



Regina Sailing Club

at

Last Mountain Lake Sailing Centre

Minutes for Directors Meeting

Date: December 12,, 2017
Time: 7:00 PM
Location: Life Long Learning Ctr.

Attending:

Charles M., Richard K., Kevin M., Sandy L., Steve, W.

Guests:

Britta Lind (club member), Ryan D. (club member and former Commodore).

Regrets:

Molly B, Jim Goldie

Minutes taker: Kevin M.

- 1) **Agenda:** Approved by Richard K., second: Steve W.
- 2) **Minutes:** Approved by Steve W., second: Kevin M.
- 3) **Treasurer Report:** Molly and Jim were absent, so no official report delivered. Charles provided summary of Jim's email report.
- 4) **Directors Report:** Charles: Update on rock removal efforts the weekend previous. Richard K. posted photos of this activity on Drop Box, available for viewing until end of 2017.

Charles is preparing to schedule a meeting with the village (end of Jan – tentatively) to discuss the public boat launch and current lease arrangements, among others.

- 5) **Planning for the 2018 season:** RSC member and promotions professional, Britta Lind, attended the meeting to provide preliminary feedback and guidance on promotional activities the club could undertake to improve memberships and media presence, as well as to discuss the opportunity for the club to hire her services to facilitate these initiatives. (Much of this discussion took place at the beginning of the meeting, as Britta had to leave for a previously arranged appointment). Topics discussed with Britta included: Current boat launch situation (cruisers and dinghies), including the new dinghy dock and public village launch issues. Declining membership levels and the financial impact on the club. What the club hopes to achieve in the next 5 years. The club's desire to establish and develop an attractive "product" to promote to prospective new members.

Britta's suggestions: The club currently has a good product, we just have to sell it properly to a focused demographic. "Millennials" should be the target audience, and the club should be using multiple mediums, including social media (eg; Instagram), to attract this group as members. Promotional planning should begin quickly, as the plan should be delivered by March, 2018.

Improvements to the club web page are also needed to facilitate club promotion.

Focus should also be concentrated on MSS promotion (to train new members) and possibly using Wascana Lake as a venue to hold club activities that would attract positive attention (and potential new members) by expanding public exposure opportunities.

Other discussion points: Cruiser/public launch at Sask Beach and improving the sailing situation for cruisers. Identification of RSC deliverable "product" (what we can promise and deliver to our members).

Using Wascana Lake as an alternate activity site, including holding MSS there.

Opportunities for boat storage at Wascana Lake and insurance for "off-club" activities (at Wascana Lake, for example).

Forming a small (sub) committee to assist Britta with deliverables of her plan.

The BoD requested a budget range from Britta for the deliverables discussed. The BoD identified the need for a small sub-committee to collaborate with Britta on the club promotions plan. The BoD tentatively agreed that the club could pay \$1000 for a promotions plan, but Britta indicated a full, meaningful plan could be more around the \$5000 level. The BoD is to determine what financial commitment is tolerable for the club, and Britta will propose a plan and budget based on this amount. The sub-committee is to confer on this point, and deliver options to the BoD.

AGM Meeting Plan: Tentative date: Feb 25th; tentative location: Sports Hall of Fame or Life Long Learning Ctr..

Work Projects: Charles to prepare a list to present at AGM.

Maintenance: Fees to be discussed.

Membership: Results of Britta's report to be reviewed prior to presentation at AGM.

Club Assets and Usage: Charles has completed an ad-hoc poll of 2 members re; club issues and viability. Further feedback to be solicited at AGM.

Calendar: Calendar of club events required for presentation at AGM.

6) Duties:

SSCA Representative: Kevin Marpole volunteered previously. KM to get contact info from Ric W. before Jan 1.

MSS Liaison: Richard K. volunteered. RK to follow up with Ric W. before year end re; responsibilities.

Facebook editor: (still vacant)

Webmaster: (still vacant). Filling this position was identified as a priority.

7) **Other Business:**

Letter of Gift for the white truck: Sandy has presented to Charles. Charles to deliver the letter to SGI so registration can be transferred. The club will pay for the new battery.

Meeting with Village of SK Beach: Charles to contact Administrator to schedule a meeting to discuss the above topics and issues.

Sub-committee to work with Britta: Charles and Richard volunteered and Ryan is a tentative candidate (pending consideration). This sub-committee will work with Britta on formulating a tentative budget, action plan and due dates for the club's promotional activities and methods. Britta to provide budget vs. deliverables options.

Charles to follow up with Ric W. regarding whereabouts of the current club insurance policy.

8) **Date and location of next meeting:**

January 2nd, 7: 00PM. Location: Life Long Learning Ctr.

February 6th, 7:00 PM. Location: Serbian Club

9
)

A
d
j
o
u
r
n
:

R
i
c
h
a
r
d

M
o
t
i
o
n
e
d
,