

Board of Directors Meeting Minutes

April 19, 2017

President Ron Shultz opened the meeting at 7:00 p.m.

Attendance: All officers and directors attended with exception of Treasurer B.J. Connell who was excused and Gun Show Chairman Alex Lyakhovetsky. Club Administrator Jack Shadrack and Groundskeeper Gary Coleman and four members attended.

Minutes: Dir. Bill Campbell moved to amend the Old Business paragraph of the minutes of the board of director's meeting of March 15, 2017 to read "With regard to the project approved by the Board and the membership to spend up to \$3,200 for equipment to improve the battery life on our 12 volt trap machines, 'continue with the program and release the money.'" The motion was seconded and passed unanimously. A motion was then made, seconded and passed unanimously to adopt the rest of the minutes of the March, 2017 meeting as published.

Membership: The following nine applicants for membership introduced themselves to the Board: Vinnie Ambrose, Ernest Brundage, Mike Copeland, Dan Foss, Guenther Froemberg, Tony Gatto, Gene Hillman, Alex Lyublinski, and Reggie Wills. After they were excused from the board room, a motion was made, seconded and passed unanimously to give the applicants blue cards.

Treasurer's report: In the absence of Treas. Connell, Dir. Campbell presented the treasurer's report. He presented reports entitled Executive Summary which reports listed the amounts held in the various accounts and income and expenses for the gun shows and the club as a whole. He also presented profit and loss statements for March, 2017 and for the fiscal year of 2016/2017. He pointed out that the member's dues had been shown as income for the fiscal year 2016/2017 when they needed to be shown as income for the fiscal year 2017/2018. It was moved, seconded and passed unanimously to reallocate these funds to the proper year. That correction has been made. All of these figures are available in the club house and on the member's area of the web site, but are not published in the bulletin. Attendance figures and income and expenses for the April, 2017 gun show were also circulated. A total of 2,538 people attended the show. This figure consists of 2,365 adults and 173 children. For income figures see note above.

Gun show: (Out of Order): Pres. Shultz read the following letter from an attendee.

"April 11, 2017

To Whom it may Concern:

I attended the Lakeland Gun Show on April 8th. It was billed as the "Largest Gun Show in the Southeast". I drove from Orlando, my son drove from North Carolina. You are not the largest gun show in the southeast. You are not the largest gun show in central Florida. In fact, you are the smallest gun show I've ever been to. You are lying in your ad. You are lying to the entire gun fraternity at a time when we should be sticking together.

You are the most expensive gun show in the southeast. The trouble with that is that you had a large number of tables empty, and still charged the same amount at the door.

I had considered joining your club before I went to the show. I refuse to be aligned with such imposters. You ought to be ashamed of yourselves.

Sincerely,

Glenn A. Blanchard

771 Bending Oak Trail

Winter Garden, FL 34787

U.S. Army Veteran, "69,70"

Benefactor Member of the NRA

After this letter was read, member, Lee Methvin, said he had received a similar complaint from an attendee. He discussed the situation with the complainant and the conversation ended with goodwill and with the complainant saying he would attend the September show.

These two situations led to an extended discussion about how the gun is advertised. It was the consensus that the claims of being the biggest show have become outdated with the arrival of others shows. The discussion then evolved into a discussion of the problem of tables being rented but the renters never claiming the tables. It was generally agreed that empty tables reflect badly on the show and the club. Dir. Joe Ruth and president-elect both said that other shows they work require attendance and that failure to attend will result in loss of their tables. A question was raised concerning the effectiveness of our advertising. Advertising Chairman Ruth presented a chart showing the results of the cards submitted by gun show attendees' answers to questions as to how they heard about the show.

<u>Source</u>	<u>No. for source</u>	<u>Percentage</u>
Magazines	30	2.0
Not checked	52	3.2
Facebook (Lakeland Center)	71	4.4
Newspaper	83	5.2
Radio	89	5.5
Other	130	8.0
Bill Board	240	14.9
Friend	437	27.2
Internet	473	29.4
Total respondents	1605	99.8

Ruth asked for a round of applause for Sherry Mooney for doing the work to get these figures off the cards. Ruth then presented a compilation showing savings in advertising costs from efforts by Pres. Shultz. April 2016 Ad agency television advertising cost \$8,500.00 per show. Television contract was up for renewal, canceled. Result April 2016 show at \$10,000.00 profit rather than \$1,500.00. Savings to club from April 2016 through January 2017 was \$25,500.00. Ad agency web page directed clients to our club web page or club telephone number, canceled. Cost savings from April 2016 through January 2017 was \$2,500.00 Ad agency business telephone line to voice message, directing clients to club web page and club telephone number, canceled. Cost savings from April 2016 through January 2017 was \$1,200.00. August 2016 Discovered club still under Ad agency contract for Lamar bill boards through September 2016. Negotiated January 2017 Gun show bill boards reducing cost approximately \$800.00.

Repairs and Maintenance: Groundskeeper Coleman reported that the battery problem on the golf cart is being corrected and the cart will be ready for use on Monday. He asked that anyone noticing problems with the golf carts to please notify him. He said he will check the carts every Monday morning.

Shooting: Rifle: Methvin reported that the .22 matches were shot by 127 shooters (though many shooters shot more than one match) and that 90 volunteer hours were donated. Charlie Brown donated all the plaques for the season high scorers. The board voted him a thank you for the donation. On Saturday the ARA match drew 11 shooters and had a net income of \$110.00. Methvin asked if the board would spend \$250.00 for software to score the targets used in the ARA matches. These matches use a special type of target that can be read with the proper software. A motion was made, seconded and passed unanimously to purchase the software. Junior program: The junior program had 636 shooters (though many shooters participated in more than one shoot. New medals for the younger phase shooters are needed. Pistol: The most recent match drew 20 shooters including three blue card participants. Shotgun: Dir. George Kloiber reported that in the recently concluded 5-stand league 200

rounds at \$4.00 each and 149 practice rounds at \$5.00 each were shot. The league has deposited \$800.00 and still owes \$745.00.

Planning: Dir. Dan Egbert reported that all contracted for repairs to the clubhouse have been completed on time and on budget. He has received bids on installing gutters on both sides of the clubhouse. The lowest bid is for \$951.00. It was moved, seconded and passed unanimously to accept that bid.

Construction: Dir. Kloiber stated the roof on the 5-stand must be repaired. No action was taken.

Old Business: The red locks will be changed on Monday, April 24, 2017. The new number will be available in the club house.

Pres. Shultz asked for Board approval to sponsor the 2018 Senior games as follows: Trap on Wednesday, February 28, 2018, Rifle on Thursday, March 1, 2018, Skeet on Wednesday, March 7, 2018 and Sporting Clays on Thursday, March 8, 2018. It was moved, seconded and passed unanimously to sponsor those events on those days.

Coleman reported that mowing on the sporting clays paths will continue for the time being.

Ruth reported that people are driving over the sidewalks and that this will eventually result in damage to the sidewalks. Methvin said he would put in some poles that would discourage driving over the sidewalks.

Ruth asked the board members to consider Jim Swartz for the board opening that will occur when Campbell is installed as treasurer.

Dir. Caudill said that the discrepancies between the number of shooters and the money paid following the sporting clays events that was discussed in the March board meeting was caused by the fact that volunteers who helped get the matches set up got to shoot the match for free.

New business: None.

Respectfully submitted;

Rick Roach, Secretary