

# signals



April 2014

Upper Keys Sailing Club Newsletter • P.O. Box 373154, Key Largo FL 33037 • 305-451-9972

## Bylaw change fails

At the March 28th General Membership Meeting, Vice-commodore Mary Lou Chambers proposed two changes to the UKSC bylaws. These changes would allow an associate member to serve on the board of directors and would also allow this associate member to vote. Present bylaws state that "Normally an Associate member shall have no voting power and can hold no office".

There was spirited discussion of the issue both pro and con. Members pointed out that any member is welcome at board meetings and can express his or her views to the board, so change is not needed. Others pointed out that it would be nice if associates were included in the operations of the club. Clarification of the definition of an Associate member was asked for and required reading of the specific bylaw by the Commodore. But in the end the membership voted down the motion.



### from the treasurer

If you currently receive your UKSC invoice by U.S. mail, you can really help the club save paper, envelopes and postage, AND your treasurer's time in printing, folding and stuffing your invoice in an envelope, IF you could accept your invoice by e-mail. If you can, all we need is your OK. If we don't have the email address you want to use, let me know and we'll use the one you prefer. Thanks,

Your Treasurer,  
Bill Andersen

**You can win a free UKSC tee shirt!**  
**See the enclosed coupon.**

*Make your plans now*

to attend the 2014 UKSC Change of Watch dinner and ceremonies on Saturday, May 3. Watch for details and don't forget to sign up!

### The Moth Nationals



# Fleet Captain Analyzes Value of Regattas

We've just completed several back to back weeks hosting sailors from one end of the spectrum to another, from green Opti sailors getting their first regatta experience to several world class sailors competing in a hot developmental class, the Moths! Our founders created a club dedicated to promoting sailing in all its branches. Its original focus was on racing, and racing still remains a mainstay of club activities, but "sailing in all its branches" includes cruising, youth sailing, and day sailing. I am proud to be Fleet Captain of a club that has included ALL of these sailing activities this past year!

Our club includes several members who are not active sailors, for various reasons, but who still enjoy our club's beautiful bayside location and the comfort of a clubhouse where "everybody knows your name." Some of these club members have expressed concern about these regattas that attract so many non-club members, resulting in a lack of parking and resultant limitation to club facilities. I have been directly approached by only ONE member about this, but I have heard about others who have appropriately directed their concerns to the Vice or Commodore. In addition to experiencing these restrictions, members are concerned about financial returns to the club. I hope I am able to satisfy your concerns!

First, we are a sailing club. It's the reason we were founded, it's what our founders hoped to create a legacy about, and it remains a requirement of membership that prospective members serve on the water in one way or another. More sailing = satisfying our mission!

Second, we are also, in reality, a seasonal club. Despite having great sailing weather year round, we definitely have more members using the club during the fall/winter/early spring months, while much fewer members use the club during the summer. In many ways that is AWESOME for us locals because it is almost deserted here in summer, so we get to throw wild naked sailing parties\* if we want, but it's BAD for the club's financial bottom line.

I understand that parking and space is an issue and some members feel shut off from the club while we have these regattas. We don't have a lot of real estate for sure! However, the disadvantages during a *few* weeks of the year are an advantage to *all members throughout the year*. We have come to learn our maximum number of regatta participants and are careful not to exceed it (you really should come by the club during the youth regatta just to see what 100 youth sailors looks like!)

So what are the benefits of hosting these regattas with so many non-members?

## REVENUE

These folks pay, and pay well, to enjoy our club's amenities. The money they pony up helps us keep our dues low so that all members can enjoy the club at lower rates than we would without them.

Each regatta is set up differently; some registrations include a meal and/or a shirt; others are just the price of admission to the club, so to speak, and everything else is paid separately. The Moth regatta fee included dry storage for their boxes for the duration of their series.

In addition to the actual regatta registration revenue, these people drink at the bar! They eat hot dogs and chips and drink beer or soda. Many members enjoy coming to the club when we host these sailors, and they drink at the bar and eat the meals too. A breakdown of the revenues generated is shown at the end of this article.

These numbers might not seem that big to you. To give you an understanding of how much they contribute to our bottom line, we need to make at least \$1000 per weekend on the bar to cover expenses and overhead. A typical summer weekend club event grosses around \$500; some of these regattas generate four times that amount in one weekend!

## EXPOSURE

I don't mean the full frontal kind; I mean the kind of publicity that money can't buy: social media and word of mouth. People come to our club, they like the sailing location, the friendly dockmasters, the cheerful members. Even if they can't join, they can tell their friends about us. Plus, we get publicity on cutting edge websites like Sailing Anarchy and Sailing Scuttlebutt. The regattas give us street cred in the sailing world by providing topics for articles in Southwinds, for instance. That is all great publicity. New residents may not read the local paper but if they're sailors, they're likely to do a Google search and the more mentions we have on other websites, the easier we are to find.

I hope that this article helps everyone understand the benefits of hosting these regattas. For myself, I truly enjoy the energy that these sailors bring to our club. Whether I'm talking with a world class champion or Joe Sailor from the club in a little town in Ohio, I enjoy sharing and learning more about this great sport of ours. Based on the number of volunteers that came out to help with the events, or just to gawk at the cool and unusual, it's apparent that I'm not alone!

If you have any questions, contact me directly at 305-393-0722. The following shows how much revenue the club brought from the various regattas.

\*that was a test to see if anyone reads this article!

Ginette Hughes, Fleet Captain

**DEAD DOGS & TIN WHISTLES (BUCCS & MUTTS) - REVENUE**

Regatta Registrations	\$	430.00	
Regatta Dinners Non Members	\$	390.60	
Regatta Dinners Members	\$	323.64	
Shirts & Hats	\$	620.31	
Bar Revenue - non members	\$	646.78	
Bar Revenue - members	\$	836.71	
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>3,248.04</b>	

**KEY LARGO CATBOAT RENDEZVOUS - REVENUE**

Sponsor Cash Income	\$	1,250.00	
Registration	\$	1,629.36	includes one dinner per person
Non Member Dinners	\$	24.18	
Member Dinners	\$	459.42	
Shirts & Hat Sales	\$	782.13	
Bar Revenue - Total	\$	2,043.70	
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>6,188.79</b>	

**INTERNATIONAL MOTH WINTER SERIES**

Registration	\$	\$4,880.00	
Bar Revenue Non Members	\$	2,197.77	
Bar Revenue Members	\$	2,579.14	
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>9,656.91</b>	

**FORCE FIVE MIDWINTERS SERIES**

This regatta lasted 7 days

Registrations	\$	2,341.15	included one dinner
Additional Dinners	\$	468.72	includes members and non members
Bar Revenue Non Members	\$	1,831.82	
Bar Revenue Members	\$	794.25	
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>5,435.94</b>	

**TOTAL GROSS REVENUE FOR HOSTED REGATTAS**

**\$24,529.68**

**EXPENSES FOR REGATTAS**

Expenses are total for the quarter 01/01/2014 - 03/31/14

\$7,152.09

Some expenses have not been reported as of 3/31/14

**NET REVENUE FOR HOSTED REGATTAS**

\$17,377.59

## Buttonwood Sound Mooring Field Proposed

The board of County Commissioners recently voted to proceed with the development of a public mooring field for 100 boats in Buttonwood Sound. Point Of View RV Park is interested in partnering with Monroe County to provide shoreside services, including dinghy dockage, showers, laundry, and pump out service. A mooring field of this size would significantly alter the character of Buttonwood Sound and possibly present security problems for UKSC. After a brief discussion at the general membership meeting on March 28, a committee was formed to research and respond to the proposed mooring field. The committee includes Sharon Berry, Kathy Hulbert, Ginette Hughes, and Dewey Jackson. Any other club members who are interested in participating in this committee should contact Sharon Berry.


Kathy Hulbert



***BTW***

What's that funny looking bucket on the bar you ask? It's the Blunder Bucket. When a member does something comical or makes a "blunder", a witness to this event can record it on a piece of paper and put it into the bucket. All the events are reviewed by experts prior to the Change of Watch dinner. At the dinner the winner is selected by the applause of the members present. The one with the most applause wins.

**Free UKSC T-shirt Drawing!**



**Upper Keys Sailing Club**

MEMBER NAME: \_\_\_\_\_

Deposit this coupon in the Jar on the Bar. The drawing will be held at the April 25 general meeting 8 PM. You could win an official UKSC t-shirt.

# Nominating Committee's Candidates for Office

This the slate of candidates for officers and directors for 2014:

## Flag Officers

Commodore-Sara Kahler  
Vice Commodore-**OPEN**  
Rear Commodore-Larry Koenig  
Fleet Captain-Ginette Hughes  
Treasurer-Betsy Edwards  
Secretary- Lynda Munshower

## Board of Directors

Two Year Director-Dewayne Roos  
(Four of the following five to be elected)  
Ed Kirschner  
Rosa Lamela  
Juan Soriano  
Bill Stanard  
Leah White

Nominating Committee:

Tom Trump, chairman  
Tom Butler  
Bob Sandifer  
Larry Thorson

No one has stepped up to fill the open slot for Vice Commodore. Chairman Tom Trump says "We asked a lot of folks but people don't seem to want to hold office". Most of the above candidates have held multiple offices because some members will not step up to help the club.

Elections for the new Board of Directors and Officers will take place at the General Membership Meeting on April 25. Please show your support by attending the meeting.

## Marlin and Glander Races Moved To The Bayside !

The Marlin and Glander Cups were held on March 15th and 16th. In the past these races took place on the oceanside, but because there was no dockage available for the participating sailboats the races were held on the bayside for the first time. The Marlin Cup was a race from the club to the park marker on Buttonwood Sound and back, almost thirteen miles. The start at the club, but after rounding a windward mark, they headed south to marker 61 and then finished back at the club. Pat McLaughlin, even after stirring up a lot of the Marlin Cup. The Glander was won by Larry Thorson who raced singlehanded on Sunday to his victory.



# swap shop

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## upcoming events

### April

- \*\*April 5** President's Regatta and Dinner, 7 PM
- \*\*April 13** Chamber of Commerce Members in Motion, 12-4PM
- \*\*April 16** Membership Meeting, 7 PM
- \*\*April 17** Board of Directors Meeting, 7 PM
- \*\*April 19** Portsmouth & PHRF Spring Series #1
- \*\*April 20** Easter Brunch, 11AM-1PM
- \*\*April 25** General Meeting and Election of Officers, 8 PM preceded by potluck dinner at 7 PM
- \*\*April 26** Miami-Key Largo Race
- \*\*April 26** Ellis Wedding, 6-9 PM
- \*\*April 27** Annual Skippers Meeting

### May

- \*\*May 3** Change of Watch Dinner

## 2013 –2014 board of directors

Commodore	Sara Kahler
Vice Commodore	Mary Lou Chambers
Rear Commodore	Gary Bauman
Fleet Captain	Ginette Hughes
Treasurer	Bill Anderson
Secretary	Betsy Edwards
2-year Director	Larry Koenig
2-year Director	Pat McLaughlin (year 2)
Director	Lynda Munshower
Director	Rosa Lamela
Director	Dewey Jackson

*Signals* is a publication of the  
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Editor: Larry and Helen Koenig

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**For Sale:** Pontoon Boat, 20'9" long, 8' wide, fiberglass hulls, almost new Tohatsu 50 hp, 100 hrs, always flushed after use, built in head, full console, GPS, safety gear, trailer. \$7500. please call Bill Stanard 305-632-7396 or wstanard@palmertrinity.org



**For Sale:** CruiseAir air conditioner. 5000 BTU. Fits in overhead hatch. Used but blows cold and no damage. \$225. Please call Neal at: 305-853-6876, 305-619-5978



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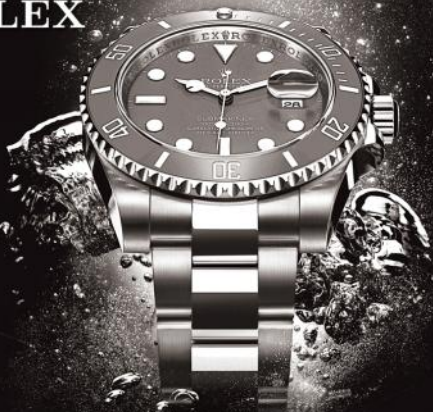
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William A. Anderson, Registered Representative\*

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You can find news, photos, links and membership information.



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**- Mary Lou Chambers**

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