

2012 3rd Quarter Executive Council Meeting Minutes

July 19th

Location – 2012 US Open – Caribou Gun Club Clubhouse – LeSueur, MN

Present – Todd Kemmerer, Tim Miles, Dave Fiedler, Robert Crow, Nicki Martin

Absent – Phil Murray, Steve Schultz, Bob Lepor, Joe Kennedy

Tim Miles called the meeting to order at 6:45pm.

- I. Membership and Registered Target Report – Robert Crow reported that registered targets were slightly down from this time last year and membership was up 3%. The decrease in targets is mainly due to the timing of large events. The forecast shows that we will end the year ahead of 2011.
- II. US Open Report – Robert Crow commended Randy Voss and the entire Caribou Gun Club team on a great US Open thus far. He mentioned that dust control was being addressed very well. Events are spread out nicely and shooters should be very pleased with the target presentations.
- III. Marketing Report – Nicki Martin discussed with the group different marketing opportunities. Nicki gave an over view of Bandito Films and what they are going to propose in the Advisory Council Meeting Friday night. Todd Kemmerer discussed the opportunity to team up with Kids and Clays to bring more new members into the NSCA. Todd asked Nicki to work with Jennifer Horne, Kids and Clays Executive Director, to make this happen. The group brainstormed about marketing efforts and the difference between brand marketing and short term increase marketing.
- IV. New Business – None
- V. Adjournment – Dave Fiedler made a motion to adjourn the meeting and Tim Miles seconded the motion. Motion carried unanimously. 8:15pm