

# Winnipeg Goldeyes Fan Club

## Membership Discussion Paper

### December 2008

As the old baseball cliché goes, it feels like it is the bottom of the 9th with 2 outs for the Fan Club. Perhaps it is not that bad, but we are definitely past the 7th inning stretch and it's time to put on the rally hats.

The Fan Club was established in 2004 and has completed five seasons. As we look forward to season #6, the Fan Club has several significant issues to address over the next few months. This discussion paper sets out those issues and is being distributed to you, the Fan Club members, to stimulate discussion and feedback at the Annual General Meeting (AGM) on Monday, February 16th. You are also welcome to respond prior to the AGM by writing to the Fan Club at PO Box 33053, Polo Park Post Office, Winnipeg R3G 3N2 or by sending an e-mail to [mail@Goldeyesfanclub.com](mailto:mail@Goldeyesfanclub.com).

The issues that the Fan Club Executive wish to discuss with you include:

- vacant positions on the Executive,
- declining membership, and
- 2009 road trip plans.

#### Vacant Positions on the Executive

After 5 years as President, Allison Burns has expressed an interest in stepping down from the position of President to devote her energies to planning and organizing the road trip. In addition, the positions of Secretary and Newsletter Editor are vacant because of resignations.

These vacancies issues are exacerbated by our Fan Club By-Laws that stipulate that *each Executive Officer shall hold office for two (2) years but may not serve more than two (2) consecutive terms in any one office*. At the conclusion of the current terms, this will create additional vacancies in the positions of 1st Vice President, 2nd Vice President and Treasurer.

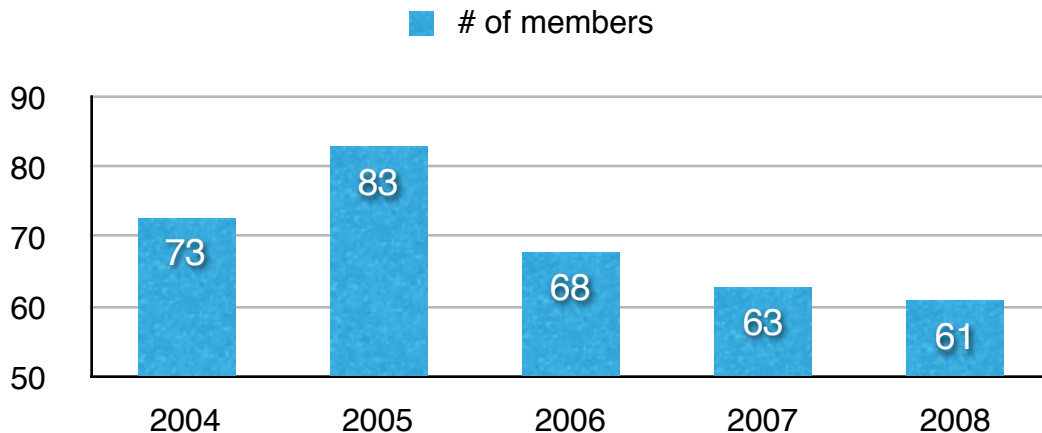
There are several ways that these six vacancies can be addressed, including:

- New candidates for the positions can step forward from the membership. There are 60 or so members, many of whom have a lot to offer the Fan Club by joining the Executive in one of these positions.
- Some of the out-going Executive Officers have expressed an interest in staying on the Executive but in a different role.
- Amend the By-Laws to loosen the limitation on only two consecutive terms in any one office. This change is recommended by the Executive and would require a membership motion and approval at the AGM.

The paramount issue here is the need for a new President as the Fan Club cannot function without a leader. Please consider what you have to offer the Club and think about putting your name forward. Remember that one of the perks of the position is on-air time with the Voice of the Goldeyes - Paul Edmonds.

### Declining Memberships

In the initial season, membership fees were set at \$25 and a membership gift was offered. In an attempt to bolster membership numbers, the membership agreed to reduce the fee to \$15 beginning in 2007. At the same time, it was agreed that a membership gift was no longer necessary. These efforts did not result in increases in the number of members as we dropped to our lowest level ever in 2008.



Is it important that we recruit more members or are we satisfied that a base of 60 or so members is adequate? The fee revenue generated by 60 memberships will

cover the cost of running the organization (primarily the website, post office costs, and our meetings - both Away Wednesdays and the AGM).

The lack of growth has made the Executive ponder whether the Fan Club is still meeting the needs of its membership. Are we doing too much, or not enough? Perhaps a survey could be developed to canvas the members to see what you want from the Club.

In terms of the numbers, the Executive have noticed that membership volumes seems to increase when there is an appealing road trip being planned, as people sign up for a membership in order to take part in the trip. That brings us to our third issue.

### Road Trip 2009

One of the most popular benefits of membership in the Fan Club has been the annual road trip to take in Goldeyes action on the road. Options for a trip this year are Kansas City (had a great time there in 2007), Fargo (did that in 2006 and 2008) or the Chicago area.

A 6 day trip to Schaumburg is viable for the period Wednesday, July 29 to Monday, August 2 which will include 3 games in Schaumburg, shopping, sightseeing, motor coach transportation, 5 nights accommodations and travel days on both ends. The price for this exciting adventure is expected to be in the \$650 to \$700 range per person based on a minimum of 25 people coming on the trip. As the bus rental is estimated to cost us about \$7,000 regardless of how many people are on board, the more people who go down - the lower the cost per person.

This proposed trip to Schaumburg is similar in length and distance to the successful trip to Kansas City in 2007, which was priced at \$525 per person. As the Fan Club targets to make a profit of less than \$15 per person for the road trips, when all the bills were paid each participant received a rebate of \$60. Again, as more people who went on the trip, the lower the price was for everyone who participated.

In light of the declining Fan Club membership and the lukewarm response to last year's trip (probably due to the format as a self-drive outing), how excited are you about this trip and how aggressive should the Executive be in planning a trip for

2009? This really means “How much financial risk should the Fan Club take on?”. The non-refundable deposit on the bus will be high (likely \$500 to \$1,000), making this a painful expense if the trip is cancelled due to insufficient participants. How many members are seriously interested and are prepared to put up \$100 deposits at the AGM to take advantage of early bird pricing?

### Conclusion

These are the important issues for the Fan Club. The Executive need your feedback, participation and support heading into the 2009 season. Please come to the AGM on Monday February 16th and let us know what your views are on these or other matters. If you can't attend that evening, please drop us a line so we receive your thoughts on these concerns.

Based on the positive responses to the meeting format used last year, the AGM will once again be preceded by dinner and a guest speaker. Tickets for the meal and guest speaker are \$10 for members (\$13 for future members) and can be ordered by sending a cheque to the Fan Club at PO Box 33053, Polo Park Post Office, Winnipeg R3G 3N2.

Thank you and enjoy the Christmas season.

Winnipeg Goldeyes Fan Club Executive