

NSCA Mass Marketing & Member/Club Committee Meeting Minutes – January 27, 2017

Call to Order

A meeting of the Mass Marketing Committee and the Member/Club Marketing Committees of the Advisory Council of the NSCA was held on January 27, 2017 at the NSCA Headquarters. The meeting began at 9:00 a.m. Central time and was presided over by John Commerford.

Call to Order

Voting members in attendance included:

John Commerford - Chairman	Justin Bounds
Scott Robertson - Vice Chairman	Dan Glazier
Scott Grange	David Niederer
Josie Richard	Derek Moore
Gary Fitzjarrell, II	Linda Mayes
Bill Daniels	Chris Cantrell

A quorum of the committee was present at the meeting

Sherrri Kerr, NSSA-NSCA Communication Director and Nicki Martin NSSA-NSCA Marketing Coordinator, Raul Gonzalez NSSA-NSCA Graphic Designer and Mont Parrish (guest of Scott Robertson) also were in attendance

Agenda Items Discussed

Agenda Item #1

Nicki Martin reviewed the 2016 marketing programs, Sherry Kerr reviewed the 2016 communications programs and Scott Roberson reviewed PSCA's year for 2016. This led into a discussion of PSCA's plan for 2017 and Scott asked the marketing committee to again be an advertiser for the PSCA. A motion was made by David Niederer to spend \$75,000 on advertising with the PSCA again this year which would include the development of two new commercials. The motion was seconded by Dan Twitchell. The motion was approved by a vote of 9 for and 1 against, Scott Robertson abstained. Derek Moore then made a motion to provide the PSCA/ACUI scholarship program with a \$10,000 grant that was seconded by Gary Fitzjarrell. A vote was taken and all were in favor, Scott Robertson abstained. A third motion was then made by Derek More to require PSCA to register targets only for all concurrent events, where possible, and provide NSCA with the information of all participants in order to enroll them into the NSCA with CLM's. Dan Glazier seconded the motion and the vote passed all in favor, Scott Robertosn abstained.

Agenda Item #2

The committee discussed the proposed State Shoot Program and it was agreed that \$1,000 was not enough money to effectively help with a state shoot. Scott Robertson then made a motion to instead create a State Shoot Assistance Program giving five \$2,000 grants to clubs hosting state shoots that have applied for the grant and are selected by the committee. Scott Grange seconded the motion and the vote passed all in favor. Gary Fitzjarrell, David Niederer, and Chris Cantrell volunteered to review all applicants and provide recommendations to the committee.

Agenda Item #3

Support for the Regional Shoots and US Open were discussed. A motion was made by John Commerford to provide each of the shoots with \$10,000 in support from the NSCA Marketing Funds for a total of \$60,000. Additionally, he asked HQ to create a questionnaire/criteria form to provide to the vetting committee. The motion was seconded by Gary Fitzjarrell. The motion was approved by a vote of 11 for and 0 against. The following volunteers were selected:

- Bill Daniels – Western Regional
- Derek Moore – Northeast Regional
- John Commerford – Southeast Regional
- Brett Siebert – North Central Regional
- Scott Robertson - South Central Regional
- Justin Bounds – US Open

Agenda Item #4

The committee then discussed the proposal provided by Liquid Image for photography and videography throughout the year. It was decided that the travel expenses as additional fees to the proposal was too vague and that 24 past Hall of Fame videos were too many to commit to in a three year period. A motion was made by Derek More to earmark \$25,000 of the NSCA Marketing money to be used for photography/videography in 2017 to include 4 videos, a History of the NSCA and three HOF, photographing the World FITASC, and all travel expenses incurred pending a revised proposal from Liquid Image. The motion was seconded by Chris Cantrell. The motion was approved by a vote of 11 in favor and 0 against.

Agenda Item #5

The committee discussed the operating cost (maintenance and staffing) of the USASCT & Championship Tour truck and trailer for 2017. A motion was made by Scott Robertson to earmark \$25,000 of NSCA Marketing funds for the 2017 operating cost and seconded by Derek Moore. The motion was approved by a vote of 11 for and 0 against.

Agenda Item #6

The Shooting For Rewards program was then discussed with the committee and the need to enhance the program. Derek Moore made a motion to fund \$30,000 to the program out of the NSCA Marketing funds and was seconded by Gary Fitzjarrell. The motion was approved by a vote of 11 in favor and 0 against.

Agenda Item #7

John then discussed travelling to trade shows in 2018. It was decided not to attend the SHOT Show. Scott Robertson made a motion to earmark \$7,500 to attend the 2018 NRA convention in Dallas, TX and Derek Moore seconded. The vote passed all in favor. It was also decided that the committee would look into the possibility of hosting a sporting clays fun shoot for attendees in conjunction with the convention to be held at Elm Fork.

Agenda Item #8

A discussion was then had regarding a regional advertising campaign, that program was tabled for the time being while we considered other ways to better assist clubs with their public relations. Scott Robertson made a motion for an action item, that Sherry Kerr look in to what it would take to create a PR manual for clubs and report back to the committee. Derek Moore seconded the motion. The vote passed all in favor.

Agenda Item #9

Next the committee discussed having a non-registered ladies shooting event during the National Championship that would be open to the public. It was decided to remove this expenditure from the marketing plan and move it to the National Championship budget.

Agenda Item #10

The continued need for the membership app was then discussed and a motion was made by John Commerford to approve \$5,000 of the NSCA Marketing Funds to maintain the membership app in 2017. The motion was seconded by Scott Robertson. The motion was approved by a vote of 11 in favor and 0 against.

Agenda Item #11

There was committee discussion regarding purchasing more eye/ear protection bundles to be provided to clubs upon their request and distributed to recreational shooters. Gary Fitzjarrell made a motion to spend up to \$8,750 to purchase no less than 5,000 bundles that would then have a marketing card attached to them offering the recipient a subscription to the CTN e-mag via a trackable unique URL. Scott Robertson seconded the motion and the vote passed 11 in favor 0 against.

Agenda Item #12

The next discussion was regarding providing the USA Sporting Clays Team with funds to purchase their uniform items and podium gifts. These uniforms are what they wear while competing for and representing the NSCA and USA. Derek Moore made a motion to give the USASCT \$15,000 for these items provided that someone managing the operations of the team present the Advisory Council with a 2017 plan for the team. Bill Daniels seconded. The motion was approved by a vote of 11 in favor and 0 against.

Agenda Item #12

A brief discussion was held regarding the plan provided from the NSSA-NSCA Youth Development Committee. David Niederer made a motion that we provide the committee the \$5,000 they requested for the 2017 plan and Derrick Moore seconded. The vote passed with all in favor.

Agenda Item #13

John Commerford then asked the committee if anyone had any new business.

Scott Robertson proposed that the NSCA needed a promotional video that showed a snapshot of everything NSCA does to be played at the trade shows and non-registered shoots we attend, in gun clubs and in retail outlets. Derek Moore made a motion that we earmark \$7,500 for Red Shutter Media to create a 25-minute promo video and allow us to have CD's and memory sticks on hand of the video to send out to clubs and retail outlets willing to play it. Gary Fitzjarrell seconded the motion that was approved by a vote of 10 in favor and 0 against, Scott Robertson abstained.

Scott Robertson then addressed the need of evening entertainment during Nationals. Linda Mayes recommended a Vendor's Row party one evening where the vendors stay open late and serve the attendees. It was then discussed to present a trick show Saturday evening with Scott Robertson, Travis Mears and Jon Kruger, ending with a pro-am shoot off. Derek Moore then made a motion to spend \$3,500 on giveaway items for the crowd that evening. Gary Fitzjarrell seconded the motion. The vote passed 10 in favor and 0 against, Scott Robertson abstained.

The meeting was adjourned at 3:06 p.m.

NSCA Marketing Funds Summary

\$325,240 carryover balance from 2016

\$280,000 2017 estimated revenue

\$287,250 proposed 2017 spending