

BCA BOD Teleconference

12/11/2017

Opened at 7:00 PM EST

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Note: New conference service tonight, no recording and no transcript provided

All members present to start. Welcome to John Steed, National Meet Committee Chairman

Alan: Well, why don't we go ahead and get set with the agenda so we can move along. Everybody get a copy of the order of business, any questions about anything that was on that? (no responses) Okay then the first thing we have then is actually the minutes from November, that was attached to the email that I sent and I'd be looking for a motion and a second to approve the November Minutes. (no responses) Ah, nobody wants to make a motion to approve the minutes?

John D: I make the motion, John D.

Larry D I'll second. (assigned Motion 2017-2018-14)

Alan: Ok, motion by John D, seconded by Larry, and discussion? (no responses) So let's take a vote, anyone opposed to approval of the November Minutes, speak out: (no responses) Hearing no objections the November minutes are passed.

John D: Alan, John D here, does anyone abstain?

Alan: I'm sorry John, I couldn't hear you.

JohnD: I said , we have need to ask for objections and abstentions.

Alan: I'm sorry, we asked for objections and I heard none. Are there any abstentions? (No responses)

John D: Then I'd say that's passed.

Alan: Okay! Thank You. And I should say before we go forward, that John has reminded me we are recording this on a tape recorder. So if you could, A, announce yourself please, and speak clearly please that will help for our minutes and transcribing them for later. I don't know, is anyone here hearing that noise ?

(general agreement that there is a squeaking noise in the call).

Terry W: Yeah, I'm hearing that here on my end too. This is Terry. And it just went away.

Alan: It did just go away, well hopefully it will stay away. Okay, good. So we've got the approval of minutes is now done. On the order of business I asked John Steed who is chairman of the NMC to join us on the call and I want John to update us on the NMC's discussions with the Cleveland group on their Bid for the 2020 meet. So John Steed, you have the floor.

John S: Okay, Thank you Alan. The NMC has been looking for people to compete for the national meet, and anyway, for 2020 we had several interested going and everybody has backed out except Cleveland. And Cleveland would like to host the 2020 Meet based on the (indistinguishable) subject to the approval of the BOD, which was something that I think you asked for, or at least one of the BOD members asked that the BOD be aware of what we're doing, and have a chance to approve locations. Their Meet will be in Strongsville Ohio, Holiday Inn. Room rate will be \$109.00 per night, and the banquet cost should be less than \$35.00 but there will be a service charge in there and by the time we get done there will be another 30% on that so the cost before any profit they decide to make will be around \$45.00 for the banquet. And ...

Bill S: Uh John, This is Bill, did I understand the Room rate is \$109 per night?

John S: Yes, 109 per each nite, thank you

Bill S: Thank You.

John S: We've got a contract from them but we haven't tried to negotiate anymore with them. We've had some problems with what they suggested. One of the things they suggested was that the room rate if we decided to use Helmes Brisco would be \$119 per night. When we discussed that with Helmes Brisco they kinda said they didn't want to get involved in that and so they had a free (unintelligible) and we figured that in Cleveland we wouldn't be able to use Helms Brisco. And so, that's kinda when the NMC decided that was okay. So I'd be glad to answer any questions that anybody has.

Rick S: John, this is Rick. Can I expect you have tentative dates?

John S: You know, I should have told ya dates here. The arrival date is July 15th 2020, and I think that's a Wednesday but I'd have to, I don't have a calendar out in front of me.

Rick S: Ok.

John S: Contracts say arrival dates; let's see if I got something on this contract in. The arrival is the 15th, it's a Wednesday, and it will go through to the 19th, which is Sunday.

Rick S: Ok, Thank you.

Alan: Are there any other questions

Ed D: Yes, this is Ed De Pouli, were there any other Chapters who in question?

John S: No. The problem right now is not (indistinguishable) and glad we found someone who really wanted to do it. And for 2021 I've got 2 or 3 chapter who expressed an interest and it's kind of exciting to me.

Ed D: I don't know maybe you brought out Cleveland they thought about it.

Alan O: Does anyone want to make a motion?

Bob S: I'll make a motion that we go to Cleveland in 2020.

(indistinguishable)

Alan: So moved by Bob Safrit, seconded by Rick? (Assigned Motion # 2017-2018- 15)

Rick S: Sure, why not.

Alan: Okay. The motion is to approve Cleveland as the location of the 2020 meet, do I have that right? Is there discussion? (no responses) No discussion? No further discussion I should say. (no responses) Are there any votes objecting to 2020 in Cleveland? (no responses) Any abstentions? (indistinguishable) Looks like 2020 Cleveland is approved.

John D: Alan, this is John again. Did I hear an abstention?

Alan: I did not hear it.

John D: Okay

Alan: Okay, So Thank you John Steed, Thank you all I appreciate ..

Bill S: Alan this is Bill, Before we let John go, John, what do you have going into the future?

John S: For 2021 I've talked to 4 different people about it, and possibly John De Fiore about having it in New York. I've talked to Larry Di Barry in Cleveland, I've talked to Roberta about Flint and I've talked to Brian De Pouli about going to Charlotte.

Larry D: You talked to Larry about having it in Gettysburg

John S: Gettysburg! I'm sorry Larry, didn't remember it. What did I say?

Larry D: Cleveland!

John S: (indistinguishable) yes I've got Gettysburg. And hopeful what I can do is...(indistinguishable) but that's up to the committees.

Alan: Any other questions? (no responses) It doesn't look like we have any more questions for you now John.

John S: Okay, thank you.

Alan: Thanks very much, appreciate your time.

(At this point there is discussion on trying to get rid of the background noise. Roberta suggested those using speaker phones to put the piece on mute when not talking. This reduces the background noise considerably.)

John: I can hear you and I'm recording again.

Alan: Okay, thank you , we will proceed. So, on our last call we had a discussion about the need to maintain a healthy renewal rate of our current members and one of the upshots of that discussion was that Bob Safrit and a team of folks agreed to make some telephone calls to folks we know have not renewed after a certain period. So Bob if you would give us an update on that, you have the Floor.

Bob Safrit: Okay, Larry Di Barry and Ed De Pouli and I got together and decided this is what we wanted to do. To try and contact those who had not renewed. They were giving us the September list, there were 87 people. The list was divided up three ways and each did their part and Larry, I'll start with you.

Larry D: Hey Bob, yeah this is Larry here, I ended up with 27 names and what I did in dividing up the list was take the Maryland, Ohio, Pennsylvania people first and then I finished off the end of our list which gave me about 27 names. But figuring that people in our locality would be more apt to pick up the phone with a recognizable area code coming from. And one of our issues again is , everyone has some sort of caller id that if they don't know the number they don't pick up. And in making the calls we had made up a bit of a rubric there which hopefully we didn't scare ... (At this point my phone line went silent. Moments later it reconnected and Larry D still had the floor) that's what the office , what were your experiences, and the last thing I put in our rubric there was, are the cost of dues suitable for return? And I probably only got to ask that question about 10 people on my list, because most of them, like the first 5 , I had no responses, then the typical type of response I would get are the, there was for instance a gentleman from Ohio, he's been in the club for 8 years, he had a 90 Reatta, he thought the Bugle was great, he has no affiliation with a chapter, but before I could continue on he said, he was downsizing, he has health problems, and he's getting rid of his cars. Now that was about three others. Pretty much the same response I had with that. Again , there are calls, about 5 calls the number had been disconnected and those of us who also on the list were able to reach them through their e-mail. I had only gotten several responses back on the e mails and that was a fairly good positive remark. All my Pennsylvania people said they were either, typically, the check is in the mail, I renewed already, I forgot, and other than that seems like all my Pennsylvania people I contacted are still back in the fold there. But other than that, though. I haven't gotten much other responses. I had a couple of real nice talks to people, good friendly visits via the phone with some folks here. Let them know at least we are

concerned here and we were trying to work up enough information, and I don't think like 5 call are enough to get a consensus of what these people who dropped their membership can work into a pattern that has developed. Its tough on us, I was talking to Bob earlier today that it was a situation that you know either they are not picking up, or the phone's been disconnected, and the ones I did call were pretty happy to, you know, renew. That's my take for right now.

Bob S: Yes, Okay, Ed?

Ed D: Okay, De Pouli here, can you hear me? Apologies, I got a late start on doing this. I called 15 people and probably got 20 to go. Here's what I've got. I got; one guy said he never dropped out he shouldn't be on the list, I got another guy that kinda let it slip, he's gonna , he's going to rejoin. So I left a lot of voice mails, I got two calls backs both of which actually once call back I missed and I just got an e mail indirectly from the Office. One fellow; he wants to talk to me directly, so I sent him an e mail with my cell phone number so he can reach me. I do have one guy that I think merits special consideration.

(Details of this conversation are posted in the minutes of the Executive Session of 12/11/2017)

Bob S: Yeah I'll do my report and then well come back to that with Alan if that's alright

Ed : Yeah sir, absolutely, Yes.

Bob S: I had 27 names. I started calling on a Saturday afternoon, the first call I got the man was irate because, he's from Michigan, he had gone to the National Meet, Brookfield, he got there Saturday morning, wanted to register his car, and to have it on the field. He said he was given the runaround, and was very unhappy about it. We started talking and we talked and talked. By the time we was through he was laughing and talking and said he was gonna re-up. Anyway, maybe we saved one name. But, it was just that one instance that he had. Most of the people I called, but I think with all three of us, most of the members, the membership numbers were 45000 or up, registered in 2010. So most of them haven't been in the club that long. Yeah, I had 8 on the phone, I had e mails and I got about 5 emails returned with messages telling that they , most of them don't have cars anymore. And they are not affiliated with any chapters. But I was looking into that, and maybe you all know, if typical chapter has 30 members that 2100 out of 7000. If the typical chapter is 4thousand, er, 400, I mean 40 then there's 3000, almost half the membership. I think people, if they are not affiliated in any way, don't know other Buick guys , are not inclined to stay in the Club very long. Uhm, let's see if I have anything else. Out of the ones I called, 15 people, 4 were glad to renew again, any questions?

Larry : just the call back to you there Bob, and something we discussed earlier today too, but for everyone else, that's why I wanted to put a little note there to the person we called, do you have any chapter affiliation? And most of the people I did make contact with, I believe all I made contact with, they indicated to me that they did not have any chapter affiliation, and were not aware of whether there was one was available. And looking at where they live in the particular state, I recommended, well this one or that one, depending upon where they were at, and they were not even aware. Again, many people do not even turn to that section in the Bugle and that a *(indistinguishable)*

Bob S: That's in line with NY and Michigan, and but what I think you did say is very true.

Larry: But I think I gained one here from Mason Dixon.

Bob S: I think thats the Spirit, and I think that's it.

Alan: So let me say a couple of things Bob. I can't thank you and the team , you, Larry, Ed enough. It proves that personal outreach , personal touch is certainly a key if not the key to people feeling part of the group. So the fact that you volunteered to do this and make the calls is just tremendous, and I think I can say for everyone, we appreciate your efforts and it sounds like we learned quite a bit.

(indistinguishable)

Ed: This is De Pouli here, I think this should be an ongoing activity. Not just: I called my names thank you very much. I think calling members that have dropped should continue into the future.

Alan: I think it's a good effort. Now are you gentlemen wanting to continue? Or do you think we need to come back to, if you've done your round here shall we see if there's interest in having anyone else join you on this?

Bob S: Why don't we try to have three teams, and do like a round robin

Larry: I like that idea. Di Barry here.

Ed: De Pouli here. I wouldn't mind continuing the calls. You know 27 names and then another 27 names, and try to say we do this every six months, that's not that big an effort, I wouldn't mind continuing. I have no negative responses, I had a lot of people say I forgot about it. I was surprised that I did not have negative responses.

Bob : Us to . But I couldn't get the rest that draw that out, that we ask, I got no negative responses from any of those.

Alan: Okay, so what do we think is the best way to move this forward, to continue this? It sounds like maybe we need a couple of teams

Bob: Yes we need a few more of volunteers. And I don't mind doing it again.

(no responses)

Ed: I still got 20 names to call. I'll get that done within a week and I will issue an e mail with everybody's name, and then I would suggest that Bob, if you'll remain as honorary Chairman or something like that , well that's terrific .

Bob: If you'll keep the honorary part of it then (laughter)

Ed: So I think someone has to, if you do nothing else, get the new list distributed among the new quarterback

Bob: Yes I'd be glad to.

Larry: Thank you Bob, Larry here.

Alan: My thanks again to Bob, Larry and Ed. This is terrific. I think we'll learn a lot. So, to the rest of our Board Members, give it some thought. I think if you're willing to devote some time to making some calls, shall we have folks call or contact you Bob?

Bob: Yes I think in the evenings, or early evenings, or I think Saturday afternoons, might be the best times.

Alan: I will reach out to the office as well. It sounds like we need to continue to pump out the renewal notices that go out. So I think there's some follow up here that I can attend to as well and I'll get back to you and report back to the board.

Bill: (indistinguishable) This is Bill, if you look at the renewal numbers they obviously are doing something, somewhat , because, some months were in the 90% range and some months were in the 70% range. But I wonder what they are

doing at the 90% range that gets them up to 90%. (indistinguishable) But we've lost 100 members from the beginning of this fiscal year which is August.

Alan: Yeah this is Alan. Our renewal rate year to date: fiscal year to date: is at 82% which been back it's been lower than that but it's also been higher than that. So part of our financial strategy is that we keep these renewals, what did you figure, Bill, as a strategy, at least 80% renewal rate:

Bill: Yes I figured my numbers on 80%.

Alan: So if we do better than that that becomes the gravy in terms of budgeting. So this is a good effort. But thank you gentlemen and we'll continue:

Ed: Wait, wait, wait, you didn't respond to my recommendation.

Alan: Well I apologize Ed.

(Details of this conversation are posted in the minutes of the Executive Session of 12/11/2017)

Alan: We also on our last call talked about the continuing saga of digitizing Bugles and Bill Stoneberg and, I believe, Ed volunteered on our last call to take that issue. So, Bill, I'll turn the floor over to you.

Bill: Yeah I have gone to a couple companies that could do that for us, and I have also sent out a couple Bugles to them to see what they create and what it looks like. The difference between the two companies are: one will charge us per single issue, (indistinguishable) per page for non destructive, which mean they don't cut the magazines apart, we'll get them back, and they'll charge less for volume. But they'll charge less if they are able to cut the magazines apart then scan them that way. Also, (indistinguishable) about \$150 per year for the 48 page Bugle. The other company I talked to will charge us \$1.00 per magazine. Less Cost. You don't get your magazines back. When you're happy with the scan. they recycle the paper. So I don't know yet, I don't know how much we have as far as magazines that we have extra copies of. I don't know either what the scans are going to look like. Once they are back I'll pass them on to the Board. But they were the two most reasonable people, reasonable companies that I found. There are a lot of people who want \$5-10.00 per magazine plus additional cost for OGI which will allow you to scan them (indistinguishable) Lot of the expensive ones out there seem good but some are large companies.

Alan: Bill was there a member who said something about 6 dollars per year but the option would destroy them?

Bill (indistinguishable) Basically \$19.68 for the 48 page issue For a hundred, \$228 a year approximately to get all 12 of the magazines done.

Alan: Okay, That's good information. The other thing we have to consider is if these are available on the web site, the hosting of those costs and I know there are some costs there, I think we had a rough estimate at one point from Peter Garipey, but I don't know that we need to finally update those numbers.

Bill: Yes, I'll ask Peter. Also the magazines that have been done by Cindy are already available for the last 8-10 years, are already available online. We don't need to do anything with those issues.

Alan: Ok, any discussion points or questions for Bill? (no responses) No Questions? So Bill when do you think we should look for an update when you have the scans sorta prototype scan back?

Bill: I don't think they'll have that back before the end of the year.

Alan: Ok. Gentlemen I thank you for helping with this, moving the ball down the court.

Bill: I'm sorry we lost Brian's copies.

Alan: Yeah. The copies that Brian De Pouli had and had offered to us were lost in a computer crash. I feel badly for Brian, I know how awful that is. So regrettably we don't have those as an option. Okay, if there aren't any other questions about this topic we going to move on to following up from our last call, we had discussed advertising in Hemmings, and I know John did the work to investigate that and sent an e mail to everybody, but it's been since October so John's offered to refresh our memory on that. So John De Fiore you have the floor on Hemmings.

John D: Okay, uhm, the e mail was recent I believe, with the three separate categories for potential rates, and, I don't know how to consolidate those for purposes of this meeting. So three separate magazines, there's the Hemmings Motor News and within Hemmings Motor News there a price for the Buick production section, and a separate quote for the classic cars magazine. I have made a recommendation that we simply go with the Hemmings Motor News in the Buick directory section and my recommendation is to go with a 1/3rd page ad which is \$1,083.00 per month, and just to do it for three months. And this ad is not to advertise for membership, this ad it to advertise the National Meet. That people who are not members of the Club will have an opportunity to know there is a National Meet going on and may be attracted to the National Meet. There, uhm, would be a nationwide ad, not targeted to a particular area, but I don't see where that's a problem. But it would cost about \$3,500 a year to advertise this, and again it's not advertising for membership, it's an advertisement directed to/ for the national meet only. That's all I really have on it, I mean other than when we would run the ad, and I think the ad should be run for April, May, and June, and we don't have to use Cindy for the art work, the Hemming Motor News people would do the stuff she normally do for the ad. So..

Bill: So how, this is Bill, how would we know if the advertising is effective?

John D: The only way we would know I think is if we saw an uptick in the number of people who join as a Member at Large at the National Meet.

Alan: Other discussion?

Ed: This is DePouli, can you hear me? I don't know if my phone's on or off.

Alan: Yes Ed, we can hear it.

Ed: I'm sorry. I didn't know which way I was. John, are you making a motion?

John: Uhm, I had not made a motion, I simply put the information out there for discussion. And I have not heard any discussion pro or con.

Ed : I make the motion we approve three months.

Alan: Okay, now that Ed has made the motion to do this three months of advertising, John is that line second?

John: That's 1/3rd page in the Buick Production Section,

Ed: That's as you specified, what's that page? I didn't hear you say, April, May June?

(indistinguishable)

Larry: And it costs approximately \$3500.

John: That's correct.

Alan: Okay, Thank You. Is there a second?

John: I'll Second it. (*assigned Motion # 2017-2018-16*)

Alan: Who was that?

John: John D.

Alan: Seconded by John?

John: Yes,

Alan: Discussion?

Bill: So where would this money come from? Would this money come from our National Meet Account? Or does money come from our standard account:

John: This is John, I believe this money comes from our standard account. This idea is an extension of the talk about doing something to help each individual group that's running a national meet. So this is money coming from the Board, not the NMC.

Bill: Okay

Brian: Well, I like the idea of advertising, and have suggested it in the past. I think it is incredibly expensive and I don't see a return on the investment.

Ed: Who is this?

Brian: This is Brian Clark.

Larry: This is Larry trying to thank you cause that's what I'm about to pay to make sure I get the bill for that and that just brought forth the question from Bill about where is the money coming from. So that's why we have the discussion now. I agree with you on that, it is very expensive.

Bill: This is Bill, I don't think we really can measure this. It's not something that we, I don't see how we can measure this. (*indistinguishable*)

John: This is John D again. I, the main reason we were talking about this because at one point we were talking about how to help the groups that run these national meets, whether a cash infusion to help cut the costs of the banquet or any other reason, so this in lieu of covering any cost of the banquet or covering anything else. But you know, if people don't even know we are having a national meet, people who are non members, then how they know? There could be people in Denver who get the magazine who don't know anything is going on. If we advertise it who knows? We may pick up a person here or a person there, you may pick up several people, but part of it is not really about getting a return on investment. Certainly if we gave the money to the group that's running the national to offset the cost of the banquets or tours or anything else, you would get no return on that investment either. This is basically the National Meet and helping out the group running the event and trying to get more people going to the event.

Ed: It seems to me to be a feature of separate issue, appeal to antique car enthusiasts who are not members of the Buick Club know what's going on with the Buick Club. This is an outreach to non members.

John: This is John, and I would agree with that Ed.

Alan: Okay, is that end of discussion?

Terry: Yeah, this is Terry out here and I think there's a whole lot easier way to do this and is a whole lot cheaper, that might be more effective. That is to have your local television and people advertising people in the area where the meet is going to be, get a hold of those folks and let them know what's going on. That has never been done to my knowledge.

Bill: Bill, that has been Terry.

Terry: But where? And when? I've been a member for 30 years..

Bill: Ames, (indistinguishable), South Bend, television and radio did all three of those.

Terry: Okay, those would be meets I never attended so I wouldn't know that.

Alan: Terry, to your point, a little bit later, it's the last item on our agenda, but it's the other category of top five, is the item which you've been talking about which is, arranging for more local publicity. So that discussion's coming up too, and there's a possibility to bring that up. I don't want to confine you to that but I just wanted to make sure if there's a National publicity question or a local publicity question, we're going to revisit here before we're done.

Terry: Okay

(indistinguishable)

Bill: This is Bill, I noticed in your e mail that it says the rates were for color placement with Hemmings (indistinguishable). What if we, did you ask for prices on black and white? Or do they even do black and white ads?

John: I believe that was black and white ad but it does say color placement, so I do not know. I think I asked for that. There is a whole ream of e mails going back and forth and I do not know off hand if we ended up talking about that

Bill: Alright, what I see here is the last one that got sent was for just color (indistinguishable).

John: Yeah, but all the ones that were sent all together are below that in that particular string of e mails. So, at least I think they are. But I can send the whole thing again if you want. (indistinguishable). They kinda go backwards.

Bill: I believe while I sitting here reading this..

John: Yeah, when you're in G mail, the most current one is first, then the previous one, and previous one, when they are forwarded. But I, but I, we did go over a lot of stuff. I just do not know it off hand.

Bill: oh.

Alan: Okay. So if there is any other discussion otherwise there is a motion on the floor and I want to make sure I get it right. Is made by Ed second by John: That we would approve three 1/3 rd page ads, in Hemmings Motor News, I think did you say in April, May, and June, for \$3500.

John: Yes that's it

Alan: Alright, that's the Motion, so shall we start with people who object? Are there objections? (indistinguishable)
Okay, Terry?

Terry: I vote No

Rick: This is Rick. I'm also No on this. I agree with what Brian said and Bill, that's too much money for uncertain benefits.

Roberta: The other, this is Roberta, the other thing is for June, for June that's pushing it awful close to the event, and if you want people to register (indistinguishable) It's probably too late.

Brian: Yeah, their June issue probably comes out in March.

Roberta: Yeah, not quite that early. (laughter)

(indistinguishable)

Bill: This is Bill, I vote No.

Brian: Brian Clark votes No.

Roberta: I vote No too.

Alan: Who is that?

Roberta: Roberta.

Alan: Roberta votes no ?

Roberta: Yeah I think we need more (indistinguishable)

Ed: DePouli votes Yes

Alan: Okay, other Yes votes?

John: I votes Yes, this is John. I have nothing from Bob or Larry.

Bob: This is Bob. I vote Yes

Larry: And Larry will vote Yes.

John : The motion still fails 5 – 4.

Alan: Motion fails 5- 4. Okay, thanks everyone for your discussion and John for your work on that. It sounds like maybe we want to revisit it so we certainly are open to doing that if we want to put together another look at this. Alright, thanks everybody for that. The next update is Chapter Coordinator, and John, I'll go ahead and start if you want?

John: Please do.

Alan: So on our last call we had a discussion the ongoing opening for the Chapter Coordinator and John and I volunteered to chat and see what we could do to advance the cause. So, two things have happened, one is that John, very I think appropriately, looked at the current job description and went Wow! That's intimidating, and it is. It's voluminous and intimidating. So, John has suggested re-writing in effect, the job description and rules and regulations that went with it. Those were attached in the e mail that I sent out so you may have had a chance to look at those. It would significantly shorten the job description and clear it up, and I think improve it overall. The only thing I'm doing is I have reached out to the Heartland Chapter cause, The Heartland Region I should say, I'm working with them on some other projects, and we're going to start with this new job description, and get the word out among the Heartland

Chapter members and see if we can scare up some names. I've got a couple of leads already, so that's going to be the first step, and then we'll see how that goes but probably extend the outreach to the other regions and the other chapters. So we're looking for suggestions for some good suggestions of names and people that we can reach out to directly and talk to them about it. So, are there any questions about the rewrite of the job descriptions as John has attached it, and obviously, John, you can jump in here?

John: I don't think I have anything to add to that other than the job description as it exists is over 20 items long. There's repetition and there's uh, just a combination of, looks like it's been a combination of various ideas over years. And the way that's, uhm, that I attempted to rewrite the description was to re write it so that somebody whose fresh in the job will have an idea where to start, and what to do, and what is expected of them, at the beginning, as opposed to somewhere later on down the road. And, uhm, and that's the (indistinguishable) just written so that someone could start fresh and know what's expected of them.

Brian: Well, this is Brian Clark and it looks really good, I read through it, I think you did a great job. Thank you for your work on that.

John: Thank you Brian.

Larry: This is Larry and I, yeah uh, in comparing the two, yes it is a little more streamlined. It's still a little overwhelming but what the Chapter Director/ coordinator in our area once had to discuss with me. So it is better, but I still don't know about for myself, I, if I wasn't on the Board would I want to do something like this? Boy this is a big responsibility.

Alan: Larry this is Alan. I agree with you. I think that's why we have to find individuals that we think have some promise or come recommended to us and reach out and talk them through kind of what their relationship is. I mean, you know, that they are intimately involved with the Chapters which is very important to us, very important to the BOD, so I think it still requires the personal touch that you found when you were making your calls.

Larry: Yes, and that's, Larry again here, that I've spoken at length with Hank Reus Jr about those things. When he was having his, essentially he was having a meltdown cause he had way too much on his plate, and that was just a little too overwhelming for him. So then of course he washed his hands of the whole business after that.

Rick: This is Rick I

(at this point the tape in the recorder ran out, and after re load the meeting continues)

Alan: So Rick, Your comment about adding some language there to quarter up the specifics on financial distribution and any profits.

Rick: yeah, that's based on the fact that I'm linked to the Heartland Region, has elected the responsibility of the Director to make sure that the financial results of the meet get distributed and that the profit or loss also gets distributed to the Chapters that contribute.

John: Alan, its John, if I may. I did speak to Donna (Syrdal) about what goes on out there and the Heartland Region is way, uhm, light years ahead of all the other regions in terms of the fact they have their own set of by-laws. And what was written here was not intended to replace their by-laws by any way shape or form. I think their by-laws are very good. But I think they are very local to that region. And there's no requirement anywhere that a regional meet proceeds be distributed to other chapters within the Region. For example, my own Chapter, The Upstate New York Chapter ran our Regional Meet this year, and past regional's that have been run in the, um, Northeast Region, there's never been a request or requirement for, um, sharing of the proceeds of these meets.

Brian: This is Brian Clark and I agree with John. The Heartland Region operates differently from the rest.

Alan: Okay. Very good point. Yeah the Heartlanders kinda have it's own set of way of doing things there.

Brian: We gotta spend time doing what they do but we don't need to tailor this specific change to them.

Rick: Yes, this is Rick, I agree, I was just pointing out that that's something that we do at the Heartland Region. If other Regions want to or are handling it different, that's fine. I just wanted to call it to people's attention. ,

John: I think that's the Chapter coordinator, whoever is appointed eventually, could certainly point that out to the other regional coordinators, but I don't think that it should be written into the description of the job. (indistinguishable)

Alan: Was there another comment? (no responses) So, John, are we ready to put this to a motion and vote do you think?

John: Yeah, I think so.

Alan: I think so too. So, looking for a motion to approve to the rewrite of the chapter coordinator job descriptions and rules and regulations as John De Fiore has outlined.

Larry: Larry so moves.

Alan: Thank You Larry

John: Now this means, excuse me Alan, John D again. This means this is a change to the by-laws so this is gonna have to be printed in the Bugle and go through all those steps again.

Alan: Do we have a second?

Brian: Brian Clark seconds. (assigned motion # 2017-2018-17)

Alan: Brian Clark seconds, Okay. So the motion is to: approve the change to the Standard Operating Procedures and the rules and regulations as it relates to Chapter Coordinator. As John pointed out that would require being printed in the Bugle. Larry has moved, Brian Clark has seconded, we've already had a lot of discussion. Is there any other discussion?

Alan: If not I would call for the vote: Are there any objections? (no responses) Are there any abstentions? (no responses) Uhm, no Objections, no abstaining, sound like we have a unanimous approval.

John: Okay

Alan: John, Thank you again for your work on this.

John: You're very welcome.

Alan: Okay Thanks folks for, we're moving, we're moving along here. The next item is Bill Stoneberg and a Budget update. We've already had a bit of a discussion about that but Bill you have the floor for whatever you want to tell us in addition to what you've told us.

Bill: Okay. Basically, we're making money again this year, at the moment. We had a good month in October, and August for advertising, so we're ahead of budget there. We've also brought in a lot more money than normal for the Buick Heritage Alliance and we make 4% profit money that we pass through so that helps. So right now we're about \$15,000 ahead of budget, for the year. I'm sorry, ahead of expenses, put it that way, so I'm happy about that. We just, you know, up and down a little bit this year, there doesn't seem to be real consistent, but I have noticed that, you know,

when our renewal rate is up in the 90%, like it was in July and November, we're doing a lot better financially that month, than we do when it's into the 70%, like it has been the other 5 months, so. Nothing, you know, sticks out other than that. Uhm , oh, that's really all I have.

Alan: Are there questions for Bill?

Bill: Something I was going to add, is that our CD's are starting to come due at the end of this year. We're gonna look at a different way of investing them to try and make more than the, you know , the 1% , or whatever, were making.

Alan: Yeah, Bill,, for what it's worth there's a credit union here in Cedar Rapids area , eastern Iowa area, that is paying 2 percent plus, which, you know, isn't a lot but it's a lot more than some. So I'm sure they'd be happy to talk to you.

Bill: Alright

Alan: Anymore comments or questions for Bill then? (no responses) Okay Bill, always appreciate your work on our behalf, and keeping us informed and keeping us updated. Okay Next item is an executive session:

(Details of this conversation are posted in the minutes of the Executive Session of 12/11/2017)

(Return from Executive Session)

Alright, Thanks everyone. One more thing is on the order of business, and, boy, this goes back a long ways. But back in July we talked about putting together a list of the priorities for the year and we didn't get time to discuss it on our last call so I asked folks to kind of resubmit maybe a hot item, a top item, and as Brian Clark suggested at the time ; good to keep it focused on things that either help retain members or recruit new members. So John De Fiore did send three items that he found particularly interesting and I attached those, and thought a discussion of those would be good. One is non BCA members, the other is about using our Facebook to fulfill social media strategy, and the third is helping to promote the club in the local town where the meet is being held, National Meet. So, John, I think I'll open the floor for you. You want to talk a little bit about them?

John: Okay, the first item that I put down was: I, uhm, think I would like to see the club develop a membership program for the Chapters so Chapters can have non members join them legitimately, and with the intention that eventually these people either join the National, or leave the Chapter. And I do not have any details regarding a program for this. I've not done anything more because quite frankly I didn't even know it was going to come up until just the other day. But, um, I'm thinking that if these people join the local club , I think most local clubs have people who want to join them who are not members of the BCA for whatever reason, and some of these people are very active people and they could be very helpful to the local club. And, whether, if they belong to the local club and not to the National I don't really see it as a major problem for the National because these people, even though they're in the local club, are still not getting any benefits of the National since they didn't join. So, um, I would like to see if we could develop some type of a program but I would actually need time to flesh out what that type of program would be. So..

Alan: Okay

John: And then there..

Alan: I get the

John: (indistinguishable)

Alan: No, go ahead John

John: Well, we probably should discuss these three things a little bit separately, and I'm not ready to make any type of motion or anything. So if it could be opened for discussion.

Larry: Thank you John. This is Larry. Again with being a Chapter Director too we have that issue also. We have some people that would love to show up all the time and participate but they just say, the BCA is too expensive for me, that's it, and I'll bring my car to your local show and etc, and sometimes I get them to volunteer for things. But they don't want to be BCA members so we can't have them as a Mason Dixon Chapter member. But they are valuable to us.

Rick: I agree with what's being said. I like this proposal, I know it's not a proposal yet but I like the idea. In Chicagoland as treasurer, we've got this problem. In fact I just had to remove 5 people from our roster because they chose not to be National Members, and yet they had come to, not all, but many of our events in the past, and so we've lost you know, a hundred dollars in membership dues from these 5 people. So I think this is a good idea.

Alan: Okay

Larry: I would love it if we could put it into some, you know, acceptable form for everyone,

Alan: So is this worth having, and John I don't want to speak for you but, it sounds like an interesting idea that warrants some further development. Do you want to do that? Or do you want to have a couple of people assist you with that? How do you want to proceed?

John: Well, I would like to draft something and have the whole board involved in the development. We don't have to do it on a Motion but I certainly don't think I can get it done before the beginning of the year to be honest with you.

Alan: Okay, I think you can take your time then. Great, that sounds terrific.

John: If anybody has any ideas that they want to shoot to me I'll try to incorporate them into the program, and um, we'll see how that goes.

Roberta: The problem with this whole thing is insurance. That's where the whole thing gets into the same thing with the National Meet and making people a member for a day. One of the, I think Buicktown was looking at having people sign a piece of paper that says they were involved with the event and then turn it into the insurance, er, turn it into the office if there was an issue with insurance later down the road, they have a record that that person was at the event or at the meeting, or whatever.

Larry: Larry again, excellent point Roberta, because I know for us, and all of us, when we're setting up events, such as a car show, I know our dealer Phisengers(SP) they have their insurance for their site and all, but if we're doing a tour or something like that then it's back onto the BCA as long as we put in our tour requests and things like that.

Roberta: The insurance thing is where the problems come in and it's unfortunate we've got that far with the world, but that's the way life is.

Alan: Well maybe there's a way to tackle this.

Roberta: well, the way to tackle it is to put a stipend on the people when they come to an event or they sign their name and say they were there. I think that more than likely we should be talking to the insurance company and maybe to a Lawyer, I don't know. Alan, I think you had some discussion maybe you need to start with the new insurance company and see what they say?

Alan: I don't think they'd have any problem. Here's my opinion, uninformed, you know maybe there is some discussion we need to have but they've accepted our definition of members, so I don't know if we have to ask them how we need to define a member as long as there's genuine (indistinguishable)

Larry: Larry here

(indistinguishable)

Alan: I'm sorry I don't mean to step on you Roberta, Go ahead.

Roberta: You could ask, say I'm asking for a friend? (laughter) .. just being silly.

Alan: Well, that's a good point and something to think about as we, as the proposal is developed. So, that's something to keep in mind. Happy to go to the insurance company and get some clarification but I just don't want to leave it open for the insurance company to dictate to us how we define membership.

John: Alan, it's John, if I may have the floor for a minute?

Alan: Great John, it's yours.

John: When we discussed the new insurance company, one of the topics in that was whether or not spectators would be covered at an event. And the agreement I thought at the time was that: Yes! Spectators are covered. This insurance thing goes back to decades ago when the Member at Large was developed. And everyone was told that you couldn't say, you couldn't charge a spectator to come to an event because then you would be considered part of the club and if something happened you could sue the Club and sue the Club's insurance. And quite frankly, I'm no insurance guy, but I bet you dollars to donuts that if anybody gets hurt anywhere near one of our events and decides to sue, they have an option to sue. You can't stop that from happening. And, you know, ultimately, the old insurance, if you go by the definition that was promoted to this club, basically puts all the eggs in the basket of the local chapter. If anybody got hurt at the local chapter, I think the thought process was that the National would be scott free. And I don't think that that's fair, and I thought the new insurance was written around that. So that spectators are covered, and if spectators are covered, anybody who's not specifically a member of the Club ought to be covered. But I do believe your right we can get this written into the program, and make it an acceptable part of this thing.

Larry: Thank you John, this is Larry, Yeah, I'm sure there would have to be some point of definition there. Thank You.

Alan: Thanks for willingness to take this on John. I know it's getting late so let me touch on the last two items. The social media strategy and using facebook page as a tool to generate (indistinguishable). I think we've ramped up our game on that. Brian Clark (indistinguishable) some months ago. And I think our Facebook postings have improved and in the last (indistinguishable) Roberta have volunteered herself as an active role in that too, so, I think with Brian and Roberta working on this we can see some more good work reaching out. This is one of our best outreach tools, so I think we've got some progress already made on that aspect of (indistinguishable).

Roberta: Yes, I already put up a (indistinguishable). Over 300 people have liked it. (laughter)

Brian: This is Brian, I think we'll have over 10,000 members or likes by the end of the year.

(indistinguishable)

Alan: Terrific

Roberta: Brian, I can do that. I can do that inviting my 300 friends. (laughter)

Alan: That sounds great Roberta. So John it was your point, I didn't mean to take the words out of your mouth.

John: My question was whether or not somebody on the face book page could get the direct knowledge of the National Meet and membership application, that type of stuff, without being sent to the BCA web page. I don't go on Facebook so I don't know how it works. I don't know how that stuff can be put up there and left up there?

Roberta: Yes John. Yes John, consider it done.

Brian: There is an event already on the Facebook page for the National Meet. For a brief time this summer I had about 8 months of a calendar event updated on the app, on the Facebook site, I (indistinguishable) my momentum there but like (indistinguishable) this spring will have the calendar event fixed from the Bugle site posted on the Facebook site as well to keep that interest active.

Roberta: If I beat you to it you gonna be mad at me?

Brian: Absolutely not. (laughter)

Alan: In this day and age that's a hugely powerful tool. And John your last point was actually Terry's point about publicity at the local level for National Meets.

John: Yes, You know when Terry first said that and we talked about the publicity at the central area wherever we were gonna have a national Meet, I was against it because I say to myself: why are we just worried about the area around the national meet. What I think we need is, I think we need a permanent committee that address not only the radio television and that stuff but addresses the multitude of other web sites with the Buick stuff. I only go to two or three places on the web at night, because after that I get bored and have to turn it off, but there's hundreds of sites out there that are Buick related only. Like the GS Club, you know we think about the GS club in terms of the older cars but there are the 1999-2005, whatever it was, GS group, they are a separate group out there. You got an Electra group on some old site, oh my God there's so much stuff out there I, I, ah, you don't even know what's out there. And what we actually need is, we need a group that can coordinate all this activity across the Web, or at least try to begin to, you know, database it so we know what's out there and advertise in many more place than just in the Facebook, or just with the BCA webpage. And that's what I think. I think, and that person also could be responsible for going to the radio and television and other things in those area. So it's one person or one group coordinating, or at least a coordinated attack in terms of advertising and uh, publicity. I think that's something we really should do.

Alan: give that an alleluia and an amen. (laughter)

Alan: so, what do we think our next step is here? To the extent I can help, I'll volunteer myself to assist. I was talking to John Steed earlier today about how we can, I know a little bit about local media and can generate some contacts from the local TV stations in Denver for example, if we can get them interested in doing a little coverage.

John: The problem with a Board member doing it that the board is constantly changing. And what we need is a group or a committee. And what we need to do I think is to, maybe we can get Pete (Gariepy) the webmaster to send out one of his e mails to the members who at least have e mail address, cause anybody who doesn't have email is probably useless in this anyhow, but to see whether or not there's one or two volunteers that will work together from the membership, as a group to coordinate and database all these various sites.

Terry: Thanks, this is Terry, Can I throw something in here and make a suggestion while we're talking about this.

Alan: You have the floor Terry

Terry: Okay, With all due respect for what John is saying, I'm going to have to disagree with it. You don't need a group of people. What you need, what we really need as a group, is we need a guy that is that has the personality of William Durant. He can charm a bird right down out of a tree. That was a, that's a direct quote from one of the guys in the book that's talking about Durant. What I would like to suggest is that we talk to Larry Gustin. He is in retirement right now and he loves nothing more than to talk about Buicks, talk about David Buick, he writes about Walter Marr. He would be an absolute natural for somebody to be a spokesman at the base of the Buick Club of America to the general public. I think its worth to ask, to talk to him, to see if we could get him to do something like this. He was, after all he was the publicity director of Buick Motor Company before he retired from GM. It only makes sense, you know, to have somebody of his stature and magnitude to do this. What do you guys say? What do you think? Roberta?

Roberta: I think we can ask him for ideas. I don't think you're gonna get him to do it. I was in a meeting with Larry a couple of weeks ago and I don't think, he's kinda winding down and finishing the latest version of, I forget which book, whether it's another version of Durant, maybe finishing that up? And at this point maybe put that out, although I haven't seen anything yet, but I think it might be worth asking him for some suggestions. Maybe, But I don't think you're gonna get him to do anything. That's what I (indistinguishable) (laughter)

Terry: Okay, It was a worldly thought you know, anyway (indistinguishable).

Roberta, Oh Yea

Terry: He'd be a natural guy to do it.

Roberta: Yea, I don't know that you'd convince him to do it because I don't, um, it's not fair (indistinguishable)

Terry: It's not fair to, he's enjoying that retirement too well probably, right?

Roberta: Well, I'm trying to do that too. But I don't mind sitting at the computer all day with my laundry sitting in the washing machine and putting it in the dryer.

Terry: Okay

Larry: Larry here. And while I agree with the premises Terry puts out about promotion publicity manager/director things like that, and I know with our local chapter Mason Dixon, one of the great things that Phisingers (sp) Buick would do for us is they would do their e mail blast, and they would have their people who handle their normal publicity for selling Buicks, selling GMC trucks, for the Harrisburg region, they put all our stuff out and promoting our show. And just like we're grasping at straws trying to think who would be the person to do this or I'm thinking with Larry Gustin doing it, it's a someone, it going to probably be a group effort by a committee depending upon where the region is. And I think that still needs to be address under the NMC, if you ask me.

John: If I may add, Alan, this is John again. My take on this thing was that, it's important to have a spokesperson. Whoever that is I don't know, but the real focus here should be identifying where to go, and thats why I think we need a committee, is to help identify what are the places we need to put this stuff, not necessarily what we put there, although that's part of it, but most important is, where do we go to put stuff in the first place. If you had a national group and they could, you know, target any market where the actual National Meet is and then you have like a coordinated thing sorta like the group that works with the NMC Helms Brisco. You know, I mean they database their stuff for all over the country so that when you call and ask about Timbuktoo, all they gotta do is plug it into the computer and they say; Timbuktoo? We go here, there and the next place. That's what I'm talking about, that's what I think we need.

Alan: Roberta?

Roberta: Let me start a list of all the Buick things that I know of, which is pretty extensive. I told, *(indistinguishable)* the other day, I can spend all day looking at Buick stuff on the Internet , and some days I do. But I'll start a list and we can go from there.

Alan: Sounds great Roberta, and thank you. And John, for what it's worth, I completely agree with you about having the target of where we need to go. It's the first step, having a great message and even a great messenger to your point Terry is terrific. But it's effective only if we know how to use those resources, and where, who we're talking to. And I think that's the point you're making there John, I totally agree with that for my 2 cents.

John: And I still believe that one of the easiest things to do would be to ask our members if they'll be on a committee, for maybe a 2 year commitment in order to develop this list. You know, I mean the worst that that could happen is no one will say that they want to do it.

Larry: Larry here, And I was just mentioning about I put out to John Steed about having the 2021 Meet at Gettysburg, there's the tourism office that's there that sets up all these wonderful things for to promote tourism. And they're the ones who usually make the contacts with the local, TV, radio, news , newspaper outlets,

Roberta: Don't trust them to do that though

Larry: You have to keep on them, I found that out with us up at Harrisburg

John: You know, when we did our Regional here back in September I personally contacted our, the TV stations. I did not go to the radio stations, but I contacted the TV stations. And then we had a rainy day, and nobody showed up in terms of the TV. We still had 75 cars, but we certainly had no press coverage because it was a bad day. But most important thing is that we know where to put stuff, and we won't know where to put stuff unless we have somebody who is gonna sit down and develop a list.

Alan: Well, Roberta will do that, sounds like, Thank you Roberta, and you know, lets, maybe a message in the Bugle is the right way to go to see if we can interest members in volunteering their services. I want to make sure that we get someone who be qualified, and I don't think just because they volunteered necessarily means that that would be the right person or persons. But I think the Board would still have to, you know, approve it, approve this person so they would have to come with some credentials and the ability to work with a plan and work/play well with others too.

John: Good point

Roberta: Well, I just got three more people to join the BCA Facebook page. But I'm not out of my friends yet. *(laughter)*

Alan: Alright , so I'd be happy to use this as a message in an upcoming column for example , if you don't think that would be a good way to go, or we can do something separate in the Bugle, if not a column.

John: I, I still think we should do just and e mail blast . Space in the Bugle first off won't even go out until February, at this point now it would even go out to March actually. Dec 15th is the cut off for February. IF we do an e mail blast you're going to people who at least have e mail addresses. Doing it in the Bugle you going to people who don't even ,uhm, go on the internet, what good is that gonna do us, you know?

Alan: Excellent point John, excellent point. Okay, Uhm. So you and I want to work together on whose the person is to put together the email blast? You know, we have to write it.

John: I'm sorry, you addressed that to me?

Alan: I was just wondering. Do you, I don't want to leave this in your hands cause you've got enough on your plate. You've volunteered for enough, so I'd be happy to work with you on it or anyone else that wants to.

John: Sure. If anybody else wants to take they can do that and it'll step down, and if nobody else will, I'll step up. (no responses) Sounds like I stepped up. (laughter)

Alan: I'll be happy to help to the extent I can be of help to you.

John: Thank you very much. Just to let you know I've got 9 more minutes of tape then I'm done.

Alan: Yeah, I think we're done. We're at the end of our order of business which has gone longer than I had hoped. I appreciate everybody's patience and engagement and involvement, and great ideas. I would be inclined to call for a Motion to adjourn, unless there's any other pressing idea for this one.

Larry : I'll make that motion

Terry: I'll second that

Alan: Larry Moved, Terry seconded, if anyone objects, say so now. (no responses) Otherwise we stand adjourned, I thank everyone and if I don't talk to you, Happy holidays, Merry Christmas

Meeting adjourned 8: 52 PM

