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## **Board Meeting Minutes**

March 2, 2021

6:30 PM

Zoom Conference Call

### **Attendees**

*Board Members:* Mike Kiel, Lee Richards, Ross Duncan, Tyler Duncan, Pei Pei, Wally Wilkinson, Gregory Falk, Butch Smart(absent) and Rodney Disbrow (absent).

### **Proceedings**

Meeting called to order at 6:30 PM by President, Mike Kiel.

#### *Approval of Minutes*

The minutes were approved, by the group, as presented.

#### *MSCA spending plan discussion*

Greg started with going over the survey responses: a large amount of responses support youth shooting subsidies. Some members were also interested in getting some subsidies for registered event entry fee. The board discussed how to get data from the NSCA and use that data to decide what kind of program that we should come up with. Greg mentioned a voucher program to give some money back to the shooters. Another option that other members mentioned was to use some money to increase the prize money. Mike asked about how much money we have for this purpose. Greg mentioned the total amount it was about \$11,000 to be spent in the next 3 years. Lee mentioned that we should spend this money with a goal in mind, the previous data indicated the youth retention was low regardless what we do. Lee was in favor of the voucher system. Greg mentioned we should support both youth and members from all age groups. Another option from the survey was to use some money to do advertisements and promotions. Lee mentioned he would like to manage the advertising plan for each club independently for the most part. Board discussed about the advertising cost for the association, Lee stated the ROI (return on investment) could be great for the club, Tyler stated the association should be aware that the ROI for the club and ROI for the association are two different things, the ROI for the association is much less, the association should be aware, therefore budget it accordingly. Lee expressed he was satisfied with the \$2,500 contribution from the MSCA towards to the host club for the state shoot. Tyler mentioned although the \$2,500 offered benefits to some shooters, not all members benefited from this, he thought we could also do something else for members who didn't benefit from the trophy package contribution by MSCA. Lee and Tyler then shared some ideas about how the association could do it, but no definitive plan/decision was made. Lee mentioned we should come up with a written plan for this, Greg, Pei, Tyler and Lee all volunteered to come up with such a plan. The 4 items should be on the plan were: 1) Youth, 2) Advertising, 3) Prize money and 4) Entry fees. The plan should be presented too all board members prior to the next meeting, the board will discuss about the plan during the next meeting.

*Next MSCA Meeting*

The next meeting date is scheduled for April 13<sup>th</sup> at 6:30 PM.

**Adjournment**

Meeting was adjourned at 7:38 PM.

Submitted By:

Pei Pei

Secretary

April 9, 2021