



MEETING AGENDA - Michigan Sporting Clays Association

Meeting

Meeting Date Monday, October 14, 2024
Start Time 6:00 PM
End Time 8:00 PM
Location ZOOM meeting
Purpose Regular scheduled meeting

RSVP

Accepted: Matt Little
Tentative: Jim Kralik
No response: Mary Jo Birka, Brooks Hutton, Greg Roxbury, Charles Schneider, Steve Trudeau

Agenda

1. Committee business

1.1. President's Report, Review/Approve Meeting Minutes Matt Little / 45 min.

*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:

Second:

Presidents Corner:

*We have been searching for new board members for some time. Brian Long, Dale Fulkerson and Jovan Blackwell have shown interest in joining us on the board. Last week Matt Houtteman said he wants to be on the ballot. And in January per our bylaws we must offer a spot to Amber Brown one of our new National Delegates. She can decline like Steve Trudeau does and receive copies of the agenda and minutes or come in a meeting as a visitor. Discuss!

*Shot tracker continuing discussion. Charlie and Brooks have been writing up a resolution to be presented to the NSCA EC to disallow the use of electronic coaching aids at all Michigan registered shoots beginning January 1, 2025. Discuss!

*Matt, Is there anything else?

1.1.1. Subcommittee Reports / 55 min.

1.1.1.1. Liaison to Member Clubs Mary Jo Birka / 10 min.

* Since last meeting we had shoots at Island Lake (62), Two Hats (19), Multi Lakes (49), Detroit (60), Hillsdale (94), Lewiston (45), and Alpena (10). Any comments on any of these shoots?

1.1.1.2. Fundraising Mary Jo Birka / 5 min.

*The Pilla glasses raffle was completed at the Great Lakes with a profit of \$.

* We are already looking for sponsors for next year. Jimmy Moses (Promatic) says yes to Platinum again. Greg is asking Clay Target Vision. I will talk to John Herkowitz (Pacific) at Nationals. Letters will go out to everyone during November.



*Sponsors for the shoot cards and posters will be contacted as well, very soon. I will try to squeeze in a few more sponsors on the shoot poster this year.

1.1.1.3. Liaison to SCTP

Matt Little / 5 min.

*Anything new from MISCTP?

1.1.1.4. Treasurer's Report

Mary Jo Birka / 5 min.

*The checking account balance is \$32,434.16.

1.2. Secretary's Report/NSCA News

Mary Jo Birka / 15 min.

*Registration is in full swing. I have 5 clubs already registered. Michigan Shooting Centers is hosting a 4 shoot trail series called the Lieske Signature Series.

1.2.1. Member Outreach - Facebook

Jim Kralik / 5 min.

*Quarterly report on FACEBOOK.

A Facebook Page Report

10/13/2024 meeting (6:00 PM call)

Page created October 5, 2018 – Happy 6th Birthday!

Current Admins: Jim

To date: 1,273 followers (up from 1,248 end of Q2 2024), 1,079 page-likes (up from 1,000). From July 15 to October 12, 2024 (3 months), 6,700 people have seen something from or attributable to our page and 2,900 people have visited the page. The past week, content has only reached 417 people. We are moving into the end of

the shoot year lull in activity.

Quarter 2 review:

Since previous report (Q2 July 2024):

Followers/Page Likes continue to increase. Overall engagement much higher than with previous Quarter 3 reports.

Overall engagement increased slightly with tournament season, also consistent with previous reports.

Page Reach (since the previous report):

Age (35 – 64) and M/F (86%/14%) 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.

Q2 Top Posts.

- 1.) GBHC hosting 2025 State Shoot notice (2,600). Top post for the quarter!
- 2.) Amber Brown's out of state shooting (August) (504).
- 3.) FITASC Communications and notice (428).
- 4.) Notice of new NSCA delegates (402).



- 5.) Gebben Miles at Emmit notice (366).
- 6.) Ear plug sales at the Great Lakes (328).
- Q2 Top Engagement (comments, sharing, etc.)
- 1.) GBHC hosting 2025 State Shoot notice (2,800).
- 2.) Amber Brown's out of state shooting (August) (539).
- 3.) FITASC Communications and notice (445).
- 4.) Notice of new NSCA delegates (437).
- 5.) Gebben Miles at Emmit notice (388).
- 6.) CTV donation for the Great Lakes (359).

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, Livonia, Jackson, Grand Blanc, and Clinton Twp., Most people reached/engaging/following the page are in Southeast Michigan areas.

'Bot accounts have been removed and blocked and none of note have engaged with the page this past quarter.

There has been no further discussion/conversation on the 2024 State Shoot.

Jim Kralik

1.2.2. Member Outreach - Miclays.com

Matt Little / 10 min.

*The website is working great for registration.

*Any comments from Dan?

2. OLD BUSINESS

2.1. Spartan Series Update

/ 10 min.

*Spartan Series is complete. Checks are out.

*Disposition of trophies?

*Will the Spartan Series continue next year?

3. NEW BUSINESS

3.1. Hall of Fame

*Nothing new yet. I will see John at Nationals.

*We will also discuss Rod Drouse's application for Hall of Fame at the same time.

3.1.1. 2025 Michigan State Championship

Brooks Hutton

*If we want to bring "Top Gun" into our state shoot, we will need to assist Grand Blanc in making that happen. Not financially, but getting sponsors to help offset some of the costs (hotel rooms, travel etc. It should support itself with participation after that.

*Corn hole club tournament. Should I send out an interest form to the clubs?



4. Next Meeting Date

4.1. Date Next Meeting

/ 5 min.

*Next meeting November 4 or 11

4.2. Adjournment

Resolution #: Motion to Adjourn

Moved:

seconded:
