

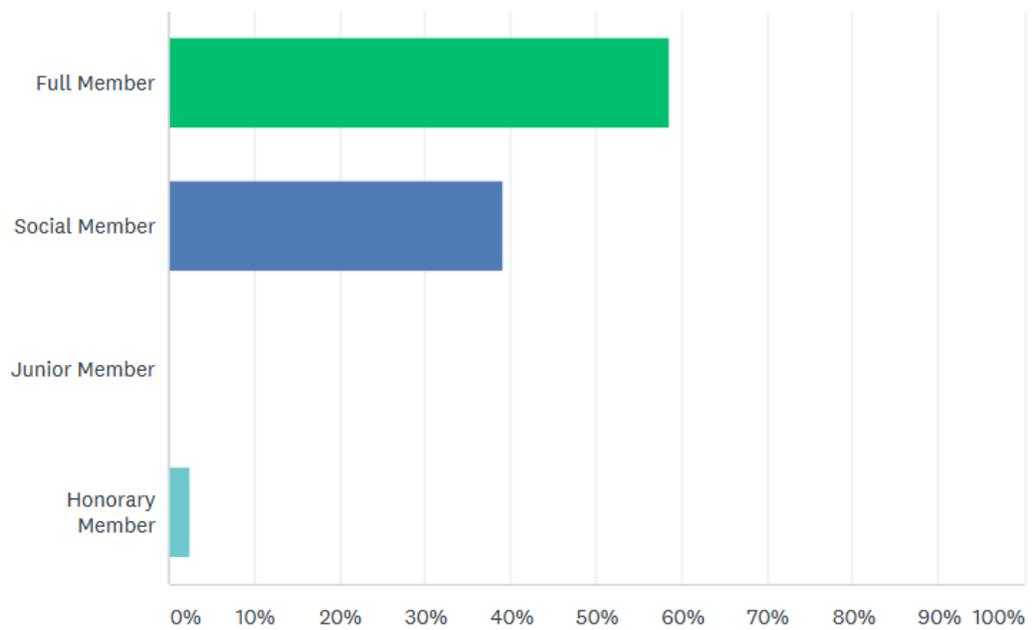
Member Survey Summary – 2/8/2019

Survey Page 1: Membership

Question 1: What is your membership category?

Responses: Of the 82 responses, 48 were full members, 32 were social members, and 2 were honorary members. (Response to this question was required.)

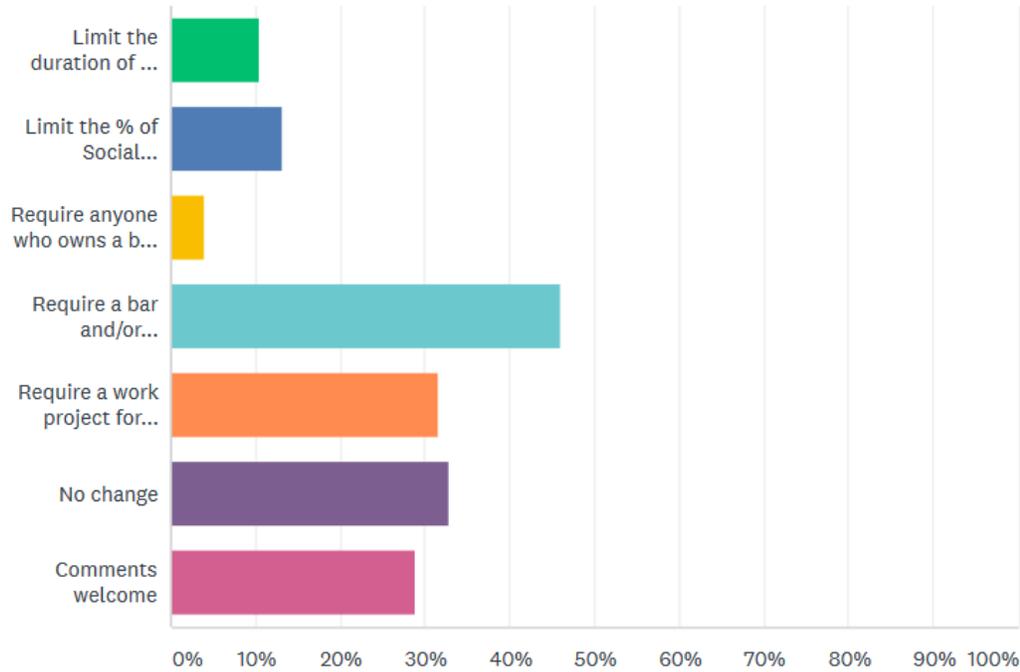
Answered: 82 Skipped: 0



Question 2: TBYC appreciates our Social Members for their bar/restaurant patronage and the social interactions we enjoy with them, but our harbor and facilities depend on the financial and volunteer support of our Full Members. Please indicate which of the following By-Law / Policy changes you might support to encourage Full Membership (check all that you might support) and feel free to comment.

Responses:

Answered: 76 Skipped: 6



ANSWER CHOICES	RESPONSES
▼ Limit the duration of a Social Membership to X years (suggest 3?), after which the member must either upgrade to Full Membership or re-apply for Social Membership	10.53% 8
▼ Limit the % of Social Memberships to XX% of the total membership (percentage determined by Board of Directors)	13.16% 10
▼ Require anyone who owns a boat to be a Full Member, even if the boat is not stored at TBYC	3.95% 3
▼ Require a bar and/or restaurant minimum for Social Members (amount determined by Board of Directors)	46.05% 35
▼ Require a work project for Social Members	31.58% 24
▼ No change	32.89% 25
▼ Comments welcome	Responses 28.95% 22

Comments:

1. Up the dues for a social membership. Our country club here in GR has a social AND a dinner membership because they realize the steady revenue from food service and bar revenue is real.
2. we have a boat that is stored elsewhere in Tawas, so come to the yacht club for the evenings for dinner or for events. I would have difficulty having obligations in two clubs (both financial and volunteer) so would need to consider my options (unfortunately) if stipulations were imposed, however I also understand the

position of the club. I do not know what is the percentage of full members to social members so I honestly don't fully understand the scope of the issue.

3. I would support limiting social memberships I'd it will lead to more full membership, but not if it would create a backlash.
4. Show us the financial numbers to make a decision. Full breakdown of budget.
5. I believe that Social Members carry the bar and restaurant. They don't ask for anything more than good food and drink. Most Social Members, when asked will step up and give a hand on work projects. Maybe we need to encourage that type of participation without requiring it. Helping out with regattas. Spring cleaning inside the clubhouse.
6. I Live in California and Love to support the yacht club (AED donation ect.) but only visit Tawas 5 times a year and the club 3 to 4 times. Increase the cost of the Socail Membership if you like, I am not even sure what the difference in cost between the two are or the Benifits of a full membership. Can you please e mail that out perhaps to all social members, they may not know. Thank you. Craig Whetter
7. If sailing under the flag of TBYC they should be a full member no matter where they keep there boat. People sailing under TBYC and claiming to be members should at least be full members even tho they don't hail TBYC as their home port. We should not require social members to have a restaurant minimum. They are there only for the social activities. Same with a work project. Several do come out and do a work project but it should not be deemed a requirement for membership.
8. perhaps ask for help on a work project but not required
9. WOW. You are missing the point of having social members. Just cash the checks and be glad the social members spend any money in the bar or restaurant. What's the matter you don't like cashing the check for their dues?
10. Work project hrs should be more closely monitored to ensure that 10 hrs are being completed.
11. Require anyone who owns a boat that uses it at TBYC facilities ie. boat ramp, dry sail, trailer storage, wifi, showers, require full membership or reciprocal for daytime or over night slips
12. If a person owns a boat and uses our facilities (boat launch etc) ...then they should be required to be a full member
13. You already have a reduced voting right of social membership that is 10 to1. Social members make it possible to have a dining room that stays open. Every social member I asked to help have gladly helped at the regatta I ran the kitchen for. (all except 2 people who worked it were social members) They paid for all their own meals and drinks gladly and thanked me for asking them. Maybe all we need to do is ask them for help. No need to limit the social members years. The club is not over run with social members. Our problem is getting and keeping new boating members. I would look into why members have left the club and also into why we haven't welcomed some people who have applied. We have a wonderful club facility that should have every slip filled but we have a major image problem in the community. I think our social members have helped us fix that somewhat. We need the social members to keep this club open. If social members choose to give us money and not use the club that is o.k. I don't know of any social member who uses the membership at other clubs. The fact they don't use the club more is probably because they are as busy as I am. I am happy with the members we have and how they use the club. I feel bad because we have lost boating members. We need to find out why they left. What was the cause. Where did they go and why? As to forcing members to keep there boat at the yacht club, I think if we make the club the best place to keep it then people will move their boat there. Be positive in all ways into welcoming people into the club. I also think some members want this to be their own personal "UP NORTH" cottage. It isn't theirs. It is a club and there are a lot of members. They have to behave accordingly. We have full members and their guest who should realize that.
14. Social members are social members because they don't want to be Full Members. However, from a financial point of view, Social members could have a small Bar (only) minimum.
15. Raise price for social membership.

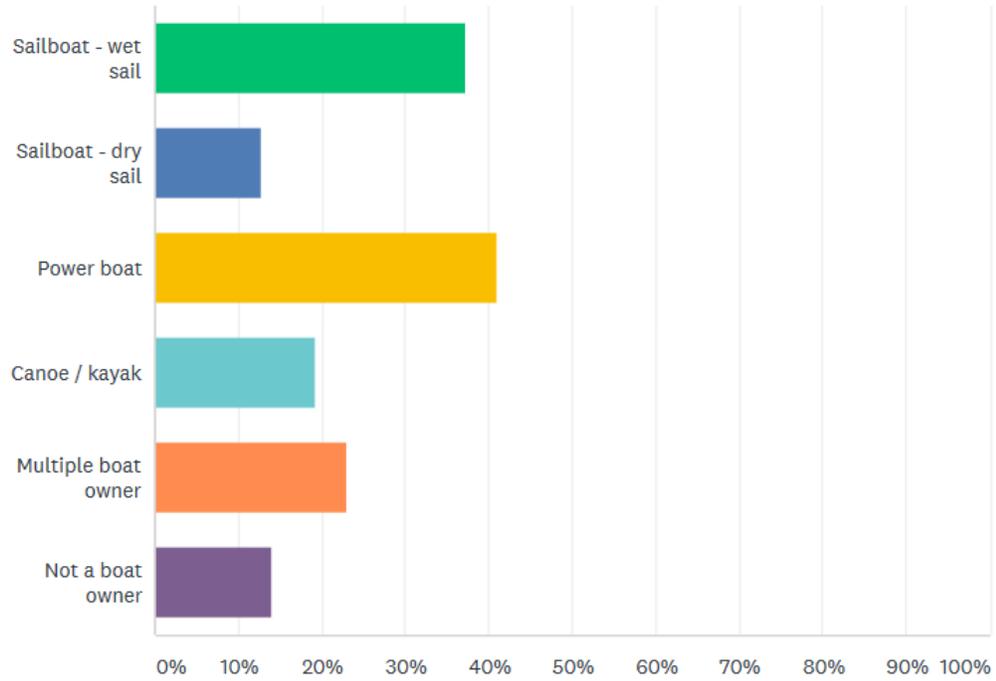
16. Our clubhouse is becoming Jerrys marinas yacht club . They have no restroom facilities even close to most of their over Nighters! Our restaurant should support itself.
17. I already volunteer for projects, aside full members. We just don't keep a boat in the harbor. Yet.
18. I really don't see any of these choices being effective at increasing full memberships.
19. Limit duration of years allowed and upgrade to full membership or add back associate membership.
20. I paid my dues over parts of six decades both financially and as a dedicated director, officer, Commodore, and participant in every function of TBYC. I deeply resent any suggestion that my social membership is "not worthy"
21. I live in Southern California where I have boats in Dana Point and boat. My family and I vacation and own boats in Tawas and have for 40 plus years. I enjoy the club probably 6 nights a year as a social member and also enjoy supporting it. Raising the cost of the socail membership to help support the club would be fine with me. While I would love to help with projects, my time in Tawas is limited but always visit the club for dinner and cocktails with my 3 brothers and 2 friends who are also social members. I think we would all pay more as we love to support the club and Tawas. Craig Whetter
22. Our Social Membership is the envy of other Yacht Clubs. Don't mess with it.

Survey Page 2: Harbor

Question 3: Do you own a boat? (Please select all that apply.)

Responses:

Answered: 78 Skipped: 4

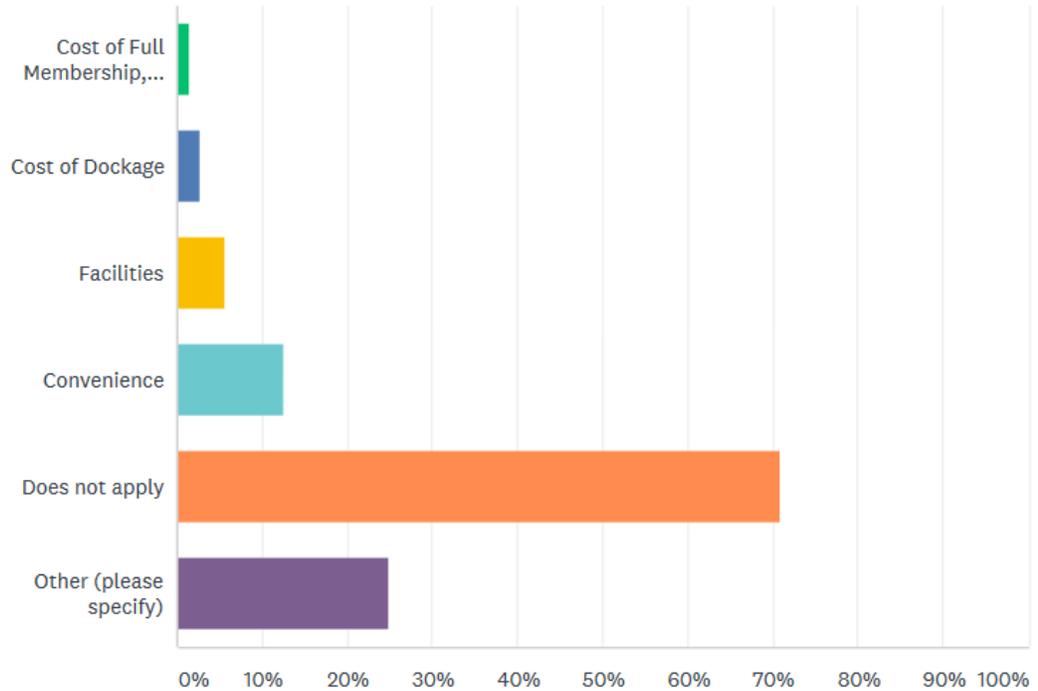


ANSWER CHOICES	RESPONSES
▼ Sailboat - wet sail	37.18% 29
▼ Sailboat - dry sail	12.82% 10
▼ Power boat	41.03% 32
▼ Canoe / kayak	19.23% 15
▼ Multiple boat owner	23.08% 18
▼ Not a boat owner	14.10% 11
Total Respondents: 78	

Question 4: If you own a boat that lives in a harbor other than TBYC, please indicate what factors keep you from storing your boat in our harbor or yard.

Responses:

Answered: 72 Skipped: 10



ANSWER CHOICES	RESPONSES
▼ Cost of Full Membership, including assessments	1.39% 1
▼ Cost of Dockage	2.78% 2
▼ Facilities	5.56% 4
▼ Convenience	12.50% 9
▼ Does not apply	70.83% 51
▼ Other (please specify) Responses	25.00% 18
Total Respondents: 72	

Comments under Other:

1. my boat is 54 foot long and has a very wide beam which makes accessing the harbor challenging.
2. The Harbor we store our boat at is 2 miles from our summer home in Tawas making it easily accessible by car or jet ski.
3. Gas/Diesel
4. We keep our boat on Lake Michigan near our home
5. Own a 50 foot Searay with my brother Keith and our cottage is on Douglas Drive so Tawas Harbor Condo is closer. Also have a 20 foot power boat in a boat lift in front of the cottage
6. Just have a little 14 foot Boston Whaler that I keep at my cottage.

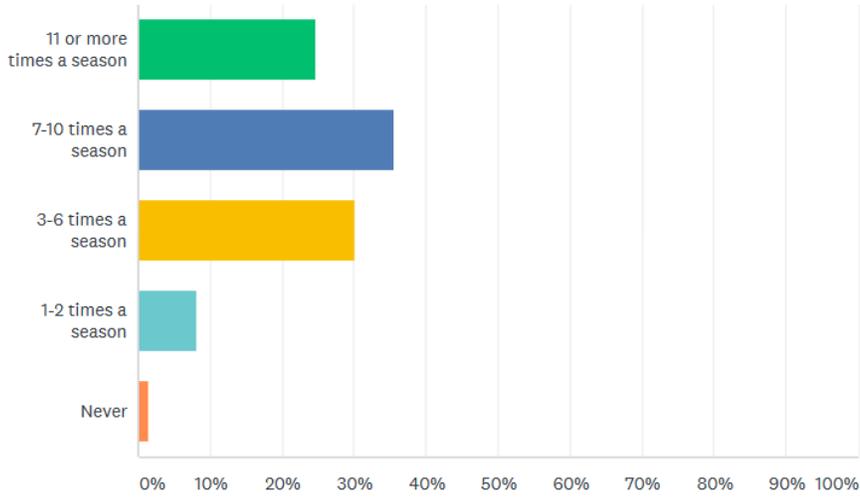
7. The board's disdain for social members.
8. My boats are kept out of state.
9. Location and tight harbor
10. Boat is currently out of the water for needed TLC
11. Florida, N/A
12. In florida
13. One Design Fleet at BCYC
14. Our cruiser is in Virginia. Our shamrock is a trailer boat we keep at home. All our other boats are scattered among our various houses. We may put Karen's shamrock in the harbor - jury is out on that decision
15. Boat on Lake Superior for the next two years.
16. We own canoes and small fishing boats-not at another harbor. Stored at home
17. We own a 20 foot 4Winns we keep in a lift at our home on Douglas Drive and a 50 foot Seary " Hydrotherapy" we keep at the Tawas Bay Condo Marina only because it is close to our home on Douglas Drive but frequent the club with both for drinks, dinner and purchase a lot of merchandise which we love.

Survey Page 3: Food Service

Question 5: How often do you eat in the TBYC dining room in a season?

Responses:

Answered: 73 Skipped: 9

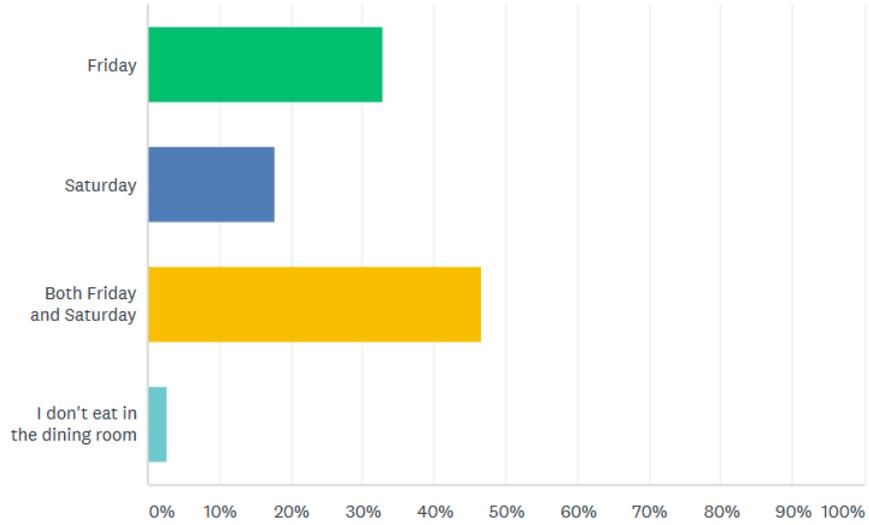


ANSWER CHOICES	RESPONSES
▼ 11 or more times a season	24.66% 18
▼ 7-10 times a season	35.62% 26
▼ 3-6 times a season	30.14% 22
▼ 1-2 times a season	8.22% 6
▼ Never	1.37% 1
TOTAL	73

Question 6: Which night do you usually eat in the TBYC dining room?

Responses:

Answered: 73 Skipped: 9

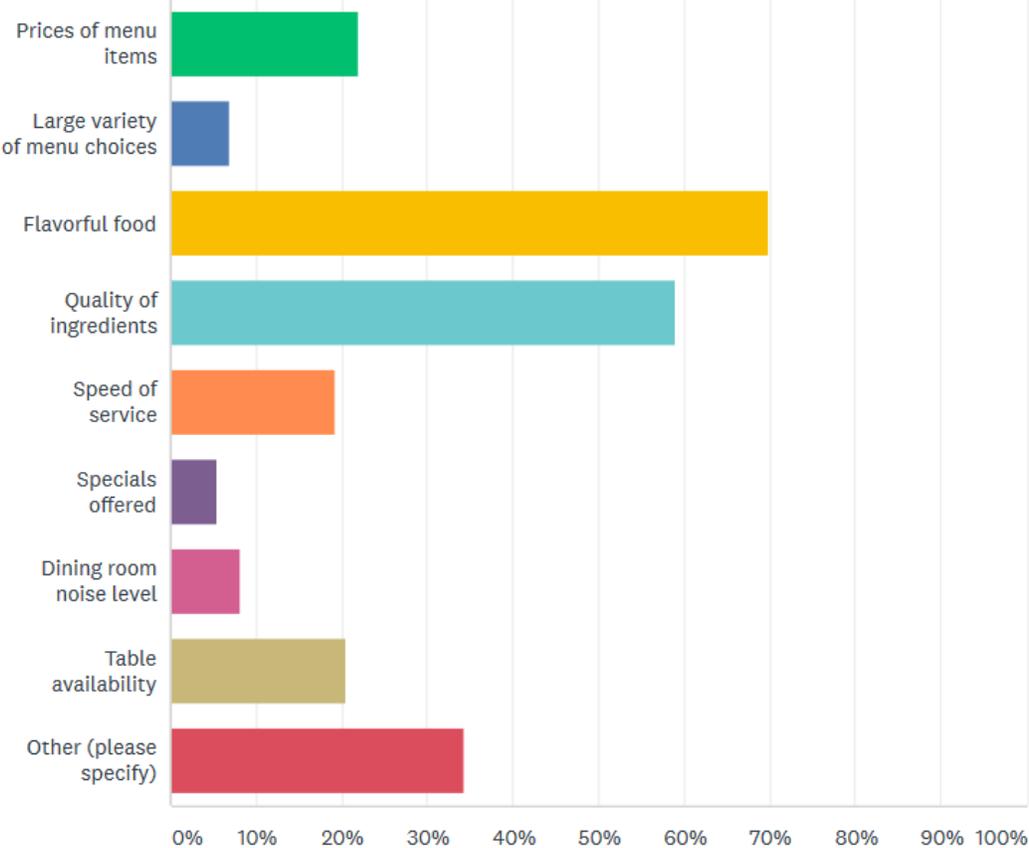


ANSWER CHOICES	RESPONSES
▼ Friday	32.88% 24
▼ Saturday	17.81% 13
▼ Both Friday and Saturday	46.58% 34
▼ I don't eat in the dining room	2.74% 2
TOTAL	73

Question 7: Which of these factors are important to you when you make the decision about whether to eat in the TBYC dining room? (Please select all that apply.)

Responses:

Answered: 73 Skipped: 9



ANSWER CHOICES	RESPONSES
Prices of menu items	21.92% 16
Large variety of menu choices	6.85% 5
Flavorful food	69.86% 51
Quality of ingredients	58.90% 43
Speed of service	19.18% 14
Specials offered	5.48% 4
Dining room noise level	8.22% 6
Table availability	20.55% 15
Other (please specify)	Responses 34.25% 25
Total Respondents: 73	

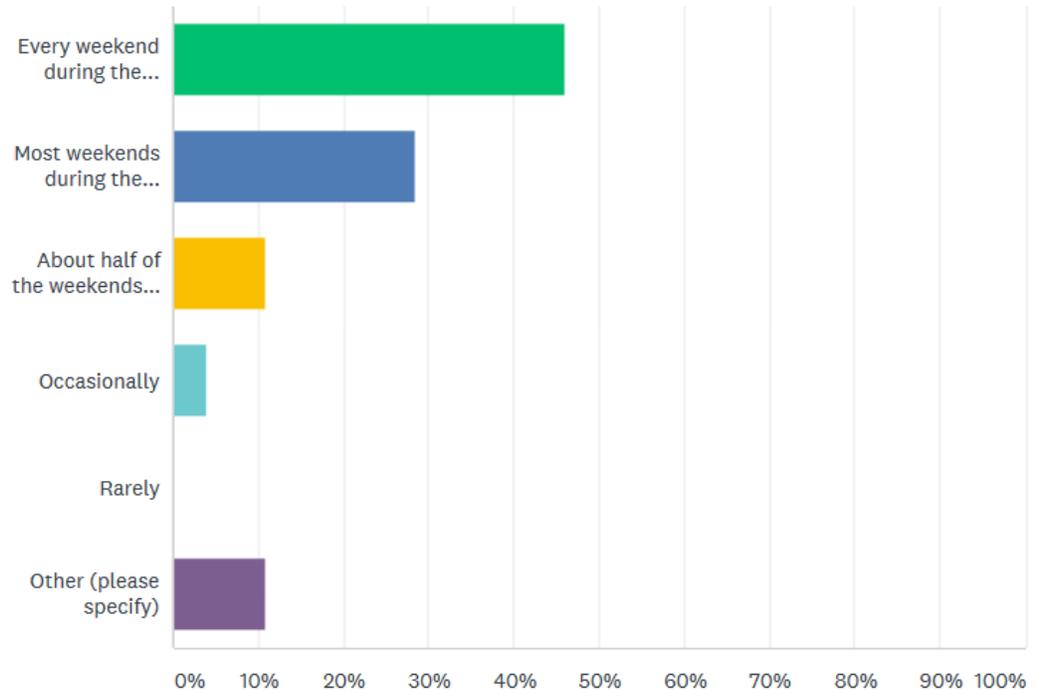
Comments under Other:

1. Social activity
2. Visiting/eating/drinking with our extended Whetter family and friends we have enjoyed in Tawas for 40 years.
3. Most other restaurants in Tawas are bar-food restaurants. Having a healthier alternative for SOME of the menu choices is something my wife and I appreciate. I think that is why the Boat House has been so successful is because it offers that alternative. Being a private club also presents unique challenges. There has to be a good price point, excellent food, and has to generate an income for the club in order to be successful. Therefore I understand the challenge, but this restaurant alternative is a big reason for why we did join the club.
4. Too warm.....no dine
5. We enjoy seeing the members and the sunsets
6. Quality of food and social interaction with other members
7. Opportunity to interact with other members including social members and guest.
8. None. It's always great in every way
9. We usually eat at TBYC to join in the camaraderie with other members. I feel getting involved with others helps the Club have a good social program, be it dinner, or drinking, or project. Getting to know people begets volunteers to help with projects that need to be done at the Club.
10. I feel it is my responsibility as a member to support the Club and Officers
11. Being able to socialize with different members.
12. It's the YC
13. Convenience
14. Convenience and club support
15. No delivery, Uber, or Lyft in the area
16. Never had a problem with service or setting availability
17. Mainly, QUALITY of food. Have a limited menu with great tasting, quality food.
18. If friends are there to dine with us
19. Sit with many friends
20. Simplify the menu, offer quality, not quantity
21. We belong to the Tawas Beach Club and have to eat there on weekends
22. On a restricted diet and very difficult to eat here.
23. Me being hungry.
24. Quality of food being served (inconsistency, raw food, small portions), long wait at times
25. Eating at TBYC is basically a social gathering which is its greatest value. Everything else is secondary

Question 8: How often do you consider it necessary to have staffed food service at TBYC? (This does not include member-led events.)

Responses:

Answered: 74 Skipped: 8



ANSWER CHOICES	RESPONSES
▼ Every weekend during the season	45.95% 34
▼ Most weekends during the season	28.38% 21
▼ About half of the weekends during the season	10.81% 8
▼ Occasionally	4.05% 3
▼ Rarely	0.00% 0
▼ Other (please specify) Responses	10.81% 8
TOTAL	74

Comments under Other:

1. We need to keep the cash flowing. and the social members like it. Where else do you see growth for the TBYC?
2. Special events
3. Only at membership meeting, when the membership should focus on the items in the meeting.
4. does not affect us
5. I don't find it necessary, I find it a nice perk of being a member of TBYC, what better place to dine looking over Tawas Bay among friend who share a common bond of sailing.
6. I would prefer catered events once in awhile instead of a full kitchen and a food minimum.

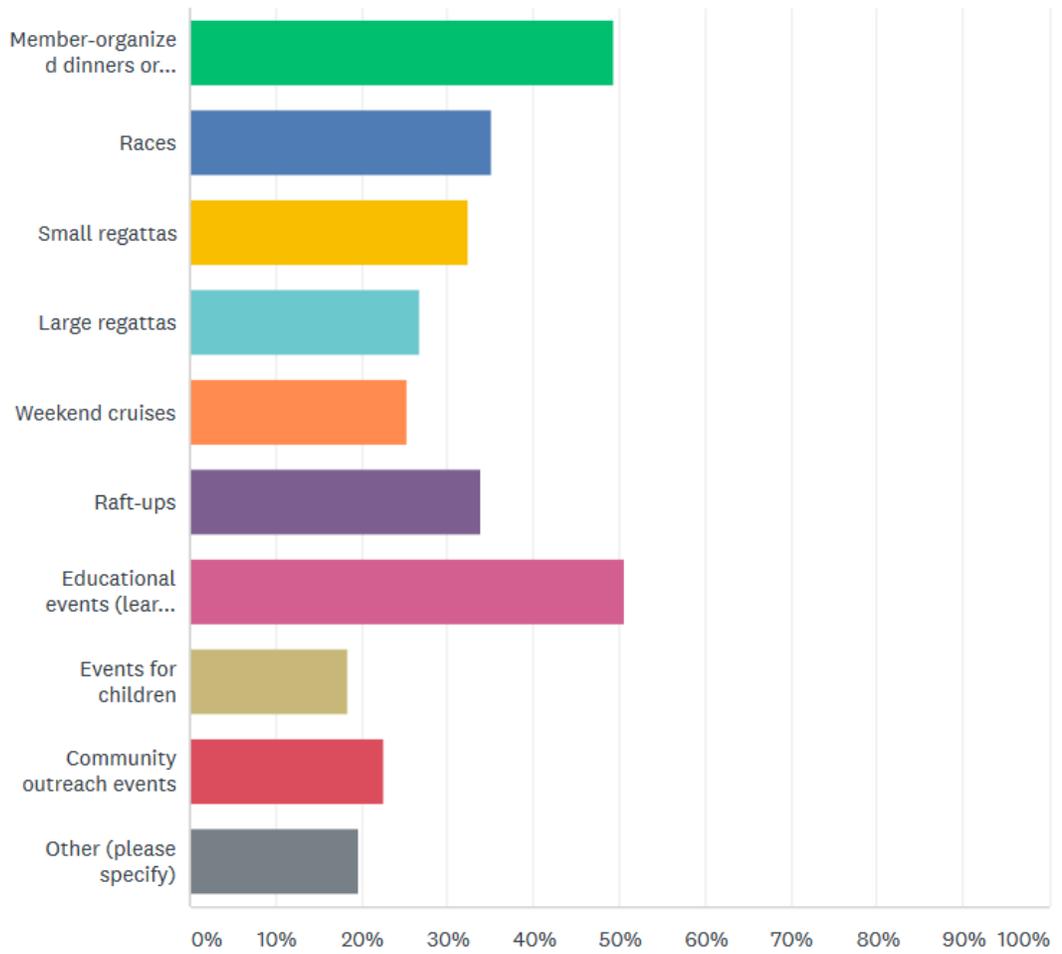
7. Never!
8. If there is a minimum, it has to be every weekend. If there is not a minimum, then rarely/occasionally.

Survey Page 4: Club Events

Question 9: Which events would you like to see more of at TBYC?

Responses:

Answered: 71 Skipped: 11



ANSWER CHOICES	RESPONSES	
▼ Member-organized dinners or picnics	49.30%	35
▼ Races	35.21%	25
▼ Small regattas	32.39%	23
▼ Large regattas	26.76%	19
▼ Weekend cruises	25.35%	18
▼ Raft-ups	33.80%	24
▼ Educational events (learn to sail, nautical education, speakers, etc.)	50.70%	36
▼ Events for children	18.31%	13
▼ Community outreach events	22.54%	16
▼ Other (please specify)	Responses 19.72%	14
Total Respondents: 71		

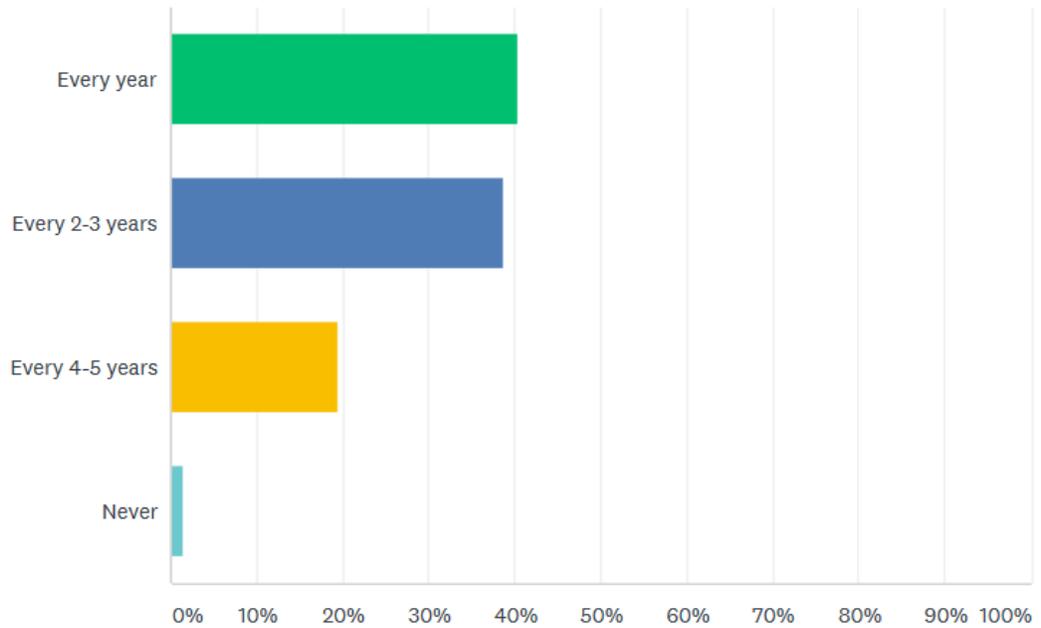
Comments under Other:

1. I would enjoy all group efforts
2. We do our best to support the picnics on holidays
3. I think TBYC already does events very well.
4. Community outreach is very important.
5. We don't typically attend events
6. Less about "just sailing"
7. None are necessary for me
8. Love member organized events. We can do small regatta's every year, however to do a large regatta requires a large commitment on the part of the entire membership and I feel we can only a couple a decade. The last J22 North Americans was fantastic. Educational events are good if they can cover a large age group. Sometimes small groups are better at education. Last year we had two kids events on the same day, and not having a bunch of kids our adults filled in learning about our flag and the skies above us. Great event but low participation. And Yes, we need to be involved in the community. Last years sailing school was a great opportunity that very few took advantage of. Some of that was due to the fact the we didn't know about it.
9. Children learn to sail-Members and Community-Educational events and Member s who have participated in outside events Presented to Club by Members
10. Cross yacht club events
11. We only go the the yacht club for Friday cocktail hour.
12. None
13. Events for youth 15-21
14. Euchre tournaments or other similar events. Would increase bar sales

Question 10: TBYC is a great venue for regattas, and the BOD is often approached about hosting them. But large regattas require a lot of volunteer effort and club resources. How often do you feel TBYC should sponsor a large regatta?

Responses:

Answered: 67 Skipped: 15



ANSWER CHOICES	RESPONSES
Every year	40.30% 27
Every 2-3 years	38.81% 26
Every 4-5 years	19.40% 13
Never	1.49% 1
TOTAL	67

Comments:

1. Large regattas inconvenience members with boats in the harbor unless they are hosted in the off season
2. I have difficulty answering this since I am a powerboat owner. I have participated in the Tawas Bay challenge as a committee boat (which led to my membership) was a fun activity, but i can see the amount of work that goes into that. I do think that efforts to continue to promote the club via these types of activities would promote membership and prestige in the club.
3. As long as it is a money maker and not a loss or even a break even event.
4. Don't feel qualified to answer.
5. By large regatta. Are you talking about 20 boats and more? Small one design fleets can be managed by a small group of members some of who may be TBYC members. One to three small regattas a year would help the bar/restaurant as well. Regattas are an event where we should encourage Social Members to participate/volunteer. TBYC is know Nationwide for its venue and ability to staff a first class regatta.
6. I don't have enough knowledge to comment

7. No opinion on this
8. My comments are mostly above. It really brings the Club together getting everyone involved. It helps to have the committees listed with their workers ahead of time. Others see this and want to join in the 'fun'. It takes a few years to get the organization going but it is well worth the time and effort. And Tawas Bay is a wonderful place venue. It also brings the sailors and power boaters together!
9. Perhaps 2 or more per year
10. Since it is the same core group doing the majority of the work on these regattas, they should have a large say in whether to do a big regatta when we are approached to host one.
11. I appreciate it but our season is so short I want to sail not work when I have time to spend on the water.
12. No opinion.
13. always make a little profit for the club at any event where volunteer's are needed
14. Need to down time to recoup. Our core group of volunteers is very good at running a successful regatta, however this group is small and it is a lot of work.
15. Not exactly sure what you consider a large regatta! The J-35 regatta we rejected was not as large of under taking as the Omni youth regatta both could have been good for the club.
16. I do not have an opinion here but thank you for all everyone does to make TBYC such a great and special place. The members we meet are all so friendly and accommodating. Thank you for all you do ! Craig Whetter