

SCYC 2021 Membership and Participation Campaign

The last decade has been a challenging time for SCYC starting with the loss of the marina restaurant in 2009. Added to this are the club's aging demographics and COVID-19, which has severely restricted club activities over the past year. As a consequence, membership in the club has declined from 192 in 2009 to 115 (including 16 Social Members) today. While our club's financial position in terms of total assets remains strong, its cash flow and volunteer base has been impacted by the declining membership.

But positive changes are ahead. A new restaurant in The Landing will open soon. It is anticipated that Fairwinds will begin to focus on the future of the marina and it is hoped that by summer many of the COVID-19 regulations will be relaxed.

Your Executive has struck a Membership Committee to address the declining membership in the context of these changes. The Committee's objective is to develop and implement a series of initiatives designed to increase our membership numbers to a more stable level, which is closer to 150 members, and thereby restore cash flow and increase volunteerism allowing the club to maintain its social and on the water activities.

Below are several different proposals to increase membership and volunteerism grouped into Phase I and Phase II. Phase I includes initiatives that should be implemented as soon as possible. Phase II programs would follow once The Landing is completed and most of the COVID-19 restrictions are lifted.

Phase I

1. A COVID-19 Credit

As a good will gesture and to recognize the importance of existing members, the Executive is recommending that part of the 2021 annual fees be credited back to members. The credit would reflect that BC's COVID-19 regulations limited activities in 2020 and will likely prevent the club from holding any significant social events during most of 2021. It is recommended that each membership receive a credit of \$50.00 against their 2022 dues. Members would have the option of foregoing the credit.

A motion supporting this initiative will be put forward at the 2021 Spring General Meeting.

2. COVID-19 Free Social and On the Water Events

Despite the pandemic, SCYC will organize as many COVID-19 free events that respect BC's Public Health Office regulations as are feasible. These events will include: i) Zoom Social Get Togethers ii) Speaker Series iii) Virtual Luncheons iv) Rallies and Day Sails v) a BMW Lasqueti Island Race vi) Sail Past and vii) Club Cruises.

3. An Initiation Fee Reduction for New Members

Not only is the club losing memberships, the remaining members are aging and less active and understandably, less interested in volunteering. The club not only needs new members, it needs new, younger members!

SCYC Executive is recommending effective January 1, 2021 the initiation fee for all new members be reduced from \$1,000 to \$500. The fee would remain at this level until such time as the club membership has reached a more stable level.

This initiative would reduce contributions to the reserve fund. However, the club is in a financially strong position and there are no pressing demands to increase or maintain the size of the reserve fund at this time. What is important at this juncture is to increase revenue from annual membership dues to fund the club's operating budget. This will enable the club to maintain its valued programs and attract new members.

A motion seeking membership approval of this initiative will be made at the SGM.

4. An Incentive Program Rewarding Both Members and Non-members for Recruiting a New Member

This is a low cost program that engages members and non-members such as marina staff, boat brokers and realtors in the club's recruitment drive. This program will be implemented immediately. A meaningful gift to recognize the recruitment of a new member could be a club burgee, a bottle of wine or a T-shirt. The value of the gift would be up to \$25. The appropriate reward would be determined by the Vice Commodore.

5. Update the Club's Website and Revise/Distribute the SCYC Club Brochure

The club's brochure and website will be updated in the context of the opening of The Landing. The brochure will be made available to real estate agents, boat brokers, marinas such as Beachcomber, French Creek, Newcastle and Town Site in Nanaimo, chandleries in the area and local tourism offices.

6. Volunteer Recognition

This will be a program through which the Commodore can acknowledge individuals who volunteer to contribute to the betterment of the club and would include club executives, club members or non SCYC individuals.

The recognition program will include the presentation of a "Commodore's Cup" to each outgoing member of the executive who has served two or more years. Other individuals (SCYC members and non-members) who have provided the club with a significant or sustained contribution would receive a thank you letter from the Commodore and a gift certificate (not to exceed \$50).

Phase II

1. Major Events Hosted Jointly With Fairwinds Marina

With the anticipated opening of The Landing and as Fairwinds develops its vision for the marina, the club should work with Fairwinds to support activities such as:

- Opening ceremonies and activities associated with The Landing
- A Marina Day where the marina would be open to the public
- BMW Lasqueti Island Regatta
- Music Festival
- Arts Festival

To the extent that these events are successful, they could become annual events.

2. Ballenas Island Stewardship

BC Marine Parks has recently acquired West Ballenas Island. As BC Parks develops the island, SCYC should liaise with it and consider the possibility of serving as park steward. This could include the development of trails on the island and island clean up.

3. Increase Executive Collegiality

Fulfilling any of the positions on SCYC's Executive is a major commitment. To recognize this, at least in part, the Commodore will hold two or three social events in the year for executive members and their spouses. Funds for this activity would come from the Social budget.

