mary Jo Birka Yea, Dan Williams Yea, Matt Hayes Yea, Charlie Schneider Yea, and Neal Fusner by proxy Yeah.



Motion passed.

**Status:** Completed

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#### 2.1.1. 2023 State Shoot

\*Contacted Drew regarding the gun sock idea. Waiting for a return call from Drew. Either the board will give-away gun socks, or they will sponsor one of the events at the State Shoot.

\*Matt L, Matt H. and Mary Jo are hoping to do a ZOOM call with Pat and Drew ASAP regarding the State Shoot.

\*Kirk Todd is trying to get some swag for the State shoot from a nearby sporting goods store.

**Status:** Completed

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### 3. NEW BUSINESS

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

\*(10) banners will be ordered when I get home. All club selections have been made.

**Status:** Completed

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##### 3.1.1. Target setting Clinic

\*On Sunday, April 16th, GBHC will host our second target setting clinic. I sent Vince all of Scottie's worksheets. Vince was glad to have Scottie's notes to standardize his program. Vince has 13-15 registered for his clinic so he is closed.

\*Charlie will be at the clinic representing the board.

**Status:** Completed

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##### 3.1.1.1. Jason Binando Memorial Plaque

\*Jim will be writing the tribute for the plaque. I have Melissa Binando's contact information. I sent her 5 pictures of Jason some time ago that would be good for the plaque. If she needs other photos or has one of her own, we will figure that out.

\*The Sportsmanship award will be presented at the State shoot Saturday night dinner at Bald Mountain on June 24.

**Status:** Completed

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### 4. Next Meeting Date

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#### 4.1. Date Next Meeting

Next meeting Monday May 8. Zoom Meeting from 6-8pm

**Status:** Completed

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#### 4.2. Adjournment

**Resolution #:** Motion to Adjourn

**Moved:** Charles Schneider

**seconded:** Dan Williams



**Status:** Carried

**Vote:**

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