

Teleconference Call 2
BUICK CLUB OF AMERICA
October 9, 2017 5:59 pm CT

Notes: Minutes of the BOD Executive Session Conference call on the above date are separate. All Board members were present to start except Brian Clark. These Minutes were approved 11/6/2017 on Motion # 2017-2018-17. (JD)

Operator: This conference is being recorded.

(Alan Oldfield): So while we're waiting for (Brian) to join us, just a bit of preliminary here about how this works. It will work like it did the last time we did one of these conference calls. It is being recorded and it is supposed to be transcribed electronically so that our good secretary (John De Fiore) doesn't have to, you know, break his back to try to figure out who's talking. So if you all could speak clearly and, I think importantly, announce yourself when you speak, that will help (John De Fiore) keep sorted who it is that's talking and give credit where credit is due there.

(John De Fiore): Thank you.

(Alan Oldfield): And once again, (John De Fiore), we appreciate all of the work you do, because I think that you have a very hard job.

(Roberta Vasilow): He has the worst...

(Alan Oldfield): Well, it's 7:03 on the East Coast, 6:03 - I'm pretty sure (Brian) will join us, but we do have a very big agenda. I hope we can get to almost everything. I asked in an email how long folks had tonight. I presume we're planning on an hour, but do we have 90 minutes if we need to go that long?

((Crosstalk))

(Alan Oldfield): I'm sorry, I think somebody had a question?

(John De Fiore): I'm sorry, it's (John De Fiore). Does this automatically overtime? Because last time it sounded like it was going to cut off right at the end of the scheduled time?

(Alan Oldfield): I checked with (Mike) and (Nancy) and they told me that they moved the recording time to a full two hours today so it shouldn't cut off,

(John De Fiore): There you go. Okay,

(Alan Oldfield): And we're only supposed to pay for what we use. So...

(John De Fiore): Very good.

(Alan Oldfield): I hope we don't go two hours, but we have up to two hours that we're good for if that's the way to put that.

(John De Fiore): Okay.

(Alan Oldfield): So hopefully that's the way it works. All right, well, I'm going to go ahead since we have a pretty aggressive agenda. I took a couple of minutes here off the top for a little bit of agenda setting, if you will. And I appreciate, A, everybody making time in their schedule, because I know everybody's busy and you're taking away from family time and in some cases, dinner time. So thank you for that.

I think the two issues that I'm most concerned about addressing here tonight are really intertwined. And it's not surprise to anybody. The two issues that I see as the most important are the declining membership and the consequent falling revenue. Unless we really deal with this now, I think we may be looking at the last year where we have a budget that ends up in the black and the last year where we don't have to dip into the reserves to keep operating.

So I put personnel at the top. And then after that, we have a really full agenda of items that I believe in one way or another are designed to help address that declining membership issue. And a number of you reached out to me and put items on the agenda as well. And (Bob), for example - I'm going to use you (Bob), because I thought you put some terrific ideas forth on how we can work as a team to tackle some of these issues and I really believe we have the opportunity to get a lot done if we because what I'm going to call an activist board.

And here's what I mean by that. Using the power of all the people on this board and taking tasks and breaking up into small groups to attack these issues so that everybody on the board in one sense or another has a job. Maybe with a partner or with a couple of partners, but tackling one of these issues that can help solve some of our problems.

(Brian), for example, has already done that by helping to oversee the Facebook page. And I think we're seeing more activity on the Facebook page than we'd seen in the past. So that kind of activist is what I'm talking about.

At this point the Board went into Executive Session 1. During the session, four motions were made and they are reported on the general minutes for October 2017:

So next item on the agenda. I got to find my agenda. BCA membership outreach and renewal strategy.

(Larry Di Barry): Thank you very much. This is (Larry Di Barry). I thank you (Larry Di Barry), I appreciate that.

(Alan Oldfield): So I alluded to the outreach in my column in the most recent Bugle and the conversation here is about getting the word out and I think we've got a well-kept secret here with the BCA. And I think there are a lot of folks out there that are Buick enthusiasts who may not know about us. So, to that end, I think we need an outreach program and a strategy of renewal.

But, you know, (Bob Safrit) put together some thoughts on that that are probably far more eloquent than mine. So, (Bob), if you don't mind sharing some of your thoughts because the things that I wanted to talk about are going to be woven in there. So would you take the board through the thoughts that you put together on some of these items.

(Bob Safrit) Okay, I've been in the club a long time, but never thought about being a member of the board. And I've been surprised that board members individually don't have core input and duties in the office. So I started- I'll name them one through eight main cause to those not renewing their memberships. Number one, contacting those that do not renew. Number two, chapter coordinator; three, publicity; four, pre-war group coordinator; five, financial oversight; six, national tour director; seven, organized programs for the award banquets --Certainly, and keep those banquets a little shorter. I hear a lot of complaints about how long and drawn out they are -- eight, member retention. So those are the things I jotted down.

(Alan Oldfield): And so, (Bob), what's your notion about how we'd attack those?

(Bob Safrit) I would think having two or three members of the board get them organized and reaching out to the board members about which categories they might be more interested in.

(Ed De Pouli): (DePouli) here. If you were to send me, not all of the names, but some of the names of the non-renewals, I would be glad to call people.

(Bob Safrit) Yes, I would too.

(Larry Di Barry): (Larry Di Barry) here, I would be glad to do the same. As the chapter director of Mason Dixon, you know, we lose people, you know, through whatever means of attrition there is. But also, we keep a somewhat of a database so when we have activities and that, we make sure those people who are no longer BCA members are also included in our information to see if they want to come back.

And (Bob) and I spoke at Hershey there and one of the things is I make sure, even though we're just the chapter, I have our chapter banner and we do get a lot of people asking questions. We did get a couple new members that way, I'm sure, this time out. And we keep doing that at our local shows and people that I know of too.

(Bob Safrit) Well that's fine (Larry Di Barry). And I worked the Buick tent there two or three times and it's surprising how many people will join or renew at the Buick tent.

(Roberta Vasilow): But then again, this goes back to - we have no chapter coordinator. Haven't had one in two or three years and nobody seems to want to figure out how to make that happen.

(Alan Oldfield): So that's next on (Bob's) list here. I want to make sure that I captured the right folks who just volunteered themselves to make calls to folks that aren't renewing. Do I have this right, (Ed De Pouli), (Larry Di Barry), and (Bob)?

(Bob Safrit) Yes.

(Larry Di Barry): Correct.

(Ed De Pouli) Anyone else?

(Roberta Vasilow): Oh yes, I call all the time so it doesn't matter.

(Alan Oldfield): So let me ask the group, do we need a - we don't need a motion on this do we? Can we just agree that those three gentleman are going to put together and effort to do this? And I'm sure we'll have to help them with names which (Mike) and (Nancy) can provide through the office and that kind of thing.

(Bob Safrit) I wouldn't think you'd need a motion.

(Alan Oldfield): Okay.

(Larry Di Barry): (Larry Di Barry).

(Alan Oldfield): All right. Well, my hats off to you three gentlemen. I think that's a very valuable effort. Thank you. So (Roberta Vasilow), you and I have talked about chapter coordinator. That's next on (Bob's) list. What are our thoughts about chapter coordinator?

(Roberta Vasilow): Well, my thoughts are, I put together a jot form, which is free, and sent it out to (Brian Dipoli) who responded and to a couple of other - (Brian Clark) and a couple other folks as they - kind of a will this work as something that we could do for chapter coordinator? Make it a little bit easier for people to respond. And I didn't get a lot of response and response from (Brian Dipoli) and little bit from the couple of divisions. But I was really hoping that it would make it easier for - if we could find somebody that would do Chapter Coordinator, to do it.

Because I really think we're missing about — we get Chapters out there that are wallowing; they can't get people to run for Directors, Secretary, whatever. Really, we have - there's a problem out there with Chapters. We don't have anybody that's talking to them. So, it's kind of a pet peeve of mine. Just some thoughts.

(Alan Oldfield): So, it sounds like you've got a good device that may help us, so that the key would be getting an individual or a team — somebody or somebodies to be the coordinator. My thought was perhaps a couple of Members would get together - a couple of Board Members, I'm talking about, and try to ferret out some candidates for us. Would that make sense?

(Terry Weigand): Sure. This is (Terry Weigand). And I just would like to ask, you know, while we're on this thing of this Chapter Coordinator. It's my understanding that the last Chapter Coordinator quit for — what's the reason? Why was that? What was behind that?

(Alan Oldfield) That was a personality conflict between the President, at the time, and the Chapter Coordinator.

(Terry Weigand): Okay.

(Alan Oldfield): All right?

(Terry Weigand): Okay.

(Roberta Vasilow): And what were those issues? Were they issues that we can fix?

(Brian Clark): To go back to the previous Chapter Coordinator, I would have to go into my notes to find out — this is (Brian Clark) — exactly what happened, but it was a matter of the Chapter Coordinator wanting to do things, and the President

saying do them, and the Chapter Coordinator wanted more. The two just didn't work together. It was De Pouli and - I'm drawing a blank.

(Larry Di Barry): (Hank Reus), I think.

(Brian Clark): (Hank Reus).

(Brian Clark): Sorry. It's (Hank Reus Jr.). Yes, they just were not able to work together. And (Hank Reus) was doing a fantastic job, but there was just a personality conflict between the two, and they just couldn't make it work.

(Larry Di Barry): (Brian), if I may interject, since I know (Hank) very well, and we've had long discussions about this. And our feeling in our Chapter and the adjoining Chapters is he just tried to do way too much.

He was Chapter Coordinator, he was Boom Director, he was doing quite a few other things at the same time, trying to deal with — while his father passed away in the meantime. So, he had a full plate, and just couldn't handle it at the time.

So, that was part of it. It was a personality thing. It's a life thing too. As far as our region here, you know, that's something that, you know, that would be something — you know, I'm trying to avoid the question here, because I don't want to stick my foot in it either.

Because I'm a Chapter director, and also I'm regional Director for the Pre-War Division here, and my Chapter, as (Roberta Vasilow) outlined it, is tough to get people to step forward. And yes, my wife and I, we pretty much do it all.

The former director, (Dick Beckley), he has been wonderful help, and we lost our venue for our yearly Mason-Dixon Club Meet, but our former sponsor is going to sponsor us at the AACA Museum.

So, I thought we were going to have to really, really work hard to find another venue and all, but yes, it's coming together. And we do have people, in a pinch, who will do something.

But, you know, someone to rely on at the beginning of the year and the end of the year — and as my friend (Dick Beckley) of Hershey told me the other day, introducing me, was "This is the guy who saved me from being Director for Life." So, I guess I've been elected "Director for Life" now.

(Brian Clark): Congratulations, (Larry Di Barry).

(Alan Oldfield): Well, let me ask you this. Are there a couple of folks who would volunteer your time to try to generate a few names for this coordinator, or is there a better way to approach the idea of finding a person?

(Brian Clark): Well, this is (Brian Clark). I know I put it in multiple President's Messages and received virtually no response. It's not like someone's going to raise their hand and volunteer. That's the problem.

(Alan Oldfield) So, I may be naïve, but I think if — we all know some people who are in a Club, or in an adjacent Club, or you've met at a Meet, who are kind of movers and shakers, and they like to do stuff. They have a little personality.

I'm wondering if they got a call from one of us that said, "Hey look, we know that you're a person who's very enthusiastic and gets stuff done. Would you consider..."

You know, introduce the idea to them, and then perhaps talk to them about all the great things and the high pay that go with the job. So, my notion is the first (new) outreach might be more successful that way.

(John De Fiore): This is (John De Fiore). I think you'll be more successful that way, but I think that someone will take the job who doesn't really want it, and then they won't really do the job completely. And ultimately, I don't know that a Chapter Coordinator is going to resolve the issue of people not renewing their Membership.

You know, there's a lot of Chapters that are not in a region at all, and now you got not only the National Chapter Coordinator, you've got (John De Fiore Sheib), who wants to be replaced.

Nobody in the Northeast region stepped (up) to do that. You got (Bruce Anderin); he just passed away, right? He was the Chapter Coordinator for the Golden West Region. And part of the problem is the Chapters don't respond.

(Alan Oldfield): I didn't know about (Bruce).

(Larry Di Barry): Yes, neither did I.

(Alan Oldfield): Okay.

(Terry Weigand) I thought it was in the Bugle.

(John De Fiore): Last month.

(Alan Oldfield): Forgive me. I'm old and I forget things. My apologies. Well, you make some good points, (John De Fiore). Sorry, I interrupted someone.

(Bill Stoneberg): Yes, this is (Bill Stoneberg) down here...down here in Texas. You know, we have three Chapters throughout the State. It's a huge state; we have three Chapters, and yet we can't get enough to get, you know, ten people to a regional Meet. All three Chapters, with maybe Dallas being the exception, you know, at the brink of going under.

(Alan Oldfield): Well, and I think we have a Chapter Coordinator we might — again, I don't want to be naïve, but we might be more successful at helping them address that. So, here's what I will do. I will volunteer myself and ask if anyone would, you know, work with me just to brainstorm some ideas or try to tackle this. I need a partner in crime.

(John De Fiore): (Allen), I'll work with you on that. This is (John De Fiore).

(Alan Oldfield): Thank you, (John De Fiore). I will be in touch. I do think it's an important — and anyone else who wants to join us, or suggest ideas, or throw us a bone, that would be fine. Did we lose somebody? I thought I just heard a squeak, a chirp.

(Ed De Pouli): This is (De Pouli). I was going to say, why not get someone that liked doing it? Maybe you wouldn't have the personality conflicts.

(Alan Oldfield): Well, I don't know. That's a possibility.

(Ed De Pouli): You know, it's a phone call, and then you'd decide.

(Alan Oldfield): All right. Well, (John De Fiore) and I will get after that.

Okay. In the effort to keep it going here, (Bob), the next item on your list of eight was Publicity. Do you have some thoughts about that?

I know, (Terry Weigand), you've written about the need for better publicity with the Club and the Meets.

(Terry Weigand): Yes.

(Bob Safrit) I'd like to hear what (Terry Weigand) has to say.

(Terry Weigand): Hold on just a second. I'm going to have to put this thing on my speakerphone. I'm starting to get a cauliflower ear. Can you guys still hear me okay?

(Alan Oldfield): Yes, (Terry Weigand).

(Terry Weigand): Okay. I had written to (Allen) and told him that we need either a publicity director, a promotion director, or whatever title you want to give this person. Somebody that would have the authority to speak on behalf of the BCA that would contact the television and radio and newspapers ahead of time in the where, like in the upcoming Meet next year in Denver, get a hold of these folks out here, and say, "Listen. The BCA is coming to town." We're going to have a Meet here - a National Meet. They're going to come from all over the country and, you know, this is something that I think the public would be interested in. I believe that that would be a fine way to promote this Club, and to — at the end of the day, or I shouldn't say it that way — but have a booth set up or something to where the new Members could be taken care of, renewals could be taken care of, explanations could be given about the goings-on of the Club, and in other words, just promote this thing to beat the socks off of it. And, you know, how else is people going to know about this if nobody wants to say anything? And, you know, I was just absolutely amazed that in a town the size of Milwaukee, over a million people in that metropolitan area, there was not one person from a television station, not one reporter from a newspaper, that was there to talk to anybody.

That's free publicity. That stuff you can't afford to buy. And we're letting this go by. I feel that this is something that, you know, that really should be done. And...

(Alan Oldfield): I'm sorry, (Terry Weigand).

(Terry Weigand): I even volunteered for that, you know, but I got no response from that. So.

(John De Fiore): This is (John De Fiore), and can I just quickly relate what happened in our last Regional here? We contacted six newspapers, we contacted six TV — no, I'm sorry — three TV stations, and we contacted our Chamber of Commerce, who supposed put out our press release to I don't even know how many agencies they have, but at least they had three agencies; probably more.

Then we had a rainy day, and nobody showed up. So, it's like nothing you could really do to guarantee that. And we can't get a National Coordinator, so getting a National Publicity Director is going to be that much more difficult.

If there's publicity that needs to be done, maybe that should be done as part of the presentation package that the National Meet Committee does, since they're already working with the individuals for the Meet. That should be an

item that's being required or at least talked about, from the National Meet Committee to the Chapters that are running the National Meets.

(Rick Schick): This is (Rick Schick).

(John De Fiore): I don't know who else you going to contact on a National basis? I don't know who else you would even contact.

(Alan Oldfield): Nobody knows better...

(Rick Schick): Can we get some help from (Helms & Briscoe) on...

(John De Fiore): Excuse me a minute. Probably the more important thing is keeping up with this stuff on the Web. Because most of the stuff on the Web is kept up. You know, that's where most people are making their contacts and getting their information from today, anyhow. They're not getting it from these other sources. I'm done, thanks.

(Terry Weigand): Hey, (John De Fiore), this is (Terry Weigand) again. Where did you say this was that you did this? Was that kind of a regional thing in your area?

(John De Fiore): We had hosted the Regional Meet last week in the Albany, New York area. Yes.

(Terry Weigand): Oh, okay. Okay. All right.

(John De Fiore): And it comes down to if it's a nice day, if there's no other news going on, or they need a filler for something, these stations may show up at a car event. But if there's anything else important going on, you know, it's taking a second seat. Unfortunately, car events don't sell newspapers. Everybody getting shot does.

(Larry Di Barry): (Larry Di Barry) here. About commenting about (John De Fiore) there, too. And yes. You know like even with a small Meet like we have at Freysingers, our Mason-Dixon Club there, they do an email blast, and they pretty much cover everything out, and we do try to get the local media involved. Now, I'm backing up, though. From what I recall of the presentation last year in Allentown about the upcoming Brookfield Meet, my feeling was that all the people who were doing the presentation there were going to take care of all that.

(Bill Stoneberg): That is part of their job.

(Larry Di Barry): That's right.

(Bill Stoneberg): We did it for Springfield. We got newspapers and advertising and television. We did that for South Bend. Got the same. I'm not even going to talk about Allentown. And we did that for South Bend. And all three of those, there were people who had that. Same with Charlotte. Same with Ames. I mean, part of it is, not only asking the people, but part of it is the size of the cities where the Meets are held at, also. As opposed to a Milwaukee, you look at someone like Ames, Iowa, or, you know, South Bend, and it's not nearly as large. So.

(Larry Di Barry): But still the people are making — this is (Larry Di Barry) again — the presentation to us saying we want you to come to our city and have a wonderful experience with your people. We want your money here. So, my impression was they were going to take care of publicity and information to be sent out.

- (Rick Schick): This is (Rick Schick). I agree with what (Larry Di Barry) is saying and what (John De Fiore) said, and doesn't some of that fall back, then, on (Helms & Briscoe) and getting assistance from them on the publicity side of it?
- (Bill Stoneberg): Correct. That's the way I felt.
- (Ed De Pouli) This is (De Pouli). Maybe the problem is...
- (Ed De Pouli) This is (De Pouli). Maybe the problem is communication. We really should get a report from the National Committee as to what they've done, in terms of publicity. They've probably done it — I don't know — a half a page, or a page, on what's been done would probably answer a lot of these questions that are coming up now.
- (Alan Oldfield): Yes. Why don't we make — I'm sorry.
- (John De Fiore): I'm sorry. This is (John De Fiore). What may be of help is if the Club, the BCA, sponsored an advertisement in maybe a Hemmings or something like that regarding the National. I don't think that we put anything in there in the Hemmings regarding the National Meet. Or maybe we should have something in there each year, and sponsor that as part of assistance program for, you know, that we run in the National Meet. Because at least that's a nation-wide type of thing, you know, what I mean? For the car community.
- (Bill Stoneberg): ...probably be affordable for Hemmings. It's the, you know, monthly, weekly ads that get really, really expensive. But I would be in favor of a one-time ad for National.
- (Ed De Pouli) Could somebody present a price to us?
- (John De Fiore): I'll look into that.
- (Alan Oldfield): Thank you, (John De Fiore).
- (Terry Weigand): Yes, this is (Terry Weigand) again, and I was just thinking. I don't know whether somebody mentioned this. If they did, maybe I missed it, but the Convention and Visitors' Bureau in this particular city that we're going to have a National Meet, I would think those people would want to be contacted first, almost, and then, you know, work with those guys to get TV and newspapers involved.
- (Bob Safrit) Well, several of you are on the National Meet Committee, and it depends on the way you go. You go to Denver, the Chamber of Commerce really isn't interested in something of our size. You go to Texas, (Bill Stoneberg), you can come in on this, they'll (take hold of that) to give us publicity, but it is a smaller town.
- (Brian Clark): Exactly. This is (Brian Clark). I think as far as promotion goes, no one is in a better position to manage the promotion piece than those people that are on the ground running the Meet, itself. I really think that's where the activity need to come from.
- You know, we can assist with that, possibly with a National Hemmings ad; something to that effect. But those are the people who know who to call, and who may be interested, and that would have the contacts locally. I don't think that's something we can effectively do from a National stance.
- And as far as HelmsBriscoe goes, I really don't think we can expect them to go outside of the Convention and Visitors' Bureau and the hotels. That's

really their forte. That's where they live, and that's where they're going to be strongest at.

(Bob Safrit) yes, that's true.

(Alan Oldfield): All right. (John De Fiore), I appreciate you volunteering to look into the price of a National ad for Hemmings. And then I will work with you and several others on the National Meet Committee to put this question in front of the National Meet Committee, and see what we can find out, and report back to the Board.

(Ed De Pouli) Now one last — (De Pouli), one last comment. It's not that hard to get into Hemmings. (Brian) is — they're doing an article on him and his car.

(Alan Oldfield): Terrific. All right. Well, maybe we'll have some success.

(Ed De Pouli) Maybe we got to get (Brian) to do something. He's a politician.

(Alan Oldfield): That's a great idea. That's a great idea.

Okay; 7:10 - so we'll try to move forward. The next item on your list, (Bob), was Pre-War Group Coordinator.

(Bob Safrit) Yes, you've got some real experts in that category, sitting on this Board.

(Alan Oldfield): What was your thought on that?

(Bob Safrit) Well, (Larry Di Barry) and (John De Fiore), they can address that better than anybody I know of.

(Larry Di Barry): Well, (Larry Di Barry) here, but I know at our Meet, at Brookfield, we had our little Pre-War Division Meet there - Meeting; dinner. And I told (Mark Shaw) at the time that I would take care of the Eastern Region here as a Coordinator for the Pre-War Division. And I haven't heard much back from him after that. He asked me, and I said yes. And that's about as formal as it got.

(Bob Safrit) Yes, he was in Hershey. But I didn't ask him about this.

(Alan Oldfield): So, (Bob), what was your thought? What's our goal here with the Pre-War Group Coordinator?

(Bob Safrit) Just to get them better organized. It's my opinion, they're very well organized. So, I may be wrong, but the two on this Board certainly can answer that better than I can.

(Alan Oldfield): Also, let me pose another question about Pre-War. One of the items on our Agenda tonight was the notion of outreach. And part of that, I think, is getting us in front of groups that have Buick enthusiasts and maybe not know about us.

And that's why we're doing a table for — at no cost — at the MCACN Car event coming up next month in Chicago. I'm going to be there. I think (Roberta Vasilow) is going to join us. The Books, I think, are going to be there.

So, I think there have to be other places where we should put ourselves — other Meets. Are there other places or groups or meets that would be a good place for us to show up that are Pre-War oriented?

(Bill Stoneberg): Chickashaw, for example would be a good place.

(Alan Oldfield): Is that the Chickashaw Swap Meet?

- (Bill Stoneberg): Yes.
- (Alan Oldfield): Okay.
- (Larry Di Barry): Of course, Hershey here. And we're doing our part this time out, and also there's the Old Car Festival up at Henry Ford Museum, Greenfield Village.
- (Terry Weigand): And the Bakersfield Swap Meet in California.
- (Ed De Pouli) (Brian) and I do the (Chikashaw) Meet each Spring and every Fall. We give away hundreds of free magazines, and maybe we'll — I'll talk to (Brian). We'll do something more formal at next Spring Meet.
- (John De Fiore): This is (John De Fiore). Can I ask, are these tables free at these places? Or you got to get, like, a Swap Meet space?
- (Ed De Pouli) Well, at the Charlotte Meet, it's a Car Show. If your Club has, say, 15 cars on display, they have a section that's yours. And what we normally do is set up a card table with the magazines. We can also bring a tent and do it right there. Isn't going to cost anything; it's just part of the space we're allocated.
- (Larry Di Barry): That's what we did at Hershey.
- (Alan Oldfield): So, can the folks who are expert in Pre-War come up with a, let's say, two events that you think are a good place to mine that we can maybe put some additional effort to?
- (Larry Di Barry): Out here we also have Macungie too. There's quite a few Pre-War cars that do show up there.
- (Ed De Pouli) Yes, Macungie's (unintelligible) and (Callie) is another one. (Brian) and I will do Charlotte, but I'll talk to (Brian). He'll talk to the Coordinator Director, so we'll make sure that we have someone sitting at a table trying to take Memberships. So, we'll do it formally, rather than just if you want a magazine, take one.
- (Alan Oldfield): Okay.
- (Ed De Pouli) So, consider that done. Charlotte, consider it done.
- (Alan Oldfield): Thank you. Appreciate that, (Ed De Pouli). All right. That's another one down.
(Bob) do you have financial oversight? What are your thoughts on that? And (Bill Stoneberg)'s here on the call too, so.
- (Bob Safrit) (Bill Stoneberg) probably could address that better than I, as far as keeping week-to-week and day-to-day on our finances.
- (Bill Stoneberg): Okay. So, you know, we've basically paid bills twice a month, and we receive money, you know, throughout the year. What are you asking about?
- (Bob Safrit) Just to keep it in front of us. For example, how many of us know that we've got, what, \$400,000 — and I have heard people say, well let's cut the dues, if we have that much. And that's a good one for you to address.
- (Bill Stoneberg): Well, okay, so we have approximately \$500,000 in a Merrill Lynch account, at the moment. We have \$90,000 in EE bonds, okay? So, it costs us, you know, \$360,000 a year to run the Club. So, that's on a good day.
You know, I'm of the opinion that — just like my home — I like to have at least a year, if not a year-and-a-half, worth of money saved for emergencies.
- (Alan Oldfield): Absolutely.

- (Bob Safrit) Do, you know, what the return is on the large amount?
- (Bill Stoneberg): It's nothing. And, you know, (Rick Schick) made good suggestions last time we talked about this. And as a start, investments needing renewal in December, we're going to start changing the way we do things so that we will make a better percentage on our money.
- (Bob Safrit) Right. I think it was put in a what you said, a CD at one time?
- (Bill Stoneberg): Well, we have CDs, yes. And we won't probably change from CDs, but we'll ladder the CDs so that we can get more than a half of percent of interest every year.
- (Bob Safrit) Yes, we certainly should do a lot better than that.
- (Bill Stoneberg): Yes.
- (Alan Oldfield): So, (Bob) — excuse me.
- (Bill Stoneberg): I don't want to go put money into stocks, or any place where we have an opportunity to lose it.
- (Bob Safrit) I know; I mean there are a lot of good investments. One of my best friends in the AACA was their treasurer, and in charge of finance. He spent his whole career on Wall Street. And these are the kind of people that can keep you safe, but also get you a good return. And when I saw CD, I knew we weren't getting anything from CDs.
- (Alan Oldfield): So, is there an action step you'd like to see the Board take on this one, (Bob)?
- (Bob Safrit) Well, based on what he just said, I think there is, with Rick, they're headed in the right direction.
- (Alan Oldfield): Okay. I don't want to get us too far off base, but I do want to ask a question, and if you tell me no, we won't do that. That's fine.
The next item on our list, the next bullet point, is a question about National Meet contributions. And since we've had a lot of discussion about whether we should make a contribution to the National Meets to keep the cost down, would this be an appropriate time for the Board to take up this discussion of do we want to take some of our reserve and, in effect, give a grant to the National Meets each year in an effort to keep the cost down?
- (Bob Safrit) Are you asking me?
- (Alan Oldfield): Well, I'm asking the Board if we want to talk about this now, or at a later point?
- (Ed De Pouli) Did they ever make a specific request, like they said they were going to do, at the last National Meet?
- (Alan Oldfield): No. I believe the National Meet Committee voted not to do that, if I recall. Is that right, (Brian)?
- (Brian Clark): I believe so. Correct. And this is (Brian Clark). My primary concern with opening that can of worms is that we have 7000 Members, 500 of which may attend a National Meet. Should we be subsidizing those 500 Members' National Meet experience with the other 6500 Members' money?
- (Bob Safrit) Well, that's a good question.
- (John De Fiore): If we did the National ad in the magazine - in the Hemmings, or stuff on that higher level - then I don't see a problem with it. But just giving money to the National Meet to offset any particular event, — you can't offset one particular

event. I mean, if you're going to give it to them, you've got to give it to them in general and offset everything.

That's, you know, it's going to be a lot harder to quantify what you're giving away and what benefit you're getting from giving it away.

(Bill Stoneberg): And we used to subsidize; we had a \$3000 pass through for all the National Meets. And it was decided not to do that anymore by the Board at one point. So.

(Brian Clark): I would have no — this is (Brian Clark) — I would have no problem with a seed money such as that, or even, you know, giving a few years of a moratorium on the Club, itself, taking their cut from the National Meet in order to get the National Meet account up profitable with some reserves and that sort of thing. I just don't like the idea of a flat-out subsidy.

(Alan Oldfield): Okay. Is there an action step here that we're interested in taking? Or...

(Bob Safrit): For the National Meet Committee, someone looks at it, like we want you to show a profit. But, we don't advertise it very much if you don't. We're going to make up the difference. But I think that's what the Club has been doing in years past. (Bill Stoneberg), you might...

(Bill Stoneberg): Yes, that is what the Club has been doing, and so far, we have not had to do that.

(Bob Safrit): Right.

(Bill Stoneberg): We made a profit — since Ames, Iowa, we've made a profit every year except in Allentown. Sometimes not much; sometimes a lot. But we've made a profit. So, we have not had to do that.

(Brian Clark): And we want those Chapters working as hard as they possibly can to turn a profit, so we certainly don't want to desensitize that.

(Bob Safrit): Yes, and that's what we try to get across to them, and work with them any way we can, from the National Meet Committee.

(Alan Oldfield): All right. I don't want to cut off discussion, but is there any more discussion we need to have on this point?

(Bob Safrit): I don't think so.

(Alan Oldfield): Okay. So, (Bob), National Tour Director. You had a note about that. What are your thoughts?

(Bob Safrit): National Tour Director. I threw that out. I'm not sure we need one, but I'd like to hear some comments.

(Bill Stoneberg): Isn't the BDE kind of the default national tour director? Aren't they our touring arm?

(Alan Oldfield): Agreed.

(Larry Di Barry): Between them and the Pre-War Division who organized their own tour.

(John De Fiore): And we do have the Buick Driving Division, but Driving Enthusiast Division. They are the...

(Alan Oldfield): Okay. And (Bob), we've talked about Member retention, Number 8, so let's talk about Awards Banquets and Programs — so, organizing programs to keep those Awards Banquets tight.

(Bob Safrit): Yes, the biggest complaints I hear is they just last too long. And this is for the judging, but it looks like I think everybody but three cars got some type of

- award at the Award Banquet. I don't know whether it's a reflection on the talent. I don't know whether it's a reflection on the (judges) and what they know, or the captains, but well, all but three cars got an award of some type.
- (Larry Di Barry): (Larry Di Barry) here. And I know (Bob) and I talked about this at Hershey too, but, like, our situation, too, with Mason-Dixon was one of the reasons we thought that our sponsor, Freysinger Buick, seemed like he was wanting to pull out, and one of the things was their head salesman says, "This awards thing takes way too long." Because you have third place, because everyone's getting a participation prize, et cetera, et cetera. And again, that's how you get people to local Meets, I understand that. And I think well, let's see. I talked to (Bob) there too. So, one of the three cars was mine, because I didn't get an award. And I didn't care. But yes, one of the things we're trying to address on a local level, too — since now we're going to be having the Meet at the AACA Museum grounds — will be that we're cutting way back on awards.
- (Bob Safrit) Good.
- (Alan Oldfield): Well, do you want to interface with the National Meet Committee on that, or what would you like to suggest as an action step?
- (Bob Safrit) Yes, National Meet Committee could take this, and come up with some ideas.
- (Alan Oldfield): Okay. And you are on the National Meet Committee, right?
- (Bob Safrit) Yes, I'm the Secretary.
- (Larry Di Barry): He's the man.
- (Bob Safrit) But I don't write Minutes like we have in the main organization.
- (Bill Stoneberg): Nobody does.
- (Bob Safrit) What was that, about seven pages, single-spaced?
- (John De Fiore): Probably nobody should All right. Well, good.
- (Bob Safrit) And as far as Number 8, that's about the same thing as Number 1. As far as Member retention. I think we talked about that.
- (Alan Oldfield): Yes, I think so. So, I appreciate you submitting all these ideas, (Bob). It's been a really good discussion. It is 7:25. I want to ask the Board, do you want to proceed? I mean we've got probably even more than we can get to tonight, but we do have some additional time left on the call, if you want to. But I don't want to make people weary and dreading these calls for the future. So, should we proceed, or would you like to put a period on this for tonight, and figure out whether we want to do some more business in another call or emails on some of these other items?
- (Bob Safrit) I think we're here. Let's go on. We've hit a home run already.
- (Alan Oldfield): Okay. So, I think, (Bill Stoneberg), unless there are other points — are there any other things you would like to give us on the financial update? Or other questions from the Board?
- (Bill Stoneberg): No, we're still working on the National Meet numbers. (Chris) and I are working on them. It shows we've made a profit, the Buick Club will probably get somewhere around \$5000. But we have not paid the Chapters yet, so there's more conversations happening right now.
- (Alan Oldfield): Okay, (Terry Weigand), did you have some questions, because I know you've had some questions in the past.

- (Terry Weigand): No. I'm okay.
- (Alan Oldfield): All right. So, we're down on the Agenda items for digitalized Bugle discussion.
- (Bill Stoneberg): Yes, I had one more comment, okay? You know, so far this year, you know, the balance is red — I'm sorry, the balance is black, as opposed to red. I sure hope we can keep it that way.
- (Alan Oldfield): Let me be clear. You said we're in the black, year-to-date?
- (Bill Stoneberg): We're in the black, year-to-date. That's correct.
- (Alan Oldfield): Okay. And what do you see in your crystal ball? Anything we should be wary of?
- (Bill Stoneberg): No. Not right now. I'll let you know.
- (Alan Oldfield): Okay. I know we'd appreciate that.
- (Bill Stoneberg): Yes, I always do, so. Okay.
- (Alan Oldfield): All right. So, an item left over from a discussion a while back is the digitized Bugle discussion. I think we're all in agreement that would be a good thing for the Club. And when last we left this, there were a variety of questions, including whether or not we can do this ourselves, and what the cost would be A) to do that ourselves, and B) if we want to host it on the Web site, there are costs involved there. This might be one where we need a couple of people, or two or three, to spend a little time looking into that and report back. But, obviously, I'm open to thoughts on that.
- (Bill Stoneberg): I'll spend some time doing that. This is (Bill Stoneberg).
- (Alan Oldfield): Anyone want to work with (Bill Stoneberg)?
- (Ed De Pouli) (Bill Stoneberg), please talk to (Brian) about his offer.
- (Bill Stoneberg): Okay.
- (John De Fiore): I thought we already voted to approve (Brian)'s offer.
- (Ed De Pouli) Yes, but approving it and getting it implemented we seem to have missed the implementation step. Isn't that what we're talking about now, how we're going to implement it?
- (Bob Safrit) Well...
- (Ed De Pouli) (Bob), I'm sorry, it's (Dipoli). Am I missing something? I think the question on the table now is how do we implement it, and how we cover whatever the cost might be.
- (Larry Di Barry): That's what I'm thinking, yes (Larry Di Barry).
- (Bob Safrit) Yes. Me too,
- (Larry Di Barry): Okay. And there was a question about the quality, what (Brian) is offering to do, and this is — I'm casting no aspersions here, but the question was raised can it be done to the quality standards that we want. And...
- (Ed De Pouli) That's a fair question. Have him send you a few samples.
- (Alan Oldfield): Send them to (Bill Stoneberg). To (Bill Stoneberg), and whoever wants to work with (Bill Stoneberg). And then they'll (send his) work back to the Board.
- (Ed De Pouli) Or better yet, have him put them on a Web site someplace. I'll talk to (Brian) about it.
- (Alan Oldfield): Okay.

- (Bill Stoneberg): (Brian) has the Dropbox link, I believe, to all of those, so that's a pretty easy process.
- (Alan Oldfield): All right. (Bill Stoneberg), thank you for stepping up. If anybody wants to help (Bill Stoneberg), let him know.
All right. (Roberta Vasilow) offered to talk to us a little bit about a proposal she's gotten regarding a 2021 Meet. You with us, (Roberta)?
We may have lost her. All right. Well, I don't want to speak for her, so I'll let (Roberta) follow up on that.
- (Larry Di Barry): I know — this is (Larry Di Barry). I know at Hershey, we had a discussion there about the possibility with them coming out to Pennsylvania again, but down at Gettysburg. Okay?
- (Bob Safrit) Yes, they sure did.
- (Alan Oldfield): Okay.
- (Larry Di Barry): And I'm trying to get my Chapter prepared for something like that, because again, we have a very small Chapter, but we're near Free Spirits out in Far East, and we have the Boom Chapter too down in Maryland, so this would be kind of centralized for those three Chapters. So, that was just a thought out, but it's best to wait out to see what (Roberta) would have to put into that.
- (Alan Oldfield): Okay. Well, I'll touch base with her after our call and see how she wants to handle that.
- (John De Fiore): This is (John De Fiore). We have '18 is Oklahoma, and '19 is Columbus, and '20 is where?
- (Bob Safrit) Cleveland.
- (Alan Oldfield): Cleveland.
- (John De Fiore): We have Columbus and Cleveland?
- (Alan Oldfield): No, '18 is Denver, then Oklahoma City, right?
- (Bob Safrit) Yes.
- (Alan Oldfield): Then Cleveland.
- (Alan Oldfield): So, I'd be anxious to hear what (Roberta Vasilow) has to say, so I think we ought to table that for right now, since there's no input. Okay?
- (John De Fiore): Yes...
- (Alan Oldfield): Pardon me?
- (John De Fiore): Yes, I was going to say, we need that input, and we need to discuss the West also.
- (Bob Safrit) Well, we've certainly tried for a year-and-a-half to go to California. And finally, we were running out of time. And you need more than a year to plan. And we just didn't...
- (Ed De Pouli) Not a complaint. Just a report.
- (Bob Safrit) Right, so I'm just saying, we really tried hard. And...
- (Brian Clark): I don't know how hard we tried, to be honest, (Bob). This is (Brian Clark). We had a National Meet Director who wasn't enthusiastic about going to California. We had (Bruce Anderin), who really did not seem to be the best contact, and those two were not working together. So, yes, we had some efforts, but I don't think we really tried all that hard.
- (Bob Safrit) Well, you were there before I got there. So, I'll totally defer to you.

- (Brian Clark): Okay.
- (Bill Stoneberg): I definitely think California is worth the effort to go after again. So...
- (Brian Clark): I think it is. I mean, we have cars we've never seen before from out there.
- (Bob Safrit) Well, we went to Portland. We had forty cars from the State of Oregon; we had 40 from Washington; we had 40 from the State of California, and we've asked those people, and they say, "Look, we've got 365 days. We can drive our car out here. The weather is great. We are not going to spend a lot on restoration and get involved with judging." And that seems to me, because I've asked - well, it seems to be the attitude.
- (Alan Oldfield): Well, we'll put that on the shelf until we hear from (Roberta), and obviously there will be opportunities to pick that conversation up. That's an important one. So, (Bob), you also had offered a Special Recognition proposal.
- (Bob Safrit) If you want to go on with that, a lot of you know (John Ball) and (Jerry Baden). They at one time had been involved with five different Chapters. And they approached me and to see if I would bring this up with the Club. And essentially, it is to establish a memorial process for deceased BCA Members whose family and friends would make a monetary contribution to BCA in the Member's memory. The BCA would acknowledge the contribution to the Member's family and the contributor. The memorial would be published in the Bugle and/or on the Web site. Perhaps a memorial could also include those Members who are ill, whose family and friends would like to honor them. But this is not in the form of a motion, but if we would be thinking about that, that will be put in the form of a motion and brought up very soon.
- (Alan Oldfield): Okay, thank you, (Bob).
So, the last item on the Agenda is not a small one, but everyone who wanted to, contributed either three or four or five sort of their items from their wish list that we could get done this year. A lot of them have made their way into the conversation so far. And certainly, if we had 40 or 45 ideas, we wouldn't be able to get them all done either. But I did want to revisit that and see how we'd like to handle that. For example, do we want to ask each person who submitted some notes to pick one or two, and we'll put it on an agenda for discussion? Or how should we attack this? We can't have 40 priorities, but we could have a few, you know, a handful; half a dozen or so.
- (Ed De Pouli) (De Pouli) here. I'd like to see the full list, and we could all vote two or three choices on the full list, and whatever choices get the highest number, that's the highest priority.
- (Alan Oldfield): And I did send the list. I attached it to the email I sent out a week ago Sunday. Right? I'll be happy to resend it.
- (Ed De Pouli) I'm sorry. It must have been — I didn't see it. I'm sorry.
- (Alan Oldfield): No problem. I will resend it.
- (Ed De Pouli) Why don't we all cast three votes on that list, and somebody tallies up the votes, and we see what happens.
- (Alan Oldfield): That sounds like a plan. Anyone else?

- (Brian Clark): This is (Brian Clark): I just think we need to be keeping in mind with those votes that if it doesn't have something to do with Member retention or recruitment, it probably shouldn't be a priority.
- (Larry Di Barry): (Larry Di Barry), here, and I believe just about everyone who wanted their top five, as (Allen) has indicated, is one of those is the retention, and that was on my biography. And I did not submit anything, because I just saw what everyone else put down, and I said, well, mine would just be redundant. So.
- (Alan Oldfield): Okay. Thank you, (Brian) for that. I think that's a good point. All right, I will resend the list to everybody. It might be in the morning instead of tonight, but I appreciate that.
- (Ed De Pouli) Yes, well, just (send the list) out, and just tally them up, and rank them. That's all.
- (Alan Oldfield): That sounds like a plan. So, folks, believe it or not, it's 7:30-whatever-8. We are at the end of the formal agenda. So, thank you for your patience. I think some of these conversations were really good. And in the interest of getting us all either to dinner or to our families, I wouldn't add anything else to the conversation. I do have two questions for you. Would you like to do a call such as this more often, such as every month or six weeks? Or not?
- (Ed De Pouli) I would like to do a call the second Monday in November.
- (Alan Oldfield): That's monthly. Everyone else good with that?
- (Bob Safrit) I'd say, bimonthly.
- (Alan Oldfield): Okay, (Bob) says bimonthly.
- (John De Fiore): This is (John De Fiore). We should stay within our budgeted level for these calls. These things are going to be expensive, with these transcripts.
- (Bill Stoneberg): Yes, I mean, the call last time, okay, the call last time we had this call cost us about \$450.
- (Ed De Pouli) Yowza.
- (John De Fiore): I thought it was 250?
- (Bill Stoneberg): Well, it's 250 for transcription, plus the phone call, okay?
- (John De Fiore): I'll hang up right now.
- (Alan Oldfield): I'll work with (Mike) to see if there's any cheaper options for us. So, okay, thumbs up or thumbs down on a call on — second Monday in November is problematic for me, because I'm on an airplane to California for work, so I apologize for that, but I am.
- (Larry Di Barry): I would go — this is (Larry Di Barry) — with (Bob)'s suggestion, and have it bimonthly.
- (John De Fiore): Once every other month?
- (Larry Di Barry): Yes.
- (John De Fiore): I would go with that too, if we're going to continue with them.
- (Ed De Pouli) Okay. Thanks. So, I asked for the second. Anything but the first Monday.
- (Alan Oldfield): Okay. Not the first Monday. Fair enough. All right. I'm good.
- (Terry Weigand): This is (Terry Weigand). What about the second Monday in December, then?
- (Ed De Pouli) Fantastic. I love it.
- (John De Fiore): Me too.
- (Alan Oldfield): That would be the 11th?

(Larry Di Barry): Yes.

(Terry Weigand): We're in.

(Bob Safrit) That's fine.

(Alan Oldfield): All right. Then we'll tentatively plan on that, if everybody wants to pencil it into their schedule. I'll see if there's any cheaper phone call options for us. And I have no further questions. Anything else from you?

(Bob Safrit) No.

(Alan Oldfield): Having said that, thank you everyone for your patience, and for your contributions.

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END