

Blinker December, 2016 Strategic Planning Report

I am encouraged by the interest expressed by many members in response to the recent activities of the Strategic Planning Committee. I strongly urge everyone to make every possible effort to attend at least one of the meetings scheduled for December 11 and January 22 to discuss the current state of affairs of the North Shore Yacht Club and to engage in a visioning process as to the future of the Club.

Realistically, each of us has a personal viewpoint of the Club – why we joined, what we are looking to achieve and experience, what we like and what we would like to change. This is your opportunity to hear and be heard on all of these issues. Governance of the Club is vested in the Bridge and the members elected by you to the Bridge. However, unless you inform us of your preferences we cannot be expected to know what they are.

Some of the topics I hope to bring up for discussion are:

- Member recruitment and retention
- Marketing
- Financial planning
- Volunteerism
- Dinner/Dance – format, timing, etc.
- New activities and events to be added to the calendar
- Calendar preferences for events

Both meetings are scheduled for Sunday afternoons at 3:00 PM and are expected to last two to three hours – maybe longer – that would be a good thing. We plan to open the bar for wine and beer and we will provide some munchies. You are encouraged to bring any snacks you wish. I look forward to seeing you.