

## EXECUTIVE COMMITTEE MEETING

Friday – September 29, 2017  
8:00 am – National Shooting Complex  
San Antonio, Texas

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### Participants:

President- John Haugh  
Vice President- Don Kelly  
Secretary/Treasurer- Chris Naler  
Assistant Secretary/Treasurer- Meredith Tunick  
Past President- Jack Tans  
Zone 1- Michael Ferchaw  
Zone 2- Alessandro Vitale  
Zone 3- Tom Pavlack  
Zone 4- Jim Tiner  
Zone 5- Steve Patke  
Zone 6- Gary Matthews  
Zone 7- Billy D. Williams  
Zone 8- Steven Malcolm  
Zone 9- Dave Wood  
NSSA Executive Director- Michael Hampton  
NSSA Finance- Steve Scales  
Special Projects- Nathan Boyd  
Skeet Director- Gary Burley

Legend: **Motions** & **Action Item** consolidated matrix on last page.

**September 29, 2017: Call to order at 0801 AM / Adjourned at 1944 PM (All Members of the EC present; Louise Terry not present)**

### **1. NSSA OFFICERS' & EXECUTIVE COMMITTEE PICTURE**

### **2. ROLL CALL**

- a. 2017-2018 Executive Committee
- b. 2017-2018 Committee Roster
  - Steve Malcolm (Zone 9)- updated contact number- 416-556-3308 (Steve Malcolm)
- c. Approval of 5-25-17 EC Meeting Minutes

**Motion:** To approve minutes from the meetings listed above (M: Jack Tans / 2d: Jim Tiner).  
**Motion approved by unanimous voice vote.**

### **3. NSSA WORLD SHOOT**

- a. 2018 World Shoot: **September 28, 2018 – October 5, 2018**
- b. 2018 World Shoot Entry Form
  - 2018 World Shoot will change from a 6-day format to a 5 -day format. The 2018 registration form is in jacket of materials that shooters receive at 2017 World Shoot. Discussion to increase communications at this year's shoot to ensure membership is aware of the format change for next year.

#### 4. NSSA DIRECTOR UPDATE

- a. New Software Status – Gary Burley
  - Currently ahead of schedule and under budget. This IT work is an additional duty to Gary's primary role as Skeet Director.
- b. Statistics – Gary Burley
  - Recent membership stats show a 3-5% reduction of targets shot, but the number of members has increased. Discussion of our current business model, including membership priorities and identifying the appropriate metric for evaluating a successful membership program.
    - MCA is focused primarily on growing membership, not focused on growing number of targets thrown. Second phase of MCA work will assess club aspects (i.e. do shooters have places they can shoot? Are there sufficient number volunteers at clubs to help run the shoots?)
  - Looking at number of members by age- demonstrates that we don't have a sustainable membership level
  - 90% of our focus is on 10% of our membership (AAA's- i.e. money and winnings; Not as much money put back at the Class level). Discussion of how best to allocate money back into the Classes.
- c. BOD Ballot Reports – Gary Burley
- d. Youth Shooting – Nathan Boyd
  - Update on youth program events. There were 17 Youth Camps held in 2017. Currently working on 2018 events which will include Northbrook. Nathan to make recommendations to the EC on how best to further develop and support the youth shooting program moving forward. The 2018 Junior World will be held at the National Shooting Complex. Youth Camp Coordinator will be stepping down- Nathan Boyd is currently serving as the Acting Director for Youth Camps.
  - A Youth Video had been identified and budgeted but not yet produced. .
  - **Action Item: Review Sub-Junior, Junior and Collegiate All-American Points to be awarded at the Mini.**

## 5. MAGAZINE & MARKETING

- MCA Presentation- Gayle Teskey/Barry Elk
  - Provided an overview of marketing proposal with the aim to increase NSSA membership; including 9 different courses of action.
  - MCA has been contracted to provide analyses (started on May 1, 2017). Will provide a comprehensive report on findings and make recommendations on NSSA branding, marketing, membership, terminology, processes, programs, etc.
  - MCA will work directly with Marketing Committee to implement marketing directives.

**Motion:** To move forward with the total proposed marketing package as outlined by MCA with an interim review at the Summer EC meeting (M: Steve Malcolm / 2d: Jim Tiner). Motion approved by unanimous voice vote.

- Sherry Kerr – Update
  - Sherry Kerr provided an overview of the NSSA-NSCA Communications Team’s activities which include many new projects and numerous enhancements to existing projects.

**Action Item:** Initiate Club CLM similar to Member CLM. Define length of CLM and what NSSA will offer club.

- Clay Target Nation Extra will be send out soon via e-newsletter. It will include shooting tips and techniques, and a separate edition will be aimed at non-members with the addition of member promotion.
- Two new communications initiatives for clubs:
  - a. NSSA-NSCA.Club - Website with best practices for clubs, discussion forums for club reps to share information, and other relevant information.
  - b. Target Talk Clubs - Monthly newsletter for communicating exclusively with clubs
- Nicki Martin - Update

## 6. FINANCE UPDATE

- a. Fundraising presentation – Dini Spheris (Angela Hodson, Nicole McWhorter, Kirsten Schachter)
  - The Dini Spheris team provided an overview of their proposal for an NSSA-NSCA to develop a Fundraising Development and Implementation Plan.
  - **Action Item-** Dini Spheris to develop a specific outline to develop of an initial philanthropic/giving program for NSSA-NSCA.

**Motion:** To move forward with the Dini Spheris proposal (\$60,000) (M: Jack Tans / 2d: Michael Ferchaw). Motion approved.

*The EC took a recess at 1230 and reconvened at 1700. The recess was approved by unanimous consent.*

b. Report – Louise Terry

(Reference Long Range Report)

c. July 2017 YTD Financial Statements

- Steve Scales reviewed interim NSSA balance sheets (July 2017) and the existing life insurance policy for former Executive Director Michael Hampton Sr.

- **Motion-** Contact the insured and give him the option to transfer the existing life insurance policy, or the policy will be cancelled no later than Dec 31, 2017). (M: Jack Tans / 2d: Dave Wood). Motion approved by unanimous consent.

d. Financial Update – Steve Scales

- **Motion:** Move to accept the budget as presented by Steve Scales. (M: Jan Tans/ 2d: Don Kelly). Motion approved by unanimous voice vote.
- **Preferential Motion:** move to go into Executive Session (M: Jim Tiner/ 2d: Dave Wood). Motion approved by unanimous voice vote.

## 7. EXECUTIVE DIRECTOR REPORT

(INSERT Michael Hampton Report Here)

## 8. NSCA DIRECTOR UPDATE

## 9. NSC PROJECTS

- Michael Hampton provided an overview of the NSC 2017 Events and Project List
- NSC will not be annexed by the city of San Antonio.

## 10. OLD BUSINESS

None.

## 11. NEW BUSINESS

**Action Item:** Rules Committee and Gary Burley to review an individual “declaring up in class” and the effect on his/her shooting average. Suggestion to clarify procedure in Target Talk.

a. One Gun Game

- Gary Burley reviewed a proposed “New One Gun Game” format, which is designed to increase the number of registered shooters and targets thrown.
- Action Item- market test. Need to measure and monitor its success.

**Motion:** Move to (M: / 2d:). Motion approved by unanimous voice vote.

b. Bylaw Amendments - (*Front Pocket of BOD Binder*) - Steve Scales

c. Organizational Chart – Steve Scales

d. Disciplinary Case

e. U.S. Open Growth Ideas – Gary Burley

- **Action Item:** Intent is to elevate the precedence of the US Open. Review the proposal to create a US Open matching-fund or other incentives to help support clubs that host ongoing US Open shoots (i.e. trophies, added money, sponsors, etc).

## 12. BOD BINDER REVIEW

## 13. ADJOURNMENT

**Motion:** Move to adjourn (M: Billy D/ 2d: Gary Matthews). Motion approved by unanimous voice vote.

### Winter Meeting Dates:

- LRPC, Finance and Steering Committee Meetings *January 18, 2018*
- Executive Committee Meeting *January 19 & 20, 2018*