

## Commodore's Report

For COVID-19 reasons, the April Spring General Meeting will proceed on a virtual "Zoom" basis.

As was the case last year, 2021 is also proving to be a challenging year. However, with vaccine immunization program underway we remain optimistic that the 2<sup>nd</sup> half of 2021 will provide for some socialization opportunities.

The 2021 executive has been hard at work with an eye to the long-term future of the club. Significantly, the executive unanimously agreed that our number one priority for 2021 is membership to ensure our club's future success.

The executive has defined membership as having four pillars: member retention, volunteerism, participation and, finally, the fourth pillar - membership growth. Under the first three pillars the club has seen a dramatic drop in membership over the decade from 191 regular members in 2011 to 92 in 2021. We believe there are two main reasons. The first is that our membership is ageing without significant growth from younger demographics – a significant portion of our membership is greater than 70 years old. The second reason has been the lack of top shelf onshore facilities. With declining membership, comes declining revenue, which is needed to offer the benefits that we've enjoyed in the past.

With respect to volunteerism, our core volunteers are repeatedly coming from about 50% of our membership. This isn't sustainable and it creates volunteer burn out. We're taking steps to reduce the workload, provide clear job descriptions and better recognize our volunteers.

The final pillar to ensure our future is membership growth. A future where our club has strong participation. A club which provides a strong offering of benefits and opportunities for social gatherings. A club with a vibrant racing program with a dozen or more boats, and club cruises with double digit turnout in attendance. That's where we need to get to!

With this goal in mind we've developed a membership campaign for our members to consider. This campaign, is summarized in a document entitled "Membership Campaign Summary". It is included in the Spring General Meeting Notice and will be discussed as part of the SGM agenda under "New Business".

To support the strategic work by the executive, a survey questionnaire was sent to all members in early February. Members are encouraged to read the summary analysis of the survey, which is included in the meeting notice and entitled as "2021 Survey Analysis and Conclusions". On behalf of the executive, we thank all who participated in the 2021 member survey. Your feedback is invaluable and appreciated.

Your 2021 executive has done significant strategy and budget forecasting examining all aspects of our Club including the club's budget and financial robustness along side optimization of SCYC programs and benefits. This is summarized in a document entitled "Financial Forecasts & Recommendation 2021-25". The outcome is our strategic proposition to members to take the

club forward to 2025 (our 50<sup>th</sup> year). This proposition is included in the Spring General Meeting Notice and will be discussed as part of the SGM agenda under “New Business”.

**Here’s the bottom-line:**

The future of SCYC depends upon membership growth to ensure our club’s viability and success in the future. Attracting new members is dependent on our club offering exciting and valued programs in an environment where members are welcome in a friendly and relaxed way.

**Membership Strategy:** Maintaining competitive initiation fees and annual dues is a way to attract and retain members. Our Investment Fund is healthy and can support revenue shortfalls while maintaining programs over the next few years (2021-25).

The 2021 SGM package includes documents that describe the club’s plan to take us forward for the next several years. As our bylaws require, members are asked to vote on two dues related motions. Please vote YES, in support of moving the plan forward.

On the social front, there have been 5 successful virtual events since the start of the current executive year, which is detailed in the Social Director’s Report, prepared by Linda Watson. A big thank you goes out to the members involved in those events. Let’s remember that its volunteers who offer to take on leadership of individual events as well as volunteers who support them. It’s the only way we can be successful with club social activities in the future.

I wish to thank Sandra Dutton for her role as Sunshine Person. In these challenging times of social isolation, staying in touch has never been more important. Please let Sandra know if you or other fellow members are dealing with a situation, where a card, call or a bit of helpful support would be appreciated.

We want to acknowledge and welcome new members, Guy Gauvin and Valerie Gunn who recently joined SCYC.

At time of the writing, BC remains under a very restrictive Covid-19 protocol. Given these restrictions SCYC’s most celebrated and anticipated events of the calendar year have been postponed or heavily modified, including Sail Past, the Spring Cruise and the Lasqueti Island Regatta. We remain optimistic that the second half of 2021 will see restrictions lifted allowing for larger social gatherings.

Your executive will continue to think creatively and, most importantly, keep communication open with all members. Thanks to all for your support, assistance and ideas.

I am indebted to the 2021 executive. The group is imaginative, thoughtful, hard working and aligned on ensuring the best for SCYC. On behalf of the 2021 executive, I wish you all good health, happiness and a great boating season ahead.

Scott Brown  
Commodore