

July 2020



Vol. 4

Hello fellow Cape Fear Yacht Club members!

I hope this message continues to find you all in good health and safe. The Summer Solstice has passed thus ushering in the official summer season. We are also at the midpoint of our calendar year. I cannot even begin to address all that has happened in our town, county, state, nation or the world. All I can say is that we are truly in unprecedented times. But, even as all this change and uncertainty swirls about us, you can rest assured that your club is still here, ready to serve its members when gathering is safe and restrictions are lifted.

You ask me how I know this. Because the Board of Governors and Committee Chairs have been busy behind the scenes making sure of it. As I mentioned in my last communication, one of the areas where we look to improve our club income is through increased usage and rental of the clubhouse. To that end, Joanne Allen and her committee have been working hard to market the clubhouse



and improve the policies and procedures associated with those rentals. I hope you have all had a chance to access our social media presence on Facebook or Instagram. You will see there that Lee Roberts and Ted Brockman have been spreading the word about the facility. Related to the clubhouse rentals is the operation of the bar. We have completed our new and improved wine selections which will be phased into stock as the existing stock is depleted. More on that later. In addition, we have revised our clubhouse rental contract to require the use of the CFYC bar for any event which will serve alcohol. This serves two purposes, first it improves the profitability of the overall rental and second, it allows the club more

control over the operation of the bar during events and reduces liabilities associated with outside entities running the beverage concession. Even though we are not currently "open for business", we are getting inquiries about future rentals from interested parties. This is a great job by all involved on the Event Rental and Marketing Committee to keep the irons hot in preparation for re-opening.

Normally, by this time of year, we would be in full



swing with our Youth Sailing Program. Obviously, this is not the case this year. Oak Island Parks and Recreation only received a few signups for the program and that fact combined with the North

Carolina Phase 2 guidelines decided to cancel the program for this summer. But, there are still activities planned to support the program this year. One of these is the Ed Harper Memorial Regatta. This would typically take place at the end of the sailing program in early August. Rich Alt has stated that he intends to

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plan a regatta when conditions allow utilizing the safety precautions laid out in US Sailings guidelines. The date for this has not been set yet, but keep it in mind as you make your late summer plans. On another front, the Oak Island Gold Course and Ray



Bolling still have plans to hold the **CFYC Youth Sailing Golf Tournament on October 5th**. This is a big event for us and helps fund the Youth Sailing program through the upcoming year. As always Ray is

looking for volunteers and contributors to make this a successful event. There will be more communications on this as the time nears.

Another area which I would like to update the membership is that of our club finances. As the new club administration started the year there were some financial challenges to the budget including an unexpected repair of the clubhouse and tax filing fees. As the virus hit we lost the revenue of two planned clubhouse rentals and club socials. But, I'm happy to report that with some hard work by the board, we will have no issues meeting our financial obligations for 2020 without dipping into our reserves. This was accomplished on two major items, the first was the renegotiation of the mortgage to allow a 90 day window where payments were not required. The unpaid principle was amortized over the remaining life of the loan thus slightly increasing the payment in the future. In addition, the club applied to the Small Business Administration for COVID-19 Relief and was given a \$1000.00 grant which does not require repayment. Another step the board has taken is to



transition the Spectrum Business Cable account to a seasonal status. This means that cable and Wi-Fi in the clubhouse is not currently available but keeps our email servers and addresses fully

functional. Once we are back in the clubhouse we can restore the services at any time. This has resulted in a significant savings of over \$100 per month. Looking ahead, the board continues to plan for the future. Rick

Bonifant is currently working with CresCom Bank to review our mortgage and negotiate a better interest rate given the historically low rates currently in place. He is also exploring a line-of-credit as a contingency should the need arise (emergent clubhouse repairs, etc.). We are also reviewing the possibility of a loan from the Small Business Administration or CresCom to ensure adequate reserves to cover future needs. Rest assured, the board will not enter into any commitment for additional funds without full approval from the membership. My point in sharing this information is to keep the membership abreast of what is being done to ensure the economic health of the club.

Now, with all that said, my sincere hope is that we are able to resume some form of regular club activities before the end of the year which would only help to strengthen our position both financially and as a community of fellow club members. I look forward to that day.

Until then, enjoy your Sahara Dust enhanced sunsets!

Stay healthy, stay safe, and volunteer!

Norman Smith, CFYC Commodore 2020



Youth Sailing charity Golf Tournament Update

As most of you know, the dinner following the Youth Sailing Charity Golf Tournament on October 5th will include a Raffle and Silent Auction.

SO... it's time for us to begin thinking about and collecting those quality items that are new, like new, or collectible... Art of all kinds, Sports Memorabilia or Equipment, the latest gadget, antique or new marine items!

The list can go on!

Services or opportunities are also welcomed...

Do you have a beach or mountain house you can offer up for a week or long weekend? Are you a gourmet chef that will go to someone's home and prepare dinner for a small dinner party of 6-8 people? Do you



own a boat and are willing to take people on a Sunset cruise? There are so many possibilities!!



Remember, ALL the money raised on this one day supports our Youth Sail Program and its assets for the entire year.

If you'd like to make a donation, please email

Deb Alt at debann.alt@gmail.com.



CFYC on Social Media



If you are a Facebook user, you may have noticed an increase in posting activity on the Cape Fear Yacht Club's page. That's because we are aggressively working on a communications campaign to our club in the community, publicize our youth sailing program, and expand the use of clubhouse rentals and events.

Lee Roberts is coordinating the club's Facebook and Instagram activities, but there are things you can do to get the word out. ***Here's how:***

We have two pages: **Cape Fear Yacht Club** and **Cape Fear Yacht Club Members**

- **Cape Fear Yacht Club** page is open to the public. To follow our postings and activities "**Like**" the page. The more people that "**Like**" the page, the more visibility the club will receive. To generate even more benefit, ask your friends and family to do the same!

- While you are on our page, scroll down to the latest posts and click on "**Like**" and/or "**Comment**" on the post. And **MOST** importantly "**Share**" it. Sharing really increases the impact of our social media efforts by spreading beyond our membership.

- Check out our recent post for our **CFYC Clubhouse Rental** promotion. "***We will be ready when you are!***"



- And view our other recent posting thanking our Sponsors and Partners.

- Take a look at how we share our appreciation with our sponsors and partners by "tagging" them in our posts. (No action is required by you, just a little background info for you on how we are getting our message out!) This increases visibility because everyone who "**follows**"/"**likes**" our Partners, may also have an interest in the Cape Fear Yacht Club.

Bottom line... "**Like**" us on Facebook. Or if you aren't on social media, ask friends and family to "**Like**" us!

Cape Fear Members Only is the club's second page. If you haven't joined yet, it's a great way to stay in touch with CFYC exclusive news and activities.

- Here you will find information and posting regarding CFYC events, activities, and news. This information will also be shared via email to all club members.

- Our members are encouraged to post comments and pictures of things they are doing or information they would like to share with the club.

Our recent activity has already produced positive results! During the past month "**Page Likes**" increased **56%** and "**Page Views**" grew to over 2,500 (+634%)!

We're off to a FANTASTIC start!



NEW WINE SELECTIONS

And the Winners Are...

As a result of the CFYC Wine Tasting held in February, we are happy to announce that the following wines have been selected to be served at the bar:



House Choices: **Alamos Malbec**, **Edna Valley Chardonnay**, **Bella Sera Pinot Grigio** & **Starborough Sauvignon Blanc**.

Premium Choices: **Louis Martini Cabernet North Coast**, **DaVinci 2015 Chianti Riserva** & **Kali Hart Chardonnay**.

Since there is still an inventory of the wines these new ones will replace, **special bottle pricing** will be offered when the Clubhouse resumes club events.

First Come, First Serve!

WHAT HAVE YOU BEEN DOING DURING THE QUARANTINE??

John & Lori Bates

We went boat camping in ILM first weekend in June. It was a nice sail up on Saturday and a quick motor back on Sunday.



Jerry Corkins

I finally finished building this kit boat. Brand: "Artesania Latina", SWIFT Virginia Pilot Boat 1805. The kit has all the materials you need, except tools, glue, & varnish. It has very detailed instructions & plans. It's double planked on preformed frame members.



Norman Smith & Frann Rich

- On the weekend of May 29th Frann and I celebrated our **20th Anniversary** in Coinjock, NC. Had our first

meal with a server since the lockdown on June 1st at Coinjock Marina. Many of our members are familiar with this marina on the ICW.



- On May 20th, watched the largest container ship to enter the Cape Fear River (Hyundai Hope) from Southport with Ed & Linda Schrum.



- On April 24th, took the M/V Southern Star on an outside rhumb line run down Long Bay to Little River Inlet and back up the ICW with John & Andrew Bates. A beautiful day!



Ken Geiman, Norm Smith, David Rhodes & Jim Lightbourne

Talk about a Motley Crew! We all launched our Sunfishes at the Wildlife Ramp and spent time sailing in Dutchman Creek Cove on June 22nd. Navionics had our total sailing time as 2H53M, 5.3NM, and a MAX speed of 8.0 knots!



THE BINNACLE

If you have any questions, comments or would like to submit information to be included in the next edition of **The Binnacle** please email David Rhodes at binnacle@capefearyachtclub.org



KEEPING OUR CFYC FAMILY IN MIND

Please help the Membership Committee be responsive in supporting our fellow members. If you become aware of any member who has suddenly lost a family member, or is recovering from an illness or surgery, please pass the information on to Dina Rhodes so we may follow up with cards and phone calls as needed. You may contact Dina at dcfrhodes@gmail.com



charitable event that makes the whole program possible. So, if you have time we would love your help, that includes contributing items to the silent auction which is held after the tournament on October 5th. More to follow on this topic.

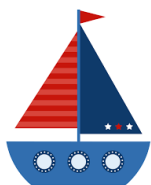
Best regards!

Rich Alt - CFYC Fleet Captain
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Youth Sailing Program Update

It is disheartening to say, but the 2020 Summer Camp Program that the CFYC has collaborated with Oak Island Parks and Recreation for years was canceled



due to lack of registrations and a shortage of youth sailing instructors who had to find more secure work opportunities. The Club had made great strides in the off season with the purchase of a **new trailer** for the

skiff, and **new utility trailer** which Oak Island reconfigured (at their cost) to handle the 10 Opti boats. Additionally, we had both safety boats professionally overhauled to insure several more years of service.

We currently have six CFYC members who have expressed an interest in being part of the Youth Sailing Program maintenance and instructional staff; we hope to meet soon to discuss the program's future



On a happier note, Ray Bolling has secured **Monday, October 5th, 2020** as the date for this year's Golf Tournament charity event. Please mark your calendars. Ray and his team are currently working on a media campaign program and the team will need help on a variety of aspects for pulling off the one big



*In the immortal words of Bugs Bunny,
"That's All Folks"*