



MEETING MINUTES - Michigan Sporting Clays Association

Meeting

Date Monday, April 15, 2024
Started 6:38 PM
Ended 8:21 PM
Location Zoom Meeting
Purpose Regular scheduled meeting

Chaired by Matt Little
Recorder Mary Jo Birka

Attendance

Present: Mary Jo Birka, Jim Kralik, Matt Little, Greg Roxbury
Absent: Charles Schneider, Steve Trudeau

Minutes

1. Committee business

1.1. President's Report, Review/Approve Meeting Minutes

*Like Agenda, assumed approval unless edits noted by Directors prior to the scheduled meeting. This is to allow more time each meeting for open items and discussion.

*Motion to approve the past meeting minutes as written: Matt

*Second: Jim Motion Passed

President's Corner:

*Matt will be writing the \$7000 check to Detroit Gun Club soon. As last year, we would like to offer additional support to DGC to enhance the event up to a limit of \$3000. See suggestions below.

*Mary Jo asked Scottie for his suggestions. He is offering a 60 sec, 30 bird flurry on Saturday night after dinner. Shooters will choose a partner. It is \$5 per shooter. The winning team will win a cash prize (amount still to be determined). We need to be sure to advertise this event to get shooters to stay for dinner. His suggestion was for the MSCA to pay for the \$5 per shooter that enters. The general consensus of the board was positive. The final decision will be made at our next meeting.

*Mary Jo suggested that we rent a freezer and fill it with free ice cream bars for Friday-Sunday. Research was done. Including the ice cream cart, it would cost \$800-\$1000 for 3 days depending on the attendance and the weather. Dan suggested that the board instead purchase a small freezer. He stated that the cost to purchase a 7 cubic foot chest freezer is equal to the price of renting one. The board agreed to purchase a freezer in the event that we adopt the ice cream option. The final decision will be made at our next meeting.

*The State team participants will be named soon. Mary Jo can get the list early from NSCA. Do we want to order the same trophies, or use someone different? The board agreed to use Laser Awards Creations again this year. The clay targets will be gold instead of orange this year. Jim will notify Glen Fisher that we will be purchasing our 19 awards from him again this year.

Status: Completed



1.1.1. Subcommittee Reports

Status: Completed

1.1.1.1. Liaison to Member Clubs

*Any comments from the Seaway, Detroit, Grand Blanc, or Kent County Shoots? No information on last months shoots.

*Mary Jo was contacted by email by J.T. Charles from Emmet County. They have changed their name to Emmet Clay Sports. They have changed some of their contact information so please update your files. Please read the press release and email that I forwarded to each of you.

*Possible new board members located. Greg met a couple of shooters lately that might make good board prospects. Adam Senica is from Rockford near Grand Rapids. He is a C class shooter. Brooks Hutton is an attorney from SE Michigan. He is also a C class shooter. Greg will invite both gentlemen to our next meeting so we can all meet each other.

*Any new news on Meemo Farms? Jim returned the email from Meemo Farms but has not heard anything back.

Status: Completed

1.1.1.2. Fundraising

*We ended up with 5 Platinum sponsors at (\$1000): Pacific Sporting Arms, Promatic, Clay Target Vision, Capital Area Sportsmans League, and Orion Outdoors/Michigan Shooting Centers. We also have 2 standard sponsors (\$100): Blendon Pines and Bay County. Sponsor totals: (\$5200).

*Platinum sponsors receive a sponsor plaque. I emailed you all a picture on 4-13. I will deliver them soon as time permits. Blade flags were also ordered and will arrive in a few days. All sponsors' logos will also appear on a sponsor thank you banner that I need to order soon. The blade flags and banner will be displayed at the State Tournament, Great Lakes Tournament and all 5 Spartan Series events.

*Greg received the CTV glass case and a \$1300.00 gift certificate for Pilla glasses. Pacific has promised us a Fabarm L4S Sporting shotgun to raffle off with a \$2350.00 value. The gun tickets are \$10 each with the raffle starting on Friday June 21st at the State shoot at Detroit Gun Club. 200 tickets will be sold before the winner will be drawn. The winner does not have to be present to win. The Pilla glasses will be raffled for 2 days at the Great Lakes tournament at Hillsdale October 5-6. The tickets will be \$5 each or 5/\$20. The Pilla glasses will be given away at lunchtime on Sunday at Hillsdale.

Status: Completed

1.1.1.3. Liaison to SCTP

Anything new from SCTP? Our donation for the SCTP scholarship fund will be discussed at our next meeting in May.

Status: Completed

1.1.1.4. Treasurer's Report

*Neal Fusner's official resignation was received by Matt dated 3-31-24. Matt sent Neal a thank you note for his many years of service as the MSCA Treasurer of record.

*Neal closed our old bank account and gave Matt the check for the entire balance. Our official bank of record is now DFCU Financial. Our MSCA address is Matt's home address which is on our website.



Our checking account balance is approximately \$37,300. Expenses for the year: \$7000 for the State shoot, \$2500 for the Great Lakes, Board insurance policy \$1000+, Snacks and drinks for the State and Great Lakes \$800-1000, \$3000 for the State shoot enhancement, \$3500 for the Spartan ammo giveaway, and \$500 for the State team trophies.

Status: Completed

1.2. Secretary's Report/NSCA News

*Over the past years the MSCA has given away many prizes. When the winner is not present, their prize comes home with me. They sit on my kitchen table until I can connect up with the winner. That policy needs to be changed. Effective immediately, when a person wins something at a host club and they are not there to claim it, the host club retains the prize until the owner claims it. Exceptions would be guns and items of great value. Items of great value will be retained by the board member that lives closest to the winner. Guns will be returned to the FFL that donated the gun to be claimed by the winner after proper paperwork is filed.

*Bid forms will be sent to all clubs for the 2025 State Championship and the Great Lakes Tournament ASAP. Dan already updated the bid form online. Paper copies are available upon request. I will send a letter out as well to remind the clubs about the eligibility rules. The bid letters will be out by April 20th. The final date for applications for the State shoot will be May 31. The final date for applications for the Great Lakes will be June 30.

Status: Completed

1.2.1. Member Outreach - Facebook

*First Quarter Report

MSCA Facebook Page Report

4/15/2024 meeting (6:00 PM call)

Page created October 5, 2018

Current Admins: Jim and Dan

To date: 1,233 followers (up from 1,130 end of Q4 2023), 1,000 page-likes (up from 997). (I question this as it also showed 13 new likes since last month). From January 8 to April 8 (3 months), 3,300 people have seen something from or attributable to our page and 3,800 people have visited the page. The past week, content has reached 1,200 people.

Quarter 1 review:

Since last report (Q4 and EOY report January 2023):

Followers/Page Likes continue to increase. Overall engagement consistent with previous reports.

Followers/Page

Likes continue to increase. Overall engagement increased slightly with tournament season, also consistent with previous reports.

Weekly view data:

Weekly viewing tracking is no longer available.

Page Reach (since previous report):

Age (35 – 64) and M/F (87%/13%) demographics remain constant. People reached (content shows up on their individual page) and people engaged (comment on our posts) consistent with previous reports. Most people reached/engaging/following the page are in the SE Michigan area.



Q1 Top Posts.

- 1.) MTA call for volunteers (966).
- 2.) Multi Lakes April announcement (920). Top post for the month!
- 3.) Pacific Sporting East, sponsorship notice (912).
- 4.) Orion Outdoors, sponsorship notice (785).
- 5.) Official NSCA/MSCA e-mail (746).
- 6.) Sue Weiler passing (703).

Q1 Top Engagement (comments, sharing, etc.)

- 1.) Orion Outdoors, sponsorship notice (101).
- 2.) Pacific Sporting East, sponsorship notice (162).
- 3.) Sue Weiler passing (91).
- 4.) New website is up! (79).
- 5.) Clarification on new firearm purchasing in Michigan (76).
- 6.) Clay Target Vision, sponsorship notice (74).

People reached (content shows up on their individual page) and people engaged (comment on our posts) consistent with previous reports. Hot spots over the quarter are Commerce, Macomb Twp, and Manchester.

Most people reached/engaging/following the page are in Southeast and Southwest/West Michigan areas.

'Bot accounts occasionally show up advertising clothing sales specifically to the Facebook accounts of our followers.

Those are removed and blocked as soon as I am aware of them.

Currently attempting to get Dan Williams on the page account for posting purposes but the process has become convoluted, and I haven't had opportunity to sit down and spend the time necessary to do it. Eventually this process will be necessary to add new BOD members.

Jim Kralik

Status: Completed

1.2.2. Member Outreach - Miclays.com

*Quarterly report from Dan?

*New website launched on 2-24-24. In 3 months, had 4134 visitors.

*Added a new monthly schedule pop-up that shows the most current shoot locations. He is not sure if he will continue with that since it is so labor intensive, and the entire schedule is easy to view on the site.

*PayPal is working. When a user is new, PayPal holds the transaction up for a few days for the first time. Matt tried using it at Hillsdale and it worked perfectly.

*Dan has a new idea. He wants to highlight a shooter that travels to National events with a "Day in the Life Of _____". Many shooters never travel outside of their home region. Shooting outside of Michigan is a completely different "animal". New shooters might like to know how to prepare for shooting in the National arena from someone that is doing it successfully.



*Dan's second idea is for the MSCA to purchase a drone. We could shoot overhead pictures to advertise our member clubs and their events. Both of Dan's ideas will be discussed further at our next meeting.

Status: Completed

2. OLD BUSINESS

2.1. Spartan Series Update

*Trophy update? Matt will check on the trophy progress.

*Spartan blade flags will be in this week.

*Do we want to order shells from Roger to give out at the Spartan Series shoots? Matt will contact Roger to purchase 40 flats of shells to give away at the Spartan Series Shoots. Random draws 8 flats at each 5 shoots= 40 flats. Motion for Matt to purchase 40 flats of ammunition up to \$100 a flat: Mary Jo

*Second: Greg

Status: Completed

3. NEW BUSINESS

3.1. Hall of Fame

*Haven't had a chance to research John Herkowitz

Status: Completed

4. Next Meeting Date

4.1. Date Next Meeting

*Next Meeting date: May 13 at 6pm

Status: Completed

4.2. Adjournment

*Motion to Adjourn: Matt

*Second: Jim Motion Passed

Resolution #: Motion to Adjourn

Moved:

seconded:

Status: Carried

Vote:
