

Monomoy Yacht Club

Long Range Plan

August 2010

Mission and Assumptions

Strengths and Weaknesses

Opportunities and Threats

Mission

The mission of this Club shall be to encourage the sport of boating, to promote the science of seamanship and navigation, to sponsor boating activities and events, to conduct year round social activities and programs, and to provide and maintain a suitable Club House and facilities for the recreation and use of its members.

Assumptions

1. The demographic profile of the Club remains similar to what it is now.
2. Membership of the Club continues to be in the range of 200.

Strengths

1. Well attended, popular year round social activities and gatherings
2. Low annual dues, initiation fee: reasonably priced events
3. Congenial, interested group that regularly attends functions
4. Consistently sizable waiting list
5. Very favorable long term lease
6. A newly decorated, attractive space available for all members
7. Reciprocity with many other yacht clubs
8. Good core group of talented members who are willing to serve on committees and boards
9. Sound financial position within current Club environment

Weaknesses

1. Low participation in boating activities
2. Too many inactive and part time/summer only members
3. Do not own property or clubhouse
4. Too many members not participating in the operation of the Club
5. Lack of funds to acquire our own Clubhouse
6. Low utilization of Clubhouse by members
7. Limited size of Clubhouse
8. Clubhouse is noisy

Opportunities

1. Build fund to increase the ability to purchase own clubhouse if the appropriate opportunity arises
2. Encourage more active participation from new members
3. Develop more appealing and varied boating events
4. Coordinate calendar with other community organizations to avoid conflicts in scheduling
5. Develop more varied outside entertainment events
6. Enhance appeal of Club to local and/or younger people
7. Develop the appeal of informal lunches and gatherings at the Clubhouse.

Threats

1. Sale of Stage Harbor Marine, or loss of clubhouse, moorings, dinghy dock, etc.
2. Insufficient specificity and documentation of use and management of the BR Fund by the BOG
3. Cost and lack of available sites for MYC owned clubhouse
4. Decline in participation in Club sponsored “on the water” events.

Goals and Objectives

1. Involve and assimilate new members into the operational activities and social network of the club.

****Action Plan to Implement** – Establish a new member committee to which each new member would automatically belong until he/she has participated in the operation of Club activities. Such activities would include, for example, help in conducting two or three BYOBs, a joint new member/BOG party, and/or specified Beach Party functions. Each new member would remain on the committee until he/she had so participated. The committee would set up its own organizational structure under the direction of two BOG members.

2. Increase the participation in and expand the range of boating activities.

****Action Plan to Implement** – Establish a Boating Committee of 8 to 12 members, similar to the Entertainment Committee, to plan and run all boating activities and on-water travel events. All present boating -related committees would be centralized under the overall direction of the Boating Committee. This would give more weight and structure to the Club’s boating activities, making this aspect of the Club more parallel to the way entertainment events are organized. The Commodore would appoint a Fleet Captain from the BOG who would be

Chairman of the Boating Committee, with its operations subject to BOG approval. It would set up its own internal organizational structure supported by Regional Captains, and have the ability within an allotted budget to cover expenses, benefits, and incentives for involvement in boating activities. In addition to local trips the program might include a multi-day, off-Cape boating trip in the US or a foreign trip every year, but of differing duration, cost, season and appeal.

3. Expand the proportion of members who are boat owners/active boaters, year round lower Cape residents or actively working locals.

****Action Plan to Implement** – Fine tune membership requirements and waiting list positioning practices to assure that membership preference is given to boat owners/active boaters (particularly owners of larger boats), year round residents and actively working locals. The Membership Committee would have discretion to decide on a case-by-case basis how much “activity,” or “residency on the Cape,” or “local work activity” is sufficient for preferential treatment.

4. Provide for funding future Clubhouse changes by annually increasing the Building Reserve Fund so that it will reach a predetermined level by 2020.

****Action Plan to Implement** – Gradually increase the Building Reserve Fund over a period of years to a minimum amount sufficient to finance an alternative meeting place if the present building should become unavailable or insufficient. For this purpose dues and initiation fees should be set (and revised from current levels if necessary) to bring the Fund to \$200,000 by 2020. Every year a fixed minimum percentage of annual dues and initiation fees, in the range of 35-40%, should be transferred to the Building Reserve Fund.

Example: This year we transferred \$15,000 to the BRF. This is \$75 or 37% of each member’s annual dues. If the already existing practice is continued for 10 years it would produce \$150,000. Setting aside a similar proportion of initiation fees would add about \$2,000 more each year (40% x \$500 initiation fee x 10 new members), or \$20,000 more in 10 years. Putting these combined amounts from dues and initiation fees into the BRF would grow the Fund to over \$200,000 at the end of 10 years, with interest at 4% compounded annually. The BRF could then be supplemented with a portion of our Unallocated Operating Assets, and/or a portion of the year’s increase in Unallocated Operating Assets, and/or a one-time member assessment in order to obtain the appropriate down payment on a mortgage.

The Building Reserve Fund and the interest on it should not be used for rent or operating purposes, except by a formal 2/3 majority vote of the membership.

Limitations on use of the Fund should be set in place, in the By-Laws if necessary, to control use as it grows. The policy should be included in the Handbook and the membership regularly advised of the amount in the Fund.

The BOG should continue to monitor and evaluate appropriate Clubhouse sites, as well as options and alternatives with SHM, with the objective of finding available alternative courses of action consistent with the then size of the available Fund.

5. Continue high caliber nature and frequency of current social activities agenda.

****Action Plan to Implement –** There is wide-spread acclaim for the present level and type of entertainment activities, which of itself enhances the stature of the Club. Therefore, the current Entertainment Committee structure, practices and flexibility should continue to be supported, maintained and enhanced.

6. Continue to improve the appeal, functionality and decor of our current Clubhouse.

****Action Plan to Implement –** Expand size and scope of current House Committee as needed, under direction of BOG, so the Committee is responsible for general house maintenance and the continued upgrading of Clubhouse décor.

7. Expand the frequency and extent of communications with membership using e-mail and our website as important supplements to regular mail.

****Action Plan to Implement -** Distribute Log via e-mail and website to all members as well as by regular mail. The website link should be included in all e-mails and regular mailings. A “members only” segment of the website should be developed and the MYC directory should be included in it. Each member’s e-mail address should be included in the MYC Directory unless the member requests its omission. Regular mail should continue to be used as currently and where required by the By-Laws or legitimate necessity.