

Royal St. Lawrence
Yacht Club



Yacht-Club Royal
Saint-Laurent

Our history
Our future
The means to achieve it

ROYAL ST. LAWRENCE YACHT CLUB





Non-Profit Status

- The Club is created in 1888
- The Club gets its Statute by a Parliament Act in 1891
- Non-Profit Legal Person status is inserted in a Special Chart in 1901.

A yacht club is not just a marina... It is a group of people with a vision

The club is

- **owned by the members**
- **controlled by the members**
- **for the benefit of all members.**

As members and owners of the Club, you can actively shape its future.

The annual general meeting is the occasion for the members to make essential decisions for the Club's governance.

Meanwhile, management of the club is made by representation

- **Once a month, the elected members of the Executive Committee take the necessary decisions in accordance with the decisions of the members at the General Assembly.**
- **The members of the executive represent varied activities and types of members (men, women, sail, motorboats, tennis, pool, varied ages).**
- **Between executive meetings, the management committee sees to the affairs of the club render account each month to the executive.**
- **Employees, under the supervision of the director general, manage the Club activities.**

Major developments through the years

- 1900+ purchase of different properties around the lake
- 1930 purchase of land to enlarge club's property and Stevenson jetty
- 1960 building of the current year-round clubhouse and pool
- 1988 building of two-story extension to the clubhouse for the centennial
- 2030 end of 10-year plan for harbour and club assets major upgrade

Expenses reflect the quality and variety of the members' experience.

We need to decide of the quality and level of service we want, as a group.

Two visions confront each other periodically.

Two Points of View

Efficiency

- Do not raise dues – if the Club is too expensive, we won't get members
- We need to be efficient
- Food & Beverage should not lose money
- “tradition” is as an excuse to resist change
- Tendency to think like customers
- Ultimately a price over value approach

Make this Place Great

- Let's make this Club great
- We should be willing to pay for the services and amenities and the quality of service we would like
- Let's invest to make the Club stronger
- Tendency to think like owners
- Ultimately a value over price approach

Vision, Mission, Core Values

Our Vision

The Royal St-Lawrence Yacht Club seeks to honour its tradition of excellence in yachting

Our Mission

The RStLYC develops and fosters the sport of sailing, the love of boating and provides quality recreational and educational facilities and services to members, their guests and the community.

Our core values

- . Respect
- . Excellence
- . Education
- . Evolution
- . Volunteerism
- . Sportsmanship

Pandemia reminded the population how quality of life and human relationships are important and how the club can, with its quality infrastructure and the high level of service offered, fulfil these essential needs for members and those close to them.

What the 2022 survey tells us

- . 90% of members are satisfied or very satisfied with the Club
- . 88% feel well integrated in our culture
- . 91% would recommend the Club

But

- . A vast majority of members are looking for improvements and upgrades throughout the Club
- . We received 1652 suggestions for improvements in different areas.

Priorities according to 2022 Survey

Harbour was considered number one priority over the next few years. The clubhouse infrastructure and the kitchen and dining room were close behind. They were followed by a winter workspace.

- . 88% Harbour
- . 81% Kitchen and dining room
- . 78% Clubhouse infrastructure
- . 76% Heated workspace

Close to the same amount of power boaters and sailors compose the 88% in favour of the harbour.

2018, A shared dream ... With a deadline!

The document on the next page was created 5 years ago by the Executive Committee at the 2018 retreat.

At the time, the committee members could not see the future but visualizing their future Club help them focus their actions with a common aim...

We are not there yet, but we are surprisingly close to where the 2018 Executive wanted to be in 2023!

Our Vision for the Royal St Lawrence Yacht Club

We are now in 2023 and the RStLYC continues to be a private, prestigious, friendly and bilingual Club that honours its traditions while embracing positive and modern change for its evolving membership.

- The RStLYC is
- a place with top-notch facilities that are the envy of other clubs, marinas and recreational facilities throughout the island of Montreal, and those within a reasonable commute;
- the favourite spot for members to enjoy their preferred sports and meet their dearest friends;
- the first venue that members think of to enjoy an evening with friends and/or family.

What It Looks Like

- Our harbour is full of boats that provide the Club with a healthy financial contribution that permits us to maintain enviable facilities and infrastructure.
- Our sailing programs for both young and more mature sailors are the envy of all.
- Our racing program attracts new participants and new members on a regular basis.
- We play an active role in supporting racing on Lac St. Louis as we participate weekly in joint racing programs with other clubs on the lake.

- Our tennis courts and pool are utilized to capacity a substantial portion of the time.
- We are known in our immediate and expanded community for the quality of our dining facilities – setting, food and service.
- With an abundance of members and a spirit of community, members and their friends and families participate in the Club's social life as a matter of course.
- Those who seek beauty and tranquility find it here.

How We Got There

- We structured our office and staff for the greatest effectiveness and with a focus on member-first culture.
- We matched the installations and services of marinas while providing the atmosphere and benefits of a private club.
- We expanded and improved our sailing programs with better certification and higher quality teaching staff.
- We provided our young racers with coaches and equipment that allowed them to compete on the world stage.

- We hired, developed and trained restaurant staff – management, kitchen staff and wait staff – competitive with the better restaurants.
- We maintained our pool and tennis installations at a high level, and facilitated coaching and instruction for adults and children that rival sport-specific centres.
- We provided facilities for entire families so that they would feel welcome and spend a large part of their leisure time at the Club.
- We maintained and enhanced the physical appearance and functionality of the Club.
- We are seen as the Gateway to Lac St. Louis, the place for lovers of all things boating.

2023, An updated shared dream ... with a deadline!

The document on the next pages was created at the 2023 retreat by the Executive Committee and finalized in the last months.

The committee members cannot see the future but visualizing the future of the Club in the eyes of the members, will help them focus their actions on a common direction...

We have started a 10-year capital plan for the infrastructure.

The members of the executive committee, your representatives, are sharing their 5-year human dream with you.

Where we want to be in 5 years

- We have enjoyed significant increases in all membership categories.
- Our membership retention rate is high. Our members are engaged and see themselves as stakeholders rather than customers. Volunteerism defines who we are, and we continue to draw on the strengths and talents of our members to improve all facets of our Club.
- Our Club is family-friendly while maintaining a peaceful and relaxing environment for all members.

- Our sailing schools are world class and among the best in Canada. We prioritize sailing education at our Club as part of our brand and core activity.
- There is harmony and mutual respect between our sailing and power boating communities at our Club.
- We are a leader in the Greater Montreal area regarding socially and environmentally responsible yacht club policies. We continue to innovate and lead the St Lawrence Valley Environmental Group.

How to achieve these goals

- Continue improving and modernizing our harbour and club infrastructure to provide a strong offering to our members and potential new members.
- Gain insight and understanding of who our members are and what they want from their Club.
- Continue to foster a strong sense of community, volunteerism and inclusiveness at our Club.
- Explore possible new services that our members are requesting and understand the costs associated with any extra level of service. Optimize our fee structure considering age, benefits and inflation.

- Continue to prioritize and grow all facets of our sailing education programs and race teams.
- Develop a strong brand through our marketing to attract new members.
- Develop and increase our collaboration with other leading yacht clubs and organizations to learn and exchange on important topics.
- Continue prioritizing member retention and improving our mentorship program.
- Investigate socially responsible and environmentally friendly changes that could be incorporated at our Club.

Change takes time and continuity

- We should not be nearsighted!
- Our task, as a group, is to ensure the perennity of our Club while enjoying its charms now.
- Let's plan our club not only for us but also for the next generations.