

EXECUTIVE COMMITTEE MEETING
Thursday, May 11, 2023, 8:30 am
Agenda



ROLL CALL

Present:

Name	Title
Steve Malcolm (P)	President
Tom Pavlack (P)	Vice President
Clark Hartness (P)	Secretary
Jeff Ventry (P)	Zone 1 EC Committeeman
Al Magyar (P)	Zone 3 EC Committeeman
Steve Johnstone (P)	Zone 4 EC Committeeman
Joe Scandariato (P)	Zone 5 EC Committeeman
Frank Callahan (P)	Zone 6 EC Committeeman
Billy D Williams (P)	Zone 7 EC Committeeman
Brad McRae (Call-In)	Zone 8 EC Committeeman
Katie Hunt (P)	Zone 9 EC Committeewoman
Nathan Boyd (P)	NSSA Skeet Director

Absent:

Name	Title
Chris Naler	Past President excused
Alessandro Vitale	Zone 2 EC Committeeman excused
Michael Hampton Jr	NSSA Executive Director excused

Guests and Staff:

Name	Title
Misty Thomasson (Call-In)	NSSA/NSCA CFO
Sherry Kerr (P)	NSSA/NSCA Marketing and Communication

CALL TO ORDER

Steve Malcom Called the meeting to order at 08:30 AM, Clark Hartness recorded minutes.

MINUTES

1. Approve Minutes of EC Electronic Meeting minutes March 09, 2023 (CH)

Motion to Accept minutes as presented Steve Johnstone, Billy D Williams Second, Steve Malcolm abstained.

ZONE REPORTS

Reviewed and committee persons present answered questions about specific items.

1. BUDGET/FINANCE

1. Finance Committee Report and Update (MT)
 - a. 2Q 2023 Financials
 - b. 2023 Triple J Classic P & L Reports

While the Triple-J was profitable, \$1797.48 (2023 - GP), the shoot attendance has been declining. Total Shooters 2021: 276, 2022: 262, and

2023: 214. The Triple-J profit was up in 2022 due primarily to inflated ammo sales as the availability was down and shooters purchased more ammunition at higher costs in 2022. The NSSA Shoots committee is working with the sponsors to offer program changes that make the event more appealing to reverse this downward trend.

c. Lead Reclamation Update 1.5. **million pounds ~ \$425k gained from the lead reclamation.**

d. Cell Tower Sale Update – **Completed \$283k buy-out.**

e. ERC (Employee Retention Credit)
~\$400K expected with 12-15 Month process time for the ERC.

f. NSSA-FIN002 Funding Allocation Policy
Discussion will follow and decision. There are primarily 4 Sources of funding of the organizations. Electronic Meeting in June for review.

Moved \$2M into a Government Money Market fund that is 100% insured. Primarily over budget.

2. Endowment Fund Committee Update (JH/MT)

a. Raffle Updates (**\$18k from Pappy, 76 Tickets sold to date world skeet drawing**)

Currently under audit (May 1 Start); the process is smoother for this year. 3 weeks of field work at NSC, estimated end of June completion.

Requested EC Support of the Endowment fund Gun Raffle, drawing at World Shoot.

2. INFORMATION TECHNOLOGY

1. IT Report

2. Tech and Innovation – NSSA/NSCA Member App Update (SJ/NB)

NSSA/NSCA Membership App timeline management for the World Shoot and Nationals Launch.

3. COMMUNICATIONS & MARKETING

1. Communications Report (SK)

2. Focused Marketing Committee Recommendations and Actions (SK)

Win back renewal emails to 2020 and 2021 discovered as not renewing.

CLM focus to renewal as active members.

May try June or July one time offers for ½ special deal.

Refresh on Target Talk for slight update.

Condense recurring media.

Question of the week depends on Staff.

Push the use of the Archives – Looking back features.

Target Talk Quiz bring back (June/July)

Kaleigh Lawson – New social media working into process.

Focused Marketing Recommendations

Barriers/Obstacles

Lack of Awareness

Access/Opportunity

Interest/Involvement

Cost

Competing Commitments

Marketing program based on a Mentoring Initiative, not necessarily a program, more of a volunteer for program for development of women mentoring and instructing for women at the clubs.

“Merriam-Webster, a mentor is ‘a trusted counselor or guide’. A mentor is someone who has decided to take the time to connect with you to help you in one way or another.”

Certification costs and travel.

Breaking courses down to some online and adding the in-person section to a shoot or event to reduce the investment for instructor certification.

2023 Networking event at the World Skeet for any Ladies at the event.

2023 Ladies shooting clinic at the world shoot.

Ladies advisory group to keep the focus and follow through with the EC.

4. NATIONAL SKEET SHOOTING ASSOCIATION

(NB)

1. Member Stats *up about 300 members*

2. Target Stats *targets down*

3. Masters Recap -- *316 Total shooters, 300 12 Gauge shooters - slightly up from 2022*

4. US Open Update --

5. Junior World Update

Motion by Al Magyar to accept the Jacksonville bid to host Junior World 2024 2nd by Billy Williams 2 Abstained Steve Johnstone, Steve Malcolm

6. World Shoot Update

As of 5/2 286 Mini slight up from 2022

Main 317 Down slightly from 2022

37 Referees Committed

Transition to Dan Caryl for the 2024 World Chief Referee.

5. NSC PROJECT UPDATE

(TP)

Phase 1 is underway with a majority of the phase scheduled for completion prior to World and Nationals.

Phase 2 project list is moving forward by generating cost estimates. Main project will be engineering for future expansion of the club house area.

Marketing and Communication with Sherry Kerr and Katie Hunt for Target Talk release in July 2023 for announcement to the membership.

6. RV POLICY UPDATE

(KH/SJ/TP)

All long-term lease owners have been contacted regarding policy changes. As expected, there was some opposition to the change of policy. The new policy is in force.

7. NEW BUSINESS

(NB)

1. NSSA State Shoot Grant Approval

Billy Williams motion to accept HQ recommendation Second Jeff Ventry, Abstain Steve Malcolm.

2. NSSA Scholarship Selection

Steve Johnstone motion to accept HQ recommendation Second Katie Hunt, Abstain Steve Malcolm.

3. NSSA Club Grant Selection

The EC reviewed each submission and awarded \$3125 to 8 clubs - Steve Johnstone motion to accept EC review, Second Katie Hunt, Steve Malcolm Abstain.

4. NSSA All American Committee Recommendations

Action item to the Rules Committee to clarify the Rookie Concurrent minimums housekeeping to 800, 800, 800, 800, 500.

Action item to Sherry Kerr to update the Krieghoff All-American selection process on the website.

Action Item to the All-American Committee to execute the correct sizing of all-American teams for 2024 shoot year by the world shoot EC meeting.

Action item to propose a solution to eliminate the possibility of selection to All-American teams to be no more than a participation award for the 2024 shoot year by the world shoot EC meeting.

No Action on All-American Shirts/Jackets

No Action on All-American Banner

5. NSSA Code of Conduct (SM)
Open discussion lead by Steve Malcom for further review.

6. Target Presentation SME for NSSA Shoots (Subject Matter Expert) (AM)
Open discussion lead by Al Magyar for further review.

8. OLD BUSINESS (NB)

1. 2023 World Shoot Scoring Program Update and Recommendation

Accepted the recommendation from the NSSA Shoot Administration group to run the 2023 World Shoot with Skeet Manager. Skeet Manager has been used to run the last 18 World Shoots and Mike Valerio has actively updated and maintained Skeet Manager for 25 years as well as providing unique requests for the World Shoots that have been downstream provided to Skeet Manager users via update.

There will be continued work with MySkeet (Ran Davis) to include a planned test run against 2023 World Shoot data after the World and Nationals in late November/December. This will validate correction of issues that were reported to MySkeet after the 2023 Triple-J and 2023 Masters. Validation of unique requirements of the World Shoots (East, West, CoC. Multiple Cashiers) that are still in development by MySkeet and have not been thoroughly tested.

9. EXECUTIVE SESSION

10. ADJOURNMENT

Motion Katie Hunt, Second Joe Scandariato