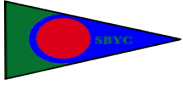


**Sunshine Bay Yacht Club**

## **March 2021 - 5 Year Strategic Plan**



**February 2021**



## VISION

### *Alberta's Sailing Community of Choice*

## MISSION

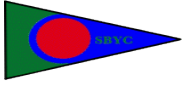
Sunshine Bay Yacht Club is a place where members work together to maintain and operate an outstanding environment for sailing enthusiasts.

We are a dynamic club where:

- Members volunteer their time and expertise to provide and maintain excellent facilities.
- We provide outstanding educational and social programs that are inclusive to all.
- All members are welcome and included in all aspects of the Club.
- Through partnering with our community, and with provincial and national organizations, we create an increased interest to grow the sport of sailing.
- We promote stewardship of the environment, the lake and its surroundings.
- We are recognized as a leader and innovator in Sailing and Racing Programs.

## OUR CORE VALUES

- **Inclusiveness:** club activities and functions are designed to accommodate all members, family and guests.
- **Safety:** is paramount in everything we do!
- **Respect, Trust & Integrity:** our decisions are ethical, transparent and honest for the benefit of the Club, its members and stakeholders.
- **Stewardship:** we promote responsible use and protection of the Environment. We are prudent with our Finances for the well-being and enjoyment of our members and future generations.
- **Seamanship:** we promote mentorship and training to enhance our sailing community's safety and skill.
- **Volunteerism:** we utilize the unique skills and abilities of all our members to get things done!
- **Community:** we nurture our relationships and build a sense of community with our members, landlords, guests, partner clubs, and the communities where we sail.



## Sunshine Bay Yacht Club (SBYC)

Lake Wabamun, Alberta, Canada

[53°32'54.9"N 114°43'03.7"W](#)

SBYC is a not-for-profit organization governed by an elected board dedicated to promoting the sport of sailing.

Situated in Sunshine Bay at the west end of Lake Wabamun across from the Town of Seba Beach, SBYC is a private members managed sailing club offering members, their families and guests access to a club house, floating docks and other facilities.

SBYC members can access a full season of organized competitive and fun races, enjoy cruising on Lake Wabamun, and participate in a full schedule of social programs for adults and youth.

**March 11 1981**, the newly formed "*Sunshine Bay Sailing Club*" was granted a Certificate of Incorporation under the Companies Act. The new Club began with approximately 45 shareholders. In **March 1982** the club officially changed its name to the "*Sunshine Bay Yacht Club*".

Construction of the clubhouse began in **2001**. All labour was done as a team effort under the expert leadership of Hans Brand. The structure was completed in the summer of **2006**, our 25th Anniversary. Our floating docks host 54 boats, maximum 30' LOA. The dock facilities are maintained and managed by club members.

The onshore facilities include; a Clubhouse that is equipped with a full kitchen, combination dining/lounge area, men's and ladies washrooms with showers and an outdoor deck with barbeque facilities. The grounds include: a covered gazebo with a fire pit; wood lot; picnic tables, sea can storage, fuel shed and on-shore storage for perishable items.

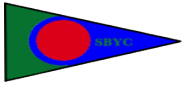
Members volunteer to ensure the grounds are clean, safe and well maintained. Each year a minimum of 100 seedlings are planted to maintain the environment for future generations.

We offer a variety of off shore water activities for all levels of sailors with social events held throughout the year. We partner with other clubs on the lake for friendly racing activities.

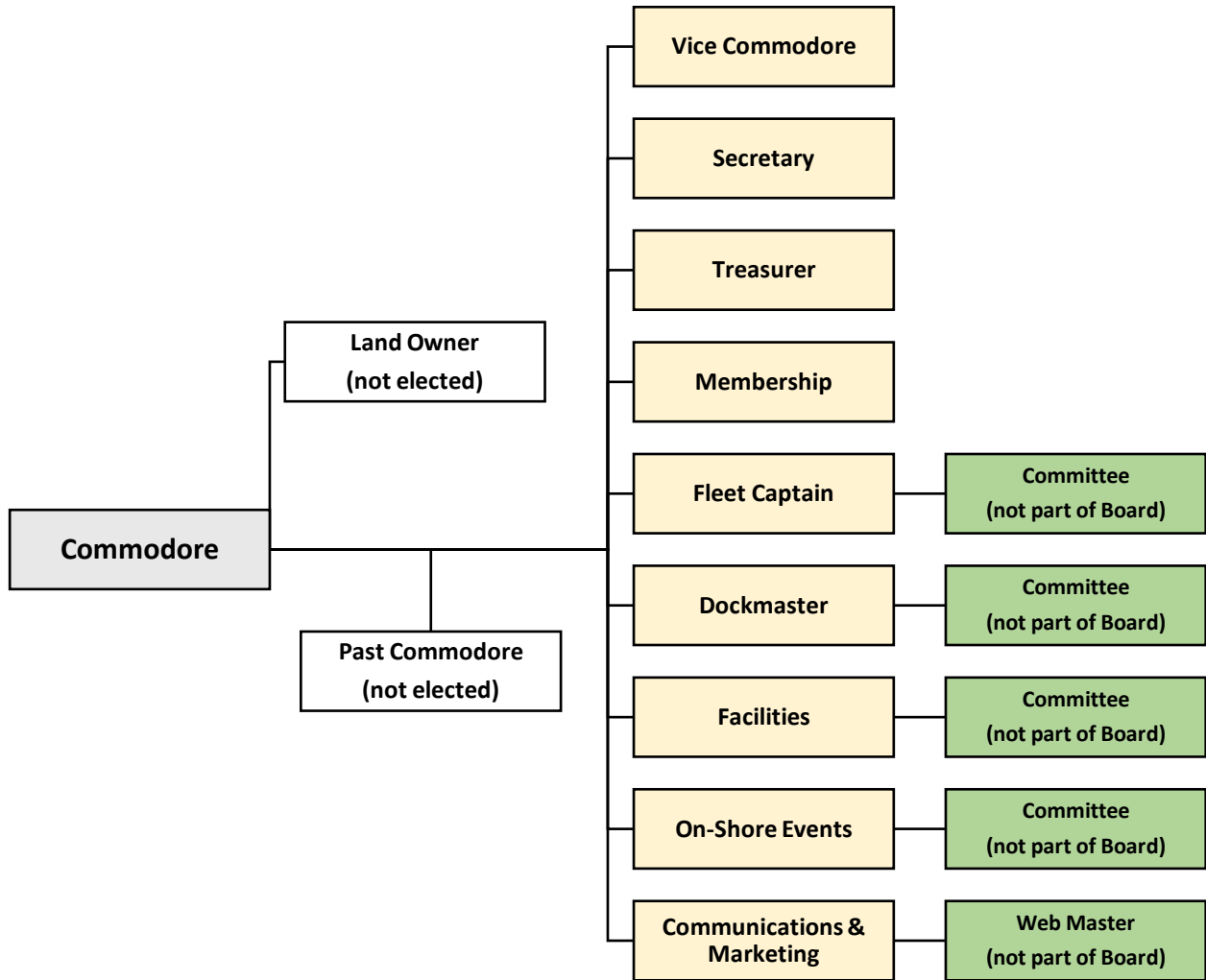
**2020:** The Club has 50 Regular Members (Shareholders), 3 Alumni and 5 Temporary or Provisional members. Current types of membership available include:

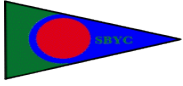
- **Regular Membership:** shareholder (shall pay initiation fee and annual dues), one boat moorage slip, access to all facilities and events; one vote per share; privilege of holding a board position.
- **Temporary or Provisional Membership (discretion of the Board):** shall pay membership fee based on length of membership (half year or full year), boat moorage slip, access to all facilities and events.
- **Alumni Membership (after making an application to the Board):** past SBYC member with at least five (5) year of membership in good standing, entitled to participate in all social functions, crew on boats, no voting or mooring rights.

In **2015** a Draft Strategic Plan was put in place for the board to find guidance. In **2021** a complete review of this same plan was conducted by the entire board. This was seen as an excellent exercise to ensure that this document was fully understood and to ensure it came off the shelf and into the daily workings of the board. The board had Marvin Abugov as an observer and to ensure that history was understood. The Key Strategies have stayed much the same, with updates to reflect the current work that needs to be done. The 2021 plan is now in place and will be stewarded to by this and all future boards.



### 2021 Organizational Chart





## Key Strategies

Sunshine Bay Yacht Club has seven (7) Key Strategies and Goals with Key Performance Indicators attached to them as a measurement of success. They are as follows:

### 1) Infrastructure

**GOAL:** All SBYC infrastructure and assets maintained to the highest possible standard of operation and safety. Utilizing an annual maintenance and upkeep schedule and log, with a 10 - 25 year replacement/obsolescent plan. **KPI:** Budget; Schedule; Lease agreement; Meets or exceeds code

### 2) Sailing

**GOAL:** The club will be recognized as a leader and innovator in mentorship and training to enhance our sailing community's safety and skill, which are inclusive to all members and sister clubs on the lake. **KPI:** Training; Member participation and satisfaction; PHRF for Wabamun

### 3) Sustainability

**GOAL:** Identify opportunities that can ensure the economic sustainability of SBYC at its current location and possibly other locations on the lake. **KPI:** Budgets; Cost Control; Audits; Alternate Revenue Streams; Membership Fees; Lease Negotiation; Plan B schedule progress

### 4) Partnerships

**GOAL:** Through partnering and collaborating with the Greater Wabamun community, we promote the sport of sailing in an environmental and sustainable manner. **KPI:** Participation in Community; Wabamun Watershed-Council participation; New/ Returning sailor interest

### 5) Membership

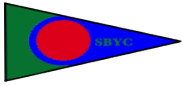
**GOAL:** Engagement of SBYC club members in Club operations, programs and governance that encourages volunteerism, ownership and accountability. **KPI:** Increased volunteerism; Board succession planning; recruitment and retention of members

### 6) Communication

**GOAL:** The Club will consult and communicate on a regular basis with its members and sailing community around the lake, and the province through our web site, quarterly newsletters and social media. **KPI:** Website current; Quarterly Newsletter published; Marketing plan; Social media plan; Summer General meeting; and bulletin boards

### 7) Governance

**GOAL:** To clarify and maintain proper governance of SBYC in line with the Articles of Incorporation; Strategic Plan; Rules & Regulations; Role Descriptions; Decision Making Process and the Code of Conduct. **KPI:** Ongoing assessment; revision and communication of strategic plan outcomes/key initiatives; succession planning; Board orientation; RAIL; satisfaction survey



**Strategic Plan Review and Development: Vice Commodore**

John Semple, Vice-Commodore

**Input via full board and approved February 9, 2021**

Craig Dirk, Commodore

Murray Erickson, Past Commodore

Richard Schlachter, Treasurer

Tim Stubbs, Membership

Brian Styles, Dockmaster

Brad Barber, Facilities

Bonnie Reib, Fleet Captain

Nicole Sikora, On-Shore Events

Avery Stobbe, Secretary

Ian Macleod, Director at Large