

AWSA
General Membership Meeting
8/9/2016

Kate Knafla	Britt Hoyland	David Allen
Lyman Hardy	Melanie Hanson	Keith Lindemulder
Jody Seal	Jim Grew	Barry Young
Dennis & Delaina Downes	Jeff & Libby Van Treese	Ryan Nason
Gordon Hall - COB	Kris Funk	Fred Nason
Julie Krueger	Dennis Longo	Brad Hartwell
Richelle & Rob Muhlitner	Robert Rhyne	James & Talitha Powell
Buddy & Janet Piercy	Floyd McCreight	Tonya Maurer
Janice Prociw	Steve & Ann Lohr	Jeff Surdej
Tami McLaughlin-Husen	Doug Robbins	Leon Larson
Bob Crowley	Judy & Don Stanford	

Meeting called to order by President Jeff Surdej at 7:20 p.m., Tuesday August 9, 2016, at the Riverside Hotel, Boise, ID.

Review of items passed in Sunday's summer meeting of the BOD.

- Tournaments are now able to be 4 rounds, but no more than 3 in a day.
- Extended Zero based scoring – shorten the line or go up in speed, extended until November 2016 for juniors in Class C only.
- Board officers staying the same
- Taking Elite skiers out of the mix for calculation of level 8 and Nationals qualifications purposes. We have lowered Level 8 by 3% to cover the people who would have gotten knocked out by elite skiers.
- Nationals 2017, no bid, hoping to have one in the next few months.

President's report – Jeff Surdej - In office for a year now, learned a lot, worked with committees, have to evolve and adapt and are thinking of ways to do that.

- Grassroots membership up 53%
- Under 25 up 7%
- Grassroots tournaments were up
- Kids up 10%
- Men 1/Women 1 stayed the same no decline
- More participation in our events
- 5% increase in the number of officials
- Down 139 membership – 2% drop
- Gained 865 new, lost 1004 – retention is a huge avenue
- 11pt Strategic Plan

- 1 – Better membership package, formed a membership task force.
- 2 – Better marketing (on hold until 1 is in force)
- 3 – Mini course – encourage learning skiers
- 4 – Open ski nights – getting back on public waters and opening private lakes
(Wake boarders – Pass the handle)
- 5 – Skiing for placement and not for score
- 6 – Regionals & Nationals – need to get back to being profitable and get people there.

Hard for families to do both, finances, time, etc.

7 – Ability based by divisions – other sports use this and we need to do something to welcome beginners into the sport

8 – Team skiing – got off the group this year and is...

9 – Officials program – Floyd is stepping down, looking for a replacement. Looking to revamp and make it less confusing

10 – Promote elite and pro skiing

11 – Jr skiers – target area to concentrate on.

Two of these are online and the rest are in the works! Working hard this winter to get the rest going.

Comments:

Floyd – post them on the website.

Jim – job well done!!

Doug Robbins – can't keep doing the same thing and expect a different result.

Nationals – things being presented that are out of the box; more elite,

Dave – smaller Regionals

Tonya – conversation on giving people a pass, would it make a smaller Regionals or open the door to other ideas.

USA-WS Executive Director's report - Bob Crowley – staff of 9; 3 focused on membership, 2 on communication, 1 on marketing, 2 on support services, and Bob.

Focus on sale of the building, owned by the foundation and is being sold. Headquarters is being moved to Lake Myrtle with a huge water park that will support all the water sport disciplines (except for water racing). 12,000 athletes come through the center and will be introduced to water skiing/sports.

Building will sell by the end of the year but the new building won't be complete until 2018 but

Hall of Fame will close after the legends and won't be back up until the building is complete.

A lot of time spent on computer services. A lot of focus on the new officials program. Has to be easier for Melanie and better for the members. Changing disciplines, e.g. Can put secondary sports in, upgrade from grassroots to active – working on. Renewals – working on. Auto-renew, tough to do for families, works for individual active.

E-blast program for membership, when membership is expiring, etc. Two systems, renewal and welcome. Welcome will let members know the benefits of their membership.

Looking at things that would make people want to stay as a member. Life on the Water theme is intended to be a step to say we are more than just a tournament organization. Reaching out to the social media generation; contests, etc. Trying to engage people in more than just competitive skiing. Membership numbers have gone down, membership revenue have gone up. Membership cards have been reinstated. Discounts through a member only site to provide more value to our members. Finances, membership goes down and finances for down. Hoping the team concept builds membership. Other disciplines also working to build membership. Insurance program in place and valuable.

AWSA has an app now, developed by Mark Crone. Can set your rankings to your own name so that it goes right back to your rankings. Working to do virtual teams.

Motion to adjourn. Meeting adjourned at 9:04 p.m.