

Minutes of Meeting December 11, 2007 Blackhawk Archers of La Crosse Wisconsin, Inc.

Meeting was called to order by Keith Rosenthal. In attendance were the following: Keith Rosenthal, Mel Howe, Anthony Schmidt, Jeannie Smith, Larry Smith, Renee Powell, David Ganschow, Ron Schmidt (via phone) and Laura Rosenthal.

There was a brief review of finances based on the bank statements received by Laura Rosenthal since May 2007. Attached is the summary sheet that shows a breakdown of the finances of the club in 2007. Effective December 11th, Blackhawk had \$4,550.85 in income and \$3,885.58 in expenses in 2007, a net profit of \$665.27. This figure does not include income or expenses received prior to the outdoor archery season. A final accounting of 2007 finances will be provided at the annual meeting at the end of January.

Keith Rosenthal then moved the discussion to the goals for 2008, primarily to increase membership. In 2007 membership reached 81 members – 63 paying members and 18 lifetime memberships. To maintain the course in the best state for all members, it was consensus that membership fees would need to increase in 2008 to accommodate increasing tax bills, insurance, and the costs of bales and course improvements/maintenance. In 2007 as part of the initial membership drive, family and individual membership fees were \$20. The proposal for 2008 includes a scaled membership fee structure as well as a survey of our members. The survey will get a better census of who will be utilizing the course and where their archery interests lie. The survey will give the club a guide as to the best uses and interests of the members. When completing the membership application for 2008, please be sure to read it carefully and let us know your thoughts! The fee structure for 2008 was proposed and agreed to by the group as follows:

- \$35 Family Membership
- \$25 Individual Adult Membership
- \$15 Under 18 Junior Membership

Once the fee structure was approved, the discussion moved to the plan to increase membership to 150 members in 2008. There are a number of things in the works to reach these goals.

- 1) A Blackhawk Newsletter – a sample was provided (see attachment). The newsletters will include recognition for club members – accomplishments and other noteworthy events.
- 2) Addition of a new corporate membership. The plan is to approach area archery shops and ask them to join Blackhawk for a minor membership fee of \$50. For that fee, they will receive 1 individual membership, and advertisement in our newsletter, on the billboard at the clubhouse and on the scorecards for our shoots. In return, we ask that they place a coupon for \$5 off a club membership on each bow they sell (see attached sample).
- 3) Posters with membership applications attached (similar to those created last year). These were quite successful last year, and an updated poster will be placed at similar locations as last year.

- 4) On the membership application an interest survey will be included so we can ascertain where the interests of our members lie and how we can better meet their needs.
- 5) There was discussion about constructing a sign on the corner of Hwy 16 and Moos Road – David Ganschow will check into the possibility with the landowners and Ron Schmidt will talk with the owners of Brushtalk Signs to find out the costs for signage there and to refurbish the sign at the club. This will improve the curb appeal of the club.

A quick review of projects that need to be addressed this next year.

- We need a minimum of 80 NFAA distance markers for the range. Larry Smith will be working on these this winter. In the future, we would like to obtain distance signs similar to those we have for the West Central league for the NFAA distances.
- Make improvements to the stairs on the course – Mel Howe was going to check with area building supply sources for donations for these repairs.
- The stumps remaining from the tree clearing on #10 last summer need to be removed.

Keith then brought up the fact that we will need to change our 3D shoot in March from March 30th to another date as Coon Valley-Chaseburg and Tomah were all scheduled already to have 3D shoots that day. The decision was to move our 3D date to the next weekend in April, and see if the Sparta Sportsmen's Club wanted to have a joint shoot. Keith Rosenthal will contact Chris Goodman of the Sparta club to set this up.

There was a motion to adjourn by Jeannie Smith, seconded by Anthony Schmidt.

Meeting adjourned.