

EXECUTIVE COMMITTEE MEETING
Thursday–May 9, 2019
8:30am –Homewood Suites
Sandston, VA



AGENDA

A. ROLL CALL

(SM)

1. NSSA Officers, Executive Committee & Directors' List
A quorum being present the meeting was called to order a 7:57. All EC members present except for Steve Patke, Brad McRae and Dave Wood. Staff present is Michael Hampton, Gary Burley, Steve Scales, and Nathan Boyd.

2. 2019 – 2020 NSSA Committees Roster (SM)

3. NSSA / NSCA Management Chart (SM)

B. MINUTES

1. Approve Minutes of EC Meeting January 18-19, 2019 (SM)

Motion to Approve Minutes made by Chris Naler, Second, by Jim Tiner. Motion to accept was carried unanimously.

2. Approve Minutes of EC Phone Conference February 25, 2019 (SM)

Motion to Approve Minutes made by Chris Naler, Second, by Billy D. Williams. Motion to accept was carried unanimously.

C. UPCOMING MEETINGS

1. Executive Committee Meeting – September 27, 2019 - NSC Complex
2. Board of Directors Meeting – September 29, 2019 - NSC Complex
(Beretta Pavilion) 6:45pm dinner - 7:45pm meeting

D. 2020 US OPEN

(NB)

Discussion led by President Don Kelly for the need by Staff and EC Members to perform “excellent” work to provide the best for our members and clubs.

Clark Hartness and Nathan Boyd put forward their recommendations of Clubs to be included as host sites for 2020. Optimal radius of 250-300 miles throughout the US of interested Clubs. Some Clubs out of the running due to lack of experienced shoot management or close proximity to other good clubs. Recommended clubs cover the US geographically and demographically. About 1500 shooters can be serviced with the clubs that should be selected.

Need to be also thinking about clubs to be considered in 2021.

Motion made by Clark Hartness, Second John Haugh regarding the locations of US Open sites for 2020. 1/ NSC (Hub), 2/ Jacksonville, 3/ Stockton, 4/ Blue Rock, 5/ Shenecoy, 6/ Salsbury, 7 Lincoln, 8/ St Joe, 9/ Sauk Prairie. Motion Carried. Michael Ferchaw voted no. Many thanks to Clark and Nathan for all of their hard work up to this point.

Action item to come up with a plan to communication to the successful clubs and the non winners for consideration into the future. Nathan Boyd to lead verbal communication.

Action item to publicize the details for the 2020 (and post) US OPEN starting in October 2019 in CTN and Target Talk etc. For example the questions about FAQ's (shoot offs, time zones, scoring postings etc..) Nathan, Clark, Sherry Kerr.

Action Item. First Priority within the Zone? Concern that Stockton for example will be overwhelmed with “out of Area” shooters. Registration to have three choices for location. Priority will be given to shooters from the close proximity near the club to allow *local* shooters priority. Suggestion for a 30 day window from the front. Once we get closer to the actual shoot day...waiting list and attendees are forwarded to host clubs so they can fill last minutes spots. Four gun shooters have priority until 30 days at the end. Communication piece will be published to explain these points. **This to be included in information publicized as per the previous action item. (Kerr, Boyd and Hartness)**

E. OLD BUSINESS

1. One Gun Game Update (GB)
Report from John Haugh. \$2500 has been allocated for MCA to review the One Gun Game as an enhanced league. Answer was that this isn't going to move the needle as far as gaining more membership. Mobile app would cost about \$30-50k. Payback would likely never be reached.

Suggestion from Clark Hartness that we come up with a digital... “ask the gun club manager” on how to run a shoot, or do mechanical stuff. Give the clubs more value.

Focus needed to bring new shooter and making registration and shoot management easier.

F. NEW BUSINESS

1. Jess Briley Innovation Award (MH)
A great idea that we might be able to piggy back on. Possible that we could borrow his idea (and inspiration) to gather great ideas. Win a free entry to the World's
2. Rookie Rule Change
As long as a new shooter is not fully classified (5 events) in any gun, you can still qualify in the second year. This will be submitted to the BOD for vote (e- mail) as laid out by the rules committee with the specification that this starts for the 2019 shooting year. Motion made by Jim Tiner, 2nd by Billy Williams.
3. Florida Rule change request (GB)
No action required.
4. Honor Squad (GB)
Currently there is a minimum of ten shooters required to be qualified as a “shoot”. Rules committee has suggested that this should not change. No action required. A similar situation occurred with an invitational event in Virginia that did not have enough participants to qualify as a “shoot” precluding a potential “world record”. The same rationale applies, a minimum of ten participants are required to set a World Record. No action required.
5. Issue in Michigan where some of the shoots only report Champ but not RU and downward. Lost points that would be available normally. Nothing we can do but it would be a good target talk topic.
6. Benelli – advertising, sponsorship, possible Vendor Row location (AV)
Benelli is wanting to get into the clay target market. Contact made between the President of Benelli and Michael Hampton to move forward
7. More free gun entries to the Mini and Main World for EC to give away
Possible to give away some free entries to the World's or an NSC event. To ponder.
8. Web site design company (AV)

G. EXECUTIVE SESSION

H. LUNCH

I. BUDGET / FINANCE

1. Finance Committee Report (SS)
Note that in the future, Marketing Funds should be earmarked as either Member Retention or Member Acquisition.
2. Feb 2019 YTD Financial Statements (SS)
3. Financial Overview of 2019 Blaser Skeet Classic (SS)
4. Cell Tower Cash Flow (2018) (SS)
5. Department Changes-Accounting & Finance (SS)
Accounting Clerk position has been filled by Michelle Lee. She is switching over from Skeet Team.
6. Entry Fees Review (CN)
Discussion led by Chris Naler to point out our failure to profitably run events at the World's. For example the NSCA championships make a 28-30% NET profit, but the World's loses about 6 – 11%. How do we increase revenue and attendance?
We are running a “Not for Profit”...not a charity! There is a need to develop a plan and a communication story. Follow a process and separate membership fees and event fees.
Looking at an increase in 2020 and 2021 events to moderate the increase. Action item for staff to come back with an event (NSSA run events) fees structure for 2020 to come back with a +5% and a +10% return model.
7. Membership Fees Review (SS)
Motion by Chris Naler that effective target year 2020, 2nd by Alessandro Vitale to implement Example #2 of Steve Scales analysis (i.e. increase to \$40.00 digital and other listed rates plus optional subscription fee, (annual review) for printed magazine and other fees)(upon concurrent acceptance from NSCA). Motion made by Naler to repeal this motion, 2nd by Vitale. Motion carried.

New motion made by Chris Naler, second by Jim Tiner. *New* Life Membership (effective 2020) is digital only (plus an optional current subscription fee). No need for 100 targets per year. Motion carried unanimously.

Motion by Chris Naler that effective target year 2020, 2nd by Alessandro Vitale to implement Example #2 of Steve Scales analysis (i.e. increase to \$40.00 digital and other listed rates plus optional subscription fee, (annual review) for printed magazine and other fees) (upon concurrent acceptance from NSCA). Motion carried unanimously.
8. 401K Staff Update (SS)
Suggestion that for long term staff, enhancement of 401k program. Lessens tax implications as well. We want to keep good long term employees. Currently we match 1% of employee contribution. After 5 years the employee can contribute up to 2% and we will match that. 3% after 10 years.

Motion by John Haugh, 2nd by Chris Naler to adopt the program (scenario 2) as laid out by Steve Scales.

J. MARKETING & COMMUNICATIONS

1. Communications Report (MH)
2. Marketing Report (MH)

K. INFORMATION TECHNOLOGY

1. IT Project Update
Making progress but it's a bit slower than hoped. It is possible that we could add a “bolt on” scoring and reporting system for both NSCA and NSSA. Estimates are an additional 400k to “own” it. Biggest thing is the support to the members and the clubs. Looks like Q1 of 2020 for in depth testing. (GB)

2. Director's Report (GB)

L. NATIONAL SKEET SHOOTING ASSOCIATION (GB)

1. NSSA Director's Report (GB)

2. Membership Statistics

3. Target Statistics

4. Membership State and Country Report (Back Pocket)

5. 2019 World Championship Update

a. \$2000.00 Swag

6. U.S. Open – 2019 Host Club – Rochester Brooks (GB)

7. Masters Review, good comments and a lot better visibility and co-operation of the members and staff of Forest City Gun Club.

(GB)

8. Junior World (NB)

a. 2019 Host Club

9. Youth Shooting (NB)

M. OFFICERS REPORTS & ZONE REPORTS (DK)

N. NSSA HALL OF FAME & MUSEUM

1. October 3, 2019 Hall of Fame Dinner - 6:45pm Open Bar –7:45pm Dinner

Courtyard by Marriott Sea World Westover Hills

2. 2019 Referee Honor Roll

3. 2019 Inductee and Ray Boller Award

4. Possibility of a special reception for a 50th anniversary reception. In addition to January dialogue, we will be paying for Inductee dinner, and 1 Guest. Motion by Chris Naler, second by Billy Williams. Motion carried unanimously.

Inductees to be introduced to the stadium crowd on Wednesday night. Invitations to be sent out June 1, 2019. Action Item, NSSA Staff

O. NATIONAL SHOOTING COMPLEX

Updates. Gate is done, lights are in, telephone pole is still there.

3rd vendor building done. Hospitality suites being done now.

Fire station not started yet.

P. NATIONAL SPORTING CLAYS ASSOCIATION

1. NSCA Director's Report (MH)

2. Membership Statistics

3. Target Statistics

Q. Fund Raising Initiative

Discussion led by Louise Terry on behalf of letter written by Jack Tans regarding hiring a "Director of Development (150 k per annum)". Possibilities of annuities to allow donor to get a return plus a tax write-off. Director would help construct the plan and what the funding would go to. Hire a professional to do a professional and productive job.

Suggestion that we approach Dini Spheris to lead us through the pitfalls and help us find a Director, Hampton (along with Haugh and Kelly) to reach out to Dini Spheris about a modified program (including fundraising for low hanging fruit) with costs etc. Put down expected fundraising results over that period of determined time. Jack Tans to be approached (by Hampton) about leading this initiative. This to be completed by Mid July and a conference call to be set up with EC at that point.

R. ADJOURNMENT 6:25 Motion by Clark Hartness, 2nd by Tom Pavlack. Motion carried unanimously.