

Minutes of NJYRA Meeting

Notes from February 19, 2015 Meeting taken by Nancy Chambers for Joe Malik who was present via phone.

Joe did a roll call and a signup sheet was passed around. A quorum was present

The June minutes were NOT read.

Bob Slook noted that in checking the website. Clubs have not updated their information. They need to be reminded to do so. Also the Officers and meeting dates need to be updated.

Treasurer's Report – P.C. Ann Myer

We have \$6,910.10 in the bank. Need to pay US Sailing dues and reimburse Greg Raybon for Officers Dinner. Also there are bills for trophies, flags, beacon awards and engraving that come to approximately \$1,000. The bills are ready to be sent out, for dues, assuming dues stay at \$100. Plans to include credo about what NJYRA is and can include anything else we want to get the message out about like the Jr. Sailing at Sea. Franz Schneider spoke up and said he felt we should increase dues to cover cost of sending the Commodore to the US Sailing Conference (in New Orleans this year). Georgi Munger volunteered to research types of meetings, the dates and the cost (including travel and hotel) that might be relevant.

Rear Commodore's Report – Sam Oncea

This past year we broke up the Annual Meeting and Awards Ceremony. We held the Business part of the Meeting via phone in December and the Awards Ceremony and Dinner in January and Atlantic Highlands Yacht Club. There were about 85 in attendance and all felt very positive about the way the meeting and Awards were broken up, the location and the timing.

It was agreed to continue the "Socials" this year. Last year the first was held at SSYC in May, the second was held at SBYC in July and the third we had hoped to hold at Lake Hopatcong in the fall, but the scheduling did not work out. Ann

Myer said her club (Raritan Yacht Club) would really like to host a fall social this year, during their Fall Regatta because they are celebrating their 150 Year Anniversary.

Vice Commodore's Report – Nancy Chambers

Bid Sheet. Was circulated and input was given. Updates will be made.

Ann Myer who has strongly promoted the Jr. Safety at Sea Program wants us to continue to promote this. Thinks Jr. Programs should treat it like a field trip. It will be on Thursday, July 23, 2015.

Report – Greg Raybon Commodore's

Thanked Sam Oncea and Georgi Munger for their help in making the Awards Ceremony such a success.

He appointed P.C. Georgi Munger to represent NJYRA at [redacted] and P.C. Franz Schneider to represent NJYRA at US Sailing where he is the Area C Coordinator

There was discussion about getting info to the right people at clubs, not just the Representatives to NJYRA. Bob Slook can link things to Facebook if people get him the information.

Events we need to be aware of:

One Day Race Management Course at Keyport Yacht Club (Jeff Jacobi)

One Day Rules Seminar at Raritan Yacht Club (Jeff Jacobi, Ann Myer)

One Day Adult Safety at Sea Seminar at SUNI Maritime (will do Man Overboard drills), April 18, 2015

Junior Olympics

-Brant Beach Yacht Club, June 20-21, 2015 (New)

- Island Heights, July 20-21, 2015 .

Special Topic: Membership

PC Georgi Munger went to the US Sailing Meeting in San Diego last year and attended a session on Building Membership in Yacht Clubs. She led the discussion.

Lots of clubs have aging populations and struggle with budgets. Many clubs have trouble defining what they want to spend their money on (new marks or a keg-rater). A lot of clubs have trouble defining what their facilities should be used for (weddings, tennis courts, pools). And some clubs have clicks or Clubs within the Club (these people want certain brands of alcohol available or higher quality food or want to throw "their own" parties)

A HEALTHY CLUB has strong membership development, good participation and compelling programs.

The Membership Chair's Job should include:

- Keeping current members happy.

- Understand if your membership is growing, stagnant or decreasing.

- Know if new members stay or do you have a revolving door.

- Knowing how increased membership affects club, for instance is parking an issue?

- Getting new members involved during application process so both sides can see if your club is a fit.

Clubs also need to work on keeping their 20-somethings involved. This age group has typically been very actively involved in Jr. Programs but are now strapped for time and money.

Some ideas:

- Can you provide access to boats (on say a Monday evening)?

Give them a reduced rate for parties (be creative – let them come at 8 after dinner is over, for drinks and entertainment for say only \$10 instead of \$35 for the dinner and entertainment)

Individually (personally) invite 20 somethings to events. Encourage them to bring their friends. Yacht Clubs typically serve alcohol for much less money than bars – Capitalize on this.

What Attendees Volunteered is happening at their Clubs.

Ann Myer (RYC) - They have a great Jr. Program. The cost of the Jr. Program is less for Members and more for Non-Members. Raised the cost for Non-Members to encourage parents to want to join. Thinking about adding a “Crew” membership. Knows that Corinthian Yacht Club (Philadelphia) has a reduced membership for those ages 26-33 (the same as their Senior Membership). Their 26- 33 year olds don’t have to pay an initiation fee or fulfill the galley requirement. RYC also does a “Learn to Sail” weekend where they provide instruction and lunch to adults in the community. They have access to Colgate’s boats for this and they usually get 3 or 4 new members as a result.

Chris Duncan (BBYC) - This is a “summer “club. They get their Seniors very involved in hosting regattas. They give the under 30’s a break in Membership dues and they accept Juniors into the program whose parent s don’t have to be members.

MBC has been a very elite system in the past, but now their membership is aging and they are working to grow their membership through advertising – aiming at families with Juniors. They are also promoting (successfully) women’s sailing using private and club owned boats.

Franz Schneider knows that BBYC and Matedaconk River Yacht Club also have women’s sailing programs and would be willing to connect these together if people got him the info.

KYC has a “Provisional Membership” where you try the program for a year before you buy it, thus the initiation fee is delayed. You do have to pay a going

rate to dock or keep a boat on the property. This has worked. They have FULL membership. When you become a member you pay the initiation fee and bonds buy in (which you get back if you leave).

Catamaran Club- If you come to the beach more than 3 times you are expected to join. Their membership is consistent. If you sign up before Feb. 22 you have the chance to get a better slip. Out of 130 boats, 90 sign up in Feb. Their rate is \$605/year for 2 man boat, its trailer and the 2 sailors. They share facilities with ACYC and MBC.

Franz Schneider (LEHYC) –They have no problem attracting members. Their problem is attracting sailors.

Joel from Manhattan YC (on phone) – Their total membership is 900. All boats are club owned. They have a sailing school that brings people in. Their membership is YOUNG. You call in ahead of time to request a boat, which will be ready for you when you arrive – Waiting list for Thursday nights.

River Rats- They are developing a mentoring program. This will be the first year. New members will each be assigned a mentor. They are enthused about starting this.

Jeff Jacob (SSYC) One way they promote sailing/racing is through their Beer Can Series held Thursday evenings. They match inexperienced sailors as crew with experienced sailors as captains.

Other Comments:

- Insurance – Essentially US Sailing covers clubs. It is believed all the sailors would need to be “members” to be covered.