

Forest Lake Sportsmen's Club of Forest Lake, MN
Meeting Minutes
10-10-2016

- Call to order by Chris at 1905
- In attendance: Christopher Zenk, Brenda Kunkel, Steven Zerwas, Al Borsheim, Gunnar An
- Absent: Paul Wollmuth

Secretary's report:

- Motion to accept with correction to Al Borsheims name (misspelled) by Ben, 2nd by Brenda. Passed 6-0 at 1909hrs

Treasurer's report:

- **Bank balances:**
- **US Bank** (Beginning)\$8,349.14 (Deposits)\$19801.36 (Disbursements) \$21,808.09 (Ending balance) \$6,342.44
- **1st State Bank of Wyoming** (Beginning) \$12,949.59 (Deposits) \$20,776.00 (Disbursements) \$24,237.97 (Ending balance) \$9,487.62
- **US Bank Managers-Account** (Beginning balance) \$1,374.44 (Deposits) \$1,500.00 (Disbursements) \$2,024.66 (Ending balance) \$849.78
- Motion by Ben 2nd by Al to accept the treasurer's report. Passed 6-0 at 1912
- Had discussion on membership applications on line form vs paper form. Thoughts that both paper form and the on line form
- Brenda Kunkel has placed a letter of resignation to the board. Her replacement has been named and is in attendance at this time. Tiffany Overland has accepted the treasurer and membership position.
- **Marketing Report:** Mark Stevens:
 - FLSC has the longest ranges in the Twin Cities metro area
 - People are staying on our website longer now
 - "Bounce rate" appears to be down, but would like to see it decrease even more. Bounce rate is defined as someone checking out our site and "bouncing" right out of it (not liking what they see).
 - Facebook is up significantly. A \$50 investment netted over 14,000 hits on Facebook
 - We are using Google Ad words which is helping with marketing FLSC
 - We appear to have a 20-30% growth in site in days due to marketing

- Would like to have an official “press release” to see if bloggers would pick up on it and FLSC could then have marketing for free. The press release would be \$250.00
- **Motion by Ben, 2nd by Gunnar to spend \$250.00 for the “official” press release passed 6-0 at 1949hrs**
- Ron had to do subscribe in order to register people on the I-pad. They have different price structures depending on the amount of names. Ron asked about bumping up the subscription from \$12.00/mo. for up to 60 names to \$35.00/mo. for up to 500 names. Consensus is to go ahead with the \$35.00/mo. Plan.

-Managers Report: Ron W.

- Phase 1 of the Archery barn project is complete
- The total cost for Phase 1 was 23,886.94 This was a little higher due to the doors which had to be commercial grade vs residential grade
- September was busy with PD training. Was told there is a good chance they may increase shotgun training in 2017
- September 22nd was the Sporting clays even for Vista Outdoors with 40 employees from their engineering department.
- Site in days: 2014 8 days \$509, 2015 8 days \$541, 2016 7 days \$645
- We are up over 7,000.00 at least (not including winter 5 stand) for 2016 in shotgun shooting vs 2015
- **3 gun nation event:** Talked about denying them any type of a night shoot, shoot off. It would irritate the neighbors too much.
- **NSSF rimfire challenge:** Chris talked about how large the Ruger rimfire event is. Has huge following. People coming in from all over the country. Single day events. 2 clubs in the Wisconsin area. This is geared toward new shooters/youth. We wouldn't have to pay NSSF anything for the events. We would have to pay the NSSF for a membership however which would be \$75.00 per year. NSSF is exactly like steel challenge but with a rimfire firearm. People brought their families and children to these events. Ruger will provide a set of prizes for the event. Ruger suggests \$35.00 per shooter which again does not go back to NSSF, rather it stays with FLSC. Would be looking at the summer event to be able to get more youth. Would like to see it in conjunction with a USPSA match.
- **Motion by Steven, 2nd by Ben to renew our NSSF membership and look into a weekend in which there is no other NSSF event in the five state region. Passed 6-0 at 2018hrs**
- **Capitol improvement budget:** Chris: Because we have increase in revenue in almost all areas and hopefully the trend will continue into the future. We had to tap into our

savings in 2016 due to the 2 new comp bays, rifle range improvements and archery barn improvements. 2017 we will be looking at phase 2 and 3 at gate 1. Looking at some additional equipment needs (lawn tractor), has \$5,000.00 for new steel per year for the comp bays.

- Looking for ways to get the membership to help vote on capitol improvements and what they would like to see improved. This may then also cause more participation at the annual meeting by having members take more ownership of the club.
- **2017 shotgun league discussion:** Ben: The dollar amount the leagues are charged do not come close to covering costs for scoring and the shoot offs. The shotgun team numbers have shrunk and the trophies costs have gone up. Ed Dietz mentioned we have about ½ of the teams now vs what we used to have. Thoughts on raising rates or changing formats to minimize shoot offs. Ed Dietz and Tom said had good feedback, said not opposed to a \$25.00 increase in team fees, but not up to \$100.00. It would be too much expense. Ben will come up with some ideas and bring it back to the board.
- **Shot show:** Because we will once again be a part of NSSF, we can have a representative go to shot show in Las Vegas. What would FLSC get out of shot show? Could maybe network on some of our capitol investment items. Prevailing thoughts are to have a representative go.
- **Motion by Ben, 2nd by Al to send Chris to Shot Show in Las Vegas. Passed 6-0 at 2102hrs**
- **Adjourn:** Motion by Steven, 2nd by Brenda to adjourn. Carried 6-0 at 2104hrs