

**Meeting minutes:** RSC all-members meeting: future direction of the club

**Date:** September 21, 2016

**Time:** 7:00 - 8:45 pm

**Location:** Connaught Library, Regina

**Attending:** Ric Witham, Dwight Wooley, Sharon Wooley, Jim Goldie, Dan Ingram, Steve Weild, Kevin Marpole, Don Spencer, Sandy Lauder, Ryan Dodington

**Purpose:** To solicit input from our membership (past, present, or future) in order to be sure directors are focussed on the issues the membership feels are most important.

**Meeting objectives:**

- 1) To brainstorm/discuss any/all issues/opportunities facing the club
  - a. Accomplished by completing S.W.O.T. exercise (Strengths, Weaknesses, Opportunities, Threats)
- 2) To narrow the focus to 3-4 key priorities for the board of directors
- 3) To reach consensus on a general direction forward

**Near future objectives:** The board of directors will incorporate information/input from this meeting into a strategic/operational plan for the club.

A strategic/operational plan will:

- steer the efforts of RSC's board of directors and membership through the remainder of 2016 and going forward
- identify RSC's current challenges, deficiencies and shortfalls and match them with potential objectives/solutions
- define roles, responsibilities, accountability of directors in relation to specific objectives
- address the short and medium term of the club (to February 2018)
- outline potential long term issues/opportunities
- serve as a 'road map' for the club's leadership and members
- act as a tool to assist in transition of leadership roles/succession planning
- evolve as required to ensure plan remains clear, current, and relevant

## Summary of meeting:

7:05 – meeting called to order by Ryan, attendance sheet passed, minutes taker identified (Kevin)

7:10 – meeting objectives and intended outcomes explained by Ryan

7:15 – S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) exercise facilitated by Ryan

- Results of exercise compared against results generated from S.W.O.T. conducted at September board of directors meeting
- Group discussion

Primary issues identified by board of directors at Sept. board meeting:

- Water access and launch facilities
- Declining/inactive membership
- Village council (lease, infrastructure and relationship)

8:00 – Discussion on key priorities facing club, potential steps forward

Issues/ideas identified/discussed at all-members meeting:

- Relationship with village council
  - Tone has improved recently
  - Could benefit membership/foster shared responsibility/awareness of property issues
  - Many ways to provide ‘outreach’ within village (TBD)
  - Advantage – council is set for 4 years (stable)
- Conditions of water access/launch ramp
  - Village’s lack of knowledge/possibility for club’s expertise to lend assistance/consulting
  - Possibility that solutions/fixes for concrete/metal ramp and dock could be reasonably simple
  - Suggestion that club consider contributing \$ to fix public facilities for reduction in rent/or long term lease – ie. ‘think outside the box’ in negotiations
  - At mercy of Water Security Agency (?) and lake levels
- Maintenance/future of buildings (in particular clubhouse)
  - Village not intending to take on any aspect of maintenance
  - Question of whether clubhouse is required as it is currently

- Proactive plan needed re: clubhouse/continued land slumping
- Review of club activities vs maintenance hours (assess work credits/fees with aim to improve/to free up sailing time if possible, while maintaining the property/facilities)
- Communication
  - Potential for more effective method for mobilizing members/potential to drive membership levels/retention
    - Should learn from other clubs/SSCA – what works?
  - Potential for promotion of relevant weather sites such as Weather Underground or Windfinder
- Membership Levels
  - Need better avenues to grow membership numbers
  - Need to promote club and recruit potential new members
    - SaskatcheWanderer
    - Booth/presence at boat shows/Recreation shows (like R.V., home, outdoors, etc)/Leisure guide/University activity recruitment/
    - Tap into SSCA assets (Optis) to increase participation among children
  - Need to get youth/younger

#### 8:40 – Action items

- Determined the board of directors will create the strategic/operational plan based on this input from membership
- Board of directors to begin to execute upon plan when appropriate/without need for approval/further consultation with membership
- Board of directors to ensure membership is aware of progress

#### 8:45 – Meeting adjourned