

Russell Boating Club
Attachment 2 - Proposed Goals for 2017-18

The following draft club goals are presented for consideration and comment:

Current Year Goals:

Volunteerism – Promote and increase volunteerism among club membership through the following actions:

- Overall messaging that we are a volunteer organization and encourage active participation by all members in this regard
- Implementing organizational structures that encourage members to step forward to help with activities and operations of club
- Publish and maintain list of volunteer activities and coordinator contact information
- Have an open committee meeting policy to encourage members to attend committee and sub-committee meetings
- Recognition of volunteer efforts

Activities – Encourage and support ways the club can broadly serve its members, guests, and the community through a range of activities such as:

- Annual tall ships regatta
- Annual cricket match
- Racing program
- Kayaking events including short ships race
- Cruising events
- Club-house social activities such as open mic night
- Community “go for a sail” day and other community events
- Events geared toward families and kids

Facilities - Maintenance and improvements including

- Building a boardwalk along boundary of reserve & foreshore to improve access to Club facilities
- Complete additional club substructure maintenance and kitchen safety upgrades

Longer-term goals

Membership - Grow active membership through following:

- Promotion to community as a friendly place to socialize
- Marketing to cruisers
- Potential membership rule changes to promote membership growth

Fundraising - Strategic focus on fundraising including:

- Continued support of \$40K challenge initiative as an initial step in recognition that the club facilities will likely need substantial upgrading or replacement.
- Investigate and help position the club to take advantage of grants and other fundraising sources.

Strategic Committee - Establish a long-term strategic planning committee to advise the committee and membership with respect to facilities options and other strategic matters.