

Massapoag Sportsmen's Club

BOD Minutes

Date: 1/20/2026

Time: 7:01 PM

The BOD of the Massapoag Sportsmen's Club (MSC) convened in the MSC clubhouse.

Treasury report from Eli Kuznetsov:

- i. Treasury report was presented, discussed and accepted by majority vote.
- ii. Discussion to move COH into a High Yield Savings Account to earn more interest. Vote was approved to move funds to Barclays High Yield savings account.

Membership report from Roy LeBlanc:

1. 2025 Membership: 581
 - a. Breakdown:
 - i. General: 482
 - ii. Life: 3
 - iii. Senior: 83
 - iv. Senior& Life combined: 9
 - v. Honorary: 4 (33 Quit / 24 Cancelled)
2. Member Paid for 2026: 382
 - a. Breakdown:
 - i. Renewals: 354
 - ii. New Members: 28
3. Roy Introduced new members. 3 new members were present.
 - a. Memberships were ratified by vote.
4. New Business - Discussion regarding the Senior Membership requirements and Members that leave the club and return regarding Initiation fee.
 - a. ACTION: Eli, Joe D. and Barth will draft an update to the Bylaws to address these items.

Pistol report from Roy LeBlanc

1. First meet was held, 12-13 people attended
2. Memorial Shoot was also held
3. Roy came in 2nd!! Great Job!

Archery report from Micky Cochrane (By Joe Frassica):

1. No Update.

Orientation

1. Orientation was held this past weekend. 5 Potential members attended.

Good and Welfare

1. No report

House and Grounds report from Joe Frassica:

1. Kitchen progress
 - a. Status update by Joe F.
 - b. Budget discussion:
 - i. \$12k spent so far
 - ii. The board approved a \$20,000 allocation to cover the remaining cost to completion. Items identified include Plumber and electrician. Fund will be controlled by Joe Frassica.
2. Charlie Walsh serviced the heater in the Skeet House. Thanks!
3. New Outdoor Grill at the Skeet House. Thanks Terry!

Old Business:

1. Lox and Loaded: We are not moving forward. They felt our requirements were not in line with their business model
2. Waiver Process:
 - a. All new members are signing the waiver form as part of Orientation.
 - b. We will begin roll out to all members after renewal process is completed.
3. ClubExpress
 - a. Presentation by Joe F and Barth regarding moving to ClubExpress for Membership Management.
 - i. Would replace current Microsoft Access member database, Moosend, and GoDaddy Website and Commerce tools.
 - ii. Single database will reduce errors and reduce the amount of work required to maintain current system with better communication with the membership.
 - iii. Presentation attached.
 - iv. Motion was made to move forward with ClubExpress and vote passed. Target to have in place prior to next renewal cycle.
 - v. ACTION: Barth to put together an implementation plan

New Business:

1. See New business under Membership

Open Items requiring follow up at next meeting

1. Discussion regarding range safety and use of proper safety equipment. There have been situations where someone, during orientation, did not bring the appropriate safety equipment and they borrowed someone else's at the range portion of the orientation. Going forward, if the attendees do not bring the proper safety equipment they will not be allowed to complete orientation and will have to reschedule. **Action:** Joe will look at wording on website to reflect this.
2. Indoor range issues – The indoor range is getting more use this time of year with the weather. This is resulting in more damage to the range and lots of stray shots. Guidelines email will be sent out after first of the year to increase awareness of activities causing damage. Motion passed for a budget of \$9,000 for new baffle close to shooting stations. General note: There will be an upgrade to the indoor range in 2026. More info to follow.

Meeting Attendees:

Attendance not taken

Meeting Adjourned at 8:27 PM

Barth Loney

Secretary

Massapoag Sportsmen's Club

Proposal for moving our membership management to ClubExpress
membership management program

1/20/2026

Issues with Current Membership Management Process

- Member Frustration
 - There have been issues with members not receiving club information, or at least not in a timely manner.
 - There are instances where members have left the club due to poor communication and information availability.
- Board Frustration
 - The inability to communicate effectively with the membership.
 - Amount of time and effort required to maintain current system(s) that was not designed to work as an integrated tool and provide quality service to the membership.

Current Membership Management Process

1. Interested applicants go to website to select date for orientation, download application and waiver and manually complete / sign forms and bring to orientation.
2. Upon completion of orientation, Membership Director manually inputs the new member information into a Microsoft Access Database.
3. Membership Director manually extracts the new member information and sends member information to Secretary to manually input into Moosend Bulk Email program.
4. When any member pays dues and / or makes donation via the website, they manually input their information into GoDaddy. GoDaddy sends funds to bank. Also, checks and cash come in outside of the website which are manually deposited into the bank. Reconciliation not done between Membership and Treasurer.
5. Today we have 3 separate tools containing databases with member information in them. Membership, Moosend and GoDaddy. Each one of them have email addresses that are not in the other 2.
6. There is also the Flex card key system which is a manual entry system and contains a subset of member information.

Current Membership Management Issues

- Poor Data Quality
 - Manual data entry will have human error (typos, duplicates, omissions) plus errors due to poor handwriting translation.
 - Multiple databases will cause data inconsistency and difficult maintenance between the databases. Example; none of the databases have the same number of members.
- Poor Communication
 - Having poor data quality will result in delayed or missing information being communicated to members due to bad email addresses, phone numbers or addresses
- Reduced Member Satisfaction
 - New members are less likely to join due to cumbersome sign-up process. Especially the younger members that are expecting to the “Amazon” experience (everything on the phone, quick, instant feedback)
 - Current Members become frustrated due to the lack of timely or accurate communication from the club.

ClubExpress Management Platform Key Points

- Member Profile
 - Membership process is owned by the Member.
 - Members have their own username and password to login and view member-only content. The Profile screen allows members to update their personal information, bio and photo, and preferences for forums, interest groups and other modules, and to view a complete transaction and payment history.
- Single Membership Database
 - Improvement of data quality and reduced maintenance time.
 - The Flex card key system would remain as a separate database but would automatically communicate with the ClubExpress member database to keep the databases in sync and current.
- Signups, Member Types, Renewals and Expirations
 - New members can sign up completely online using the Member Signup Wizard.
- Member Interests
 - Clubs and associations use the Interests module to describe various special interests, activities, affinities and expertise within the membership to provide area specific communication to the topic specific audience.

ClubExpress Management Platform Key Points (Continued)

- Club Emails
 - Mass email grouping can be done by the preferences in the member's account or assigned committee, clean-up crew, etc.
- Member Access
 - ClubExpress can be accessed via computer or through Mobile Apps for smartphones and tablets, running on both Apple iOS and Google Android.
- Security
 - The ClubExpress security implementation exceeds all national and international requirements.
 - ClubExpress servers are cloud based and hosted by AWS.
 - Multiple redundancies are built into the system. Data is backed up nightly, and the database servers are also backed up in real time.

ClubExpress Cost Comparison

Page 1

• Current Membership Management Cost	
• Domain (GoDaddy)	\$ 22 per year
• Membership Email Account	\$110 per year
Microsoft, Required by Moosend	
• Website and Marketing Commerce	\$450 per year
GoDaddy	
• SSL Certificate (Need to add for security)	\$150 per year
GoDaddy	
• Moosend Bulk Email Account	\$200 per year
\$17 per month	
• Total	\$932 per year

ClubExpress Cost Comparison

Page 2

- Proposed Membership Management Cost
 - Domain (Will remain with GoDaddy) \$ 22 per year
 - Website and Marketing \$2,088 per year
580 Members X \$0.30 per Member per month
 - Total \$2,110 per year
 - One time set-up and implementation fee \$1,500

ClubExpress Cost Comparison

Page 3

- Comparison

- Current Expenses \$ 932 per year
- Proposed Expenses \$2,088 per year
- Delta (Additional Annual Cost) \$1,156 per year
- One time setup charge (see last page for details) \$1,500

Benefits of moving to new platform

1. Reduced time and effort required to maintain current system(s)
2. Better quality of member data, resulting in better communication with our members
3. Improved member satisfaction with more confidence in their information and the resulting better communication with the club
4. Attracting new and/or younger members with ease of the membership application process

Other Clubs in the Area that use ClubExpress

- Fin, Fur & Feather Club
- Massachusetts Rifle Association
- Bradford Sportsmen's Club
- Fitchburg Sportsmen's Club
- Wankinquoah Rod & Gun Club
- Bradford Sportsmen's Club
- Danvers Fish & Game Club Inc

One Time Set-Up Details

- Starter Pack Plus
 - Import the member and non-member databases
 - Support during the setup process
 - Setup member types, renewals/expiration, member wizard, and options
 - Configure additional member data questions
 - Setup a website template, design and color schemes, and page header, using the built-in tools within the Website Look and Feel function
 - Build an initial home page
 - Configure the public and member menus
 - Two hours of training included
 - Build a static web page template and the first 10 static web pages
 - Configure committees, member interest groups, the document library and donations
 - Configure the event calendar
 - Configure titles and contacts
 - Configure blast emails
 - Set up administrators and coordinators