

**Minutes of BCA Board of Directors and Attendees Meeting,
held on Tuesday 29th April 2025, via conference call.**

In Attendance:

The BCA Board members who were in attendance included;

Jack Welch, Melanie Mauser, Jerry Courson, John McCarthy, Bill Gorman, Sid Meyer, Bob Starzyk, Tim Turvey, Mike Meyer.

Therefore there were eight voting members in attendance.

Other regular attendees whom were present included; Chapter Co-Ordinator Anne Gibson, Chief Judge, Alan Oldfield, Assistant Chief Judge, Adam Martin, Bugle Editor, Pete Phillips and Cornerstone Group Manager, Mark Wheeler. Special Guests Attending; Ajesh Parikh who is a candidate for the BCA Board elections. Jacob Fuller, who will talk to the Board about developing, presenting and promoting social media management for the BCA.

There was a total of sixteen people on this conference call.

1. Secretary's Report presented by John McCarthy.

John McCarthy commented that the Minutes from the 18th March 2025 meeting had been circulated to all BCA Board members and other attendees. He asked whether there were any comments for discussion arising from these minutes. There were none, therefore it was moved by Sid Meyer that the Secretary's report be accepted, and it was seconded by Melanie Mauser. The meeting approved them 8-0.

2. Treasurer's Report presented by Jerry Courson.

- a. Jerry Courson reported that the net income for the year to date was \$67,000.
- b. He further commented that the accounting processes need to be developed and changed further to spread the income over the year.
- c. It was moved by John McCarthy that the Treasurer's report be accepted and was seconded by Tim Turvey. The meeting approved them 8-0.

3. Personnel Committee:

Tim Turvey commented that there was nothing to report.

4. Insurance, BCA Divisions, Other Clubs, Regions and Chapter Committees:

Jack Welch commented that he had nothing to report.

5. SOP Committee:

- a. Bill Gorman commented that SOP 32 had been published in the April edition of the Bugle and on the BCA website.
- b. He said that SOP 7 and SOP 20 have been updated.
- c. Each of the above SOPs have to be voted on separately.
- d. Bill Gorman explained that SOP 7 has been revised and it explains the dispersal of BCA funds.
- e. It was moved by Jerry Courson to approve the revised SOP7. This motion was seconded by Sid Meyer. The motion was passed 8-0.

- f. He said that SOP20 was about moving the BCA Charter from California to Minnesota.
- g. It was moved by Tim Turvey that the BCA's charter be moved from California to Minnesota. This motion was seconded by Melanie Mauser. The motion was approved 8-0.
- h. Bill Gorman thanked Jerry Courson and Tim Turvey for their help in revising the above two SOPs.

6. Finance and Strategic Planning Committee:

Jerry Courson explained that he is very close to finalizing the 2025 first quarter budget. It was asked by Jack Welch that the meeting move and accept the first quarter budget as it is. This was moved by Bill Gorman to accept the first quarter budget and it was seconded by Bob Starzyk. Motion was passed 8-0.

7. National Meet Committee:

Sid Meyer made the following comments;

- a. The 2026 National Meet Committee is making good progress and they are looking for approval for the use of the Buick logo in their artwork. The comments from the meeting were very positive for the logo. It was moved by Jerry Courson to approve the logo for the 2026 National Meeting. This was seconded by Sid Meyer. Motion was passed 8-0.
- b. He is now looking at organising the 2027 meeting, along with Jeff Breshares from the Central Ohio Chapter in Columbus.
- c. Sid Meyer also commented that there is a committee being formed with the Buicktown Chapter to look into hosting the 2028 National Meeting.
- d. Tim Turvey commented that the South East Michigan Chapter is keen to be part of the 2028 National Meeting.
- e. He also mentioned that other Chapters are showing interest in helping at this event.
- f. Sid Meyer commented that there were questions coming up from BCA members about making the 2028 National Meeting a non-judged event, as it has been with past meetings held in Flint.
- g. Tim Turvey commented that by having a judged meeting you were more likely to attract a better quality of vehicles to the meeting.
- h. There was further discussion from Board Members about the number of judges required for a National Meeting and where these people come from.
- i. Jack Welch commented that it was usual to recruit the judges from the people who attend the meeting and for a national event approximately 60 judges are required.
- j. The motion to accept the National Meet report was moved by Sid Meyer and seconded by Bob Starzyk. Motion was passed 8-0.

8. National Chief Judge's Report:

- a. Adam Martin commented on how the Driven Awards were going to be presented at this year's National Meeting.
- b. Alan Oldfield explained to the meeting that the Driven Award will be presented on the show field.
- c. In the absence of Ricky Pirch, Melanie Mauser was now going to be in charge of doing this for this National Meeting. John McCarthy and Jack Welch will assist Melanie Mauser.

- d. He further commented that Marty Jablonski was going to be the Head Judge at the 2026 National Meeting.

9. Chapter and Region Co-Ordinator Report:

- a. Anne Gibson commented that the new Delaware Chapter wants to change its name to Delval. She doesn't see any problem with doing this, and her comments were supported by the Board.
- b. She further commented on her failed attempts to make contact with a number of BCA Divisions. These included; the Pre-War Division, 58 Division, 59 Division and The Buick Performance Division.
- c. Anne Gibson had made contact with all other divisions. The 65GS Division indicated that they had been inactive for the last two years.
- d. The Modified Division indicated that it only had two members.
- e. Jack Welch commented that we need to address the issue of BCA membership numbers, as stated in Article 7 (Chapters) and Article 8 (Divisions) of the BCA By-laws. There was further discussion with Board members on what can be done to address these issues.
- f. Jack Welch and Tim Turvey both commented that they would like to see "Brass" and "Nickle" chapters formed to cater for these eras of cars and to develop two functional and active Divisions within the BCA.
- g. He went on to suggest that the Board move a motion to send a letter to these Divisions; Giving them 30 days to respond to the Board's request concerning financial status and membership numbers. The motion was moved by Jerry Courson and seconded by Sid Meyer. The motion was approved by 8-0.

10. Roster Committee/Membership Directory Handbook:

- a. John McCarthy commented that the committee had a meeting on the 29th April and progress continues to be going well.
- b. He commented that between January and April over 22% of the BCA membership updated their membership and car ownership details. This will probably change again when Mark Wheeler does a further data clean-up, which is scheduled for the middle of May.
- c. Sponsorship is still being pursued from the BHA.
- d. Final editing will be done after the mid-May data clean up.
- e. Ordering and payment will be processed through Cornerstone.
- f. Cost per copy for the USA was set at \$20 per copy, which included postage. The cost for members ordering from overseas will have to be discussed further, before being finalized. This is because of the wide variation of shipping costs between different countries.
- g. The methodology of how to cost out and process an overseas order is of concern, when an order is taken.

11. Bugle Advisory Committee:

John McCarthy commented that he was communicating well with Editor Pete Phillips and that he enjoyed these conversations.

12. Cornerstone Liaison:

John McCarthy commented that he had nothing to report and that his conversations with Mark Wheeler have been very pleasant and productive.

13. Strategic Planning and Finance Committee:

Jerry Courson commented that he had nothing to report.

14. Membership Growth Committee:

- a. Melanie Mauser asked for comments on the interview which we had at this meeting with Jacob Fuller.
- b. Jack Welch accepted that this was the correct time to discuss the interview/discussion which happened earlier in this meeting.
 - a) Jacob Fuller was introduced to the Board as a person who is interested in becoming a media promotion consultant for the BCA who would manage and control publishing on websites, such as Facebook Instagram and others. His goal would be to promote the BCA activities and events and encourage new platforms.
 - b) He has a background in marketing and he is currently employed as a Museum Specialist at the Gilmore Museum.
 - c) Alan Oldfield spoke about Jacob's work with the Cadillac/La Salle Club and the strategies which he used to promote membership and activities.
 - d) Jacob Fuller went on to comment on the need to promote activities on these sites to increase membership and participation in activities. This included the introduction of Instagram, which predominately had an under 40s membership. The example which he used here was that, even though the Cadillac/LaSalle club was using Instagram, before he came along, there was a much lower membership and participation rate. After his promotions and communications started, the membership and participation rate increased from 700 to 5000.
 - e) He did say that his ability to publish regularly across multiple sites is because he is able to cut and paste numerous articles on a daily basis. This he does regularly using Facebook and Instagram.
 - f) Jacob went on to say that this was mostly because of the younger members now using the sites. Spring time was a prime time for car club users and participation.
 - g) When asked, Jacob was not aware how to get through to the "metrics" and how people relate to the websites.
 - h) Jack Welch asked Jacob as to how the process of publishing articles works in a club. Jacob explained that there are usually two people to whom articles are submitted to. This ensures consistency, quality and the need for daily communication. If anyone wanted something published, they can reach out to either of these persons.
 - i) Jacob Fuller asked the Board to pay him \$200 per month for him to do this job. He will guarantee a daily post on Facebook, Instagram.
 - j) His first priority would be to get set up and he would start publishing events and activities from the Buick Grand National meeting in May 2025, onwards.
 - k) Tim Turvey commented that Jacob was unclear as to the metrics used. The meeting agreed that the emphasis was to stop the declining membership.
 - l) Alan Oldfield explained that because of the Cadillac/LaSalle club hiring and using a media promotion consultant, they have stopped their membership decline.

- m) Sid Meyer commented that Jacob Fuller's promotional material could help stop the decline of GS and Turbo car membership. Tim Turvey commented that there was also a need to cater for old and new classes.
- n) The Board discussed offering Jacob this position. The Board will monitor his performance on a month-to-month basis over a six-month period. It was moved by Sid Meyer to offer Jacob the position. It was seconded by Melanie Mauser. Motion was passed 8-0.
- o) Jerry Courson insisted that we offer him a written contract for a year.
- p) Alan Oldfield commented about giving Jacob guidance as to what we require.

15. Awards Committee:

- a. Melanie Mauser commented that the design and production of the new medallion for the contemporary awards class has come out beautifully.
- b. Jerry Courson questioned the cost of these medallions and the need to purchase 100 of them.
- c. Melanie Mauser explained this to Jerry Courson.
- d. It was moved by Jerry Courson that the Board accept the new design of the medallion and the purchasing of them. Sid Meyer seconded the motion. The motion was passed 8-0.

16. Museum Committee:

Bob Starzyk commented that the choice of location is getting close.

17. Old Business:

- a. Bob Starzyk questioned the expense of staying at Hershey for the coming April event. The Board members discussed and suggested that to avoid these costs, you should stay at a city further away from Hershey which was much less expensive.
- b. Sid Meyer commented on the planned arrangements for the BCA Club to participate at the coming GS Nationals in Bowling Green.
- c. He said that there were five BCA Board members going to be present at this event. They would be accommodated in a tent and be given tickets to gain entrance to this event.
- d. There was further other discussion by members about the organization, including the availability of a credit card machine for processing any membership applications and other sales.

18. New Business:

- a) Mark Wheeler commented to the Board about the problems he is experiencing with one of the 31 BCA websites which are currently in operation, under his supervision.
- b) Since March 2025 he has observed this site progressively use more and more bandwidth it's at the point it is using up all of his bandwidth rented from the cloud.
- c) If this continues usage fees will be incurred and passed onto the BCA.
- d) Mark has been unable to obtain access to this website and he has been unable to contact the previous webmaster.
- e) The website contains only photographs which date back to 2012 and have not been updated since 2018.

- f) Mark is proposing to shut down this website. Prior to doing this he will make a copy of all the data on it.
- g) The Board discussed this and agreed.
- h) Tim Turvey commented on the need to amend SOP 29 to include a certificate and a medallion. The total cost for doing would be \$3125, which included shipping within the USA.
- i) It was moved by Tim Turvey to modify SOP 29. Sid Meyer seconded the motion. The motion was passed 8-0.
- j) Pete Phillips requested that the Board pay for him to attend the Heartland Regional meeting which is scheduled to be held in Independence Missouri from the 4th -7th June 2025. Motion to approve this was moved by Jerry Courson and seconded by Sid Meyer. Motion was passed 8-0.

19. Meeting was Adjourned:

Moved by Tim Turvey. Seconded by Melanie Mauser.
Passed by 8-0.

Next Meeting will be held Wednesday 21st May 2025. 7:10 (ET). 6:10 (CT).