

Long Range Planning Committee
April 2019

We conducted a membership survey in March, following-up on surveys conducted in 2012 and 2015. Thank you to all those who responded and to Doug Kern for organizing the survey and compiling the results and trends. Respondents indicated that 'active racing' is the primary reason for membership and the club strikes a 'just right' balance between volunteerism and the use of paid staff and contractors.

A strong majority (72%) were extremely likely to recommend AYC to a friend or colleague and 'customer satisfaction' was listed as 'excellent'. Areas for improvement include better support for new members and additional adult sail training. A summary of the results was published the April TellTale and a full analysis is available for download at the bit.ly/AYCsurvey-2019.

The LRPC supports hiring a full-time Sailing Director / Program Director, currently under consideration by the Board. Kudos to our Commodore for reaching out to the membership to describe the need and define the scope of duties in her recent TellTale article. A full-time SD/PD staff member would strengthen our junior and adult sail training programs and would support the AYC core value of supporting active sailboat racing.

Better long-term financial planning was mentioned as possible area of improvement in the membership survey. Overall, the LRPC believes that the Board is actively addressing this with multiple maintenance and upgrade projects (e.g., docks, paving repairs, and water supply lines) and the modest dues increase this year. These efforts will avoid expensive emergency repairs and dues assessments in future years.

The LRPC will continue to support this long-term view by our updating our 10-year infrastructure replacement plan. An updated version will be provided at the end of the year to the outgoing Board.

Respectfully submitted,
Long-Range Planning Committee
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