

**THE VINTAGE MOTOR CAR CLUB OF AMERICA
MINUTES OF THE
1st QUARTER BOARD OF GOVERNORS MEETING
GULF OF MEXICO, ABOARD THE GTS *RADIANCE OF THE SEAS*
FEBRUARY 11, 2024**

OFFICERS PRESENT:

President	Duane Copley
Executive Vice President	Mark Hamlin
Secretary	Mike Welsh
Treasurer	Elaine Johnsen
Membership Vice President	Clare Oestreicher
Activities Vice President	Trisha Copley
Technical Vice President	Steve Fitzgerald
Publications Vice President	Ray Maxfield

PAST PRESIDENTS PRESENT:

2017-2018	Don Knight
2019-2021	Ray Maxfield

REGIONAL DIRECTORS PRESENT:

Florida	Tom Jevcak
Great Lakes	John Zimmerman
Kentucky	Clare Oestreicher (for Cliff Tibbitts)
Mountains & Plains	Randy Carlson
Northwest	Carl Edem
Southwest	Mert Houdek (for Owen Cotton)
TexOma	Ken Blake
Upper Mississippi	Dave Edmonds
Western	Dion Stams

President Duane Copley called the meeting to order at 8:25 a.m. CST.

The Secretary called the roll and declared a quorum.

Ken Blake moved to approve the minutes of the 4th Quarter Board of Governors meeting of November 14, 2023. Stew Long seconded. The motion carried.

Clare Oestreicher moved to approve the minutes of the special Board of Governors meeting of December 20, 2023. Elaine Johnsen seconded. The motion carried.

Elaine Johnsen moved to approve the minutes of the special Board of Governors meeting of May 26, 2023. Clare Oestreicher seconded. The motion carried.

Treasurer's Report: Elaine Johnsen

(submitted report)

The financial information is presented to you in its preliminary status. The information was reviewed by Robin & Mike McGrath prior to the final reports. There were no changes to the accounting details after the review. The next step in the year end close-out process will be the preparation and filing of the required 990 information return and the 990 tax return.

1. Statement of Financial Position as of Dec. 31, 2023, and Dec. 31, 2022

It is important to note that when we analyze the data, we look at the same information in various ways. This report is our Balance Sheet, showing our assets, liabilities, and equity. In this instance we are comparing it to the prior year. The reduction in cash reflects the loss of net income. Deferred Revenue reflects the membership dues collected in 2023 for 2024.

2. 2023 Actual to Budget Revenue and Expense

The second report is to see how our actual revenue and expenses compared to what we anticipated our results for the year would be.

- YE 2023 concluded with a decrease in Net Revenue compared to budget by (\$3,506) or 3.2%. Membership dues declined greater than projected by 12.5%. Tour income exceeded expectations by 26.1%.
- YE 2023 Total Expense was less than projected by (\$1,876) or 1.5%. The Bulb Horn Magazine actual expense was less than projected by (\$1,820) or 2.2%.
- YE 2023 ended with a net income (loss) of (\$20,645) however, this is basically on target with the projected budget and within 8.6% of where we expected it to be. Revenue losses from declining memberships and more than anticipated in the budget is the greatest contributing factor to the decrease in net revenue. This was one of the considerations, in addition to the gap of \$20,000 between membership dues and the cost to produce *The Bulb Horn Magazine*, in the decision to increase dues to \$48 beginning with 2024 renewals.

3. Statement of 2023 Revenue and Expense compared to 2022

Another way to review and analyze the results of the year just ended is to compare them with the prior year.

- YE 2023 concluded with a decrease in Net Revenue of \$11,123 or 9.5% compared to YE 2022.
- Membership dues continued the declining trend, at a greater rate than expected, and are less than YE 2022 by \$8,365 or 12.5%. Individual donations at YE 2023 were also less than YE 2022 by \$1,198. Tour income ended on par with 2022.
- YE 2023 Total Expense decreased by \$2,665 from YE 2022. The variances are the purchase of the Owl meeting device in 2023 and the transfer of scholarship funds in 2022. The Website, Touring Chronicle and *The Bulb Horn Magazine* had a collective increase of \$1,583.
- YE 2023 ended with a net income (loss) of (\$20,645). Overall, this is a decline of \$8,459 over YE 2022. Revenue losses in Membership Dues is the greatest contributing factor. It was one of the considerations, along with anticipated increasing costs to produce *The Bulb Horn Magazine* in the decision to increase dues to \$48. We had a substantial discussion regarding why and how to increase income at the 2023 Annual Membership

Meeting in Reno. Tour income from National tours is more difficult to predict with the many factors of each tour changing from location to location, venues and perhaps timing. We are grateful for the shared revenue but recognize it is generated by a fraction of the membership. Some regional tours and clubs share a portion of their income.

(end of submitted report)

There being no questions, the above financial report was accepted.

(submitted report)

2024 Proposed Budget:

This report contains the estimated revenue and expense for 2024. It is compared to actual revenue and expenditures incurred in 2023. The last column is the 2023 Adopted Budget.

Generally, budgets should be projected with conservative revenue forecasts and at a minimum, inflation projected expenses along with known cost increases or decreases based on the best information available at the time of preparation. This is the methodology I used along with input from the officers with regard to any expected costs they had knowledge of.

Overall, the 2024 proposed budget projects a net revenue (loss) of (\$24,587).

Estimated revenue for 2024 is projected with a slight increase over actual revenue in 2023. Primary factors include estimated dues income which is based on dues at \$48 per membership but with an expectation of additional decline in the overall number of memberships; secondly the Certificate of Deposit has been renewed at a greater rate of interest than we had for most of 2023 and should generate approximately \$4,000 in additional interest earnings.

Estimated expense for 2024 is projected to be greater than the actual expenditures in 2023 by (\$13,218). There is a planned 3 month overlap as we transition to a new editor of The Bulb Horn Magazine. At the time of preparation, I also estimated a 3% inflationary increase in production and postage. This budget does not reflect some anticipated savings in a very new contract with the printer. The increase in Membership Development is the full cost of the annual awards. You will see a corresponding revenue line. Historically the award expense was netted with the reimbursements.

Ken Blake moved to approve the proposed 2024 budget. Mark Hamlin seconded. The motion carried.

Appointment of Financial Reviewers for 2024

It is important to note we do not have an annual audit of our accounting records and financial statements. No outside agency requires us to have one and it would be costly compared to any benefit. Instead, we have a third-party review of our statements for reasonableness. Although not independent, Robin and Mike are club members with a strong financial background.

I respectfully request the appointment, Mr. President, of Robin & Mike McGrath as reviewers for the coming year.

(end of submitted report)

Duane Copley requested a voice vote to approve the appointment of Steve Fitzgerald and Robin & Mike McGrath. The appointment was approved.

Secretary's Report: Mike Welsh

First of all I would like to thank everyone who sent me a card or spoke to me during last year with regard to my surgery for colon cancer. It was a wild ride but now I am almost back to 100% – excuse me, I forgot about how old I am. I will never be at 100% but any of those numbers near to 100 are very acceptable.

I must give my daughter Beth a real big THANK YOU for helping me in my recovery and especially all of the work she did in my office to keep things afloat. I try not to look at the monitor while she is working at my computer because it makes my head spin... but she is up-to-speed on my daily duties.

Dues collection is coming right along. Quite a few chapters and regions send dues in as a group with one check which does lighten the load of dealing with numerous checks. Many members send in their dues with the blue form and a check, some list their credit card info, and the rest go to the website to pay their dues with a credit card. The new company we are using to process credit card payments is working very well, better than using PayPal and a credit card machine. Southwest Florida Region members agreed in December 2023 to dissolve the Southwest Florida Chapter in Punta Gorda. I am sure that many of you know Lee Royston, the wife of the late Don Royston, who started the region and chapter in Punta Gorda. Lee was really looking forward to be on the cruise but was struck with an infection and is now in a rehab facility. I spoke to her this last week and called my brother who also lives in Punta Gorda and asked him to take her some flowers.

I arranged for Elaine Johnsen to be added as a signatory to the VMCCA account in order to transfer funds directly to her Credit Union so I will not have to mail her a check, since it used to take two days for that check to be in her mailbox but now it can be a week or two.

I made the arrangements for renting a tent and space for the VMCCA's booth at the Hershey Swap Meet.

With Beth's help the VMCCA letterhead was updated to include the new officers for 2024.

Old Business: Website Refresh Frequency

Ray Maxfield held a guessing game for the audience to identify tour locations from displayed photos.

Ray suggested updating the site banner for tourism events, and including more photos of people. He reported that website content contractor John Lang had resigned, and that Brenna Olwine had taken over on January 1, 2024, noting that he (Ray) had previously worked with her on websites. Ray reported that the Board had suggested refreshing "latest" content every one to two weeks, but that it would now be updated weekly with gleaned and submitted content from chapter and region newsletters, the Bulb Horn, the internet, tour flyers, membership campaigns, and renewal campaigns, which he will approve before they are posted. He reported that the VMCCA website

appears high in a Google search for “vintage cars” or “antique cars”. Ray also noted the club’s presence on Facebook.

New Business: Touring Guidelines Book Revision

Dion Stams reported the following:

A year ago in Reno, the Board of Governors approved a newly created Tour Book. The intent was to provide guidance for good things to include in the tour and good ways to present them. For example, where's the urgent care in the vicinity of your tour? Having that in the guide is helpful. The new template started with work initiated by the late Bob Edelman, but that work was never finalized through the Board of Governors. It was completed under Liz Lindig with the committee including Alex West, Randy and Sandy Carlson, and myself, along with Stephanie West, putting a lot of the final polish on the guidelines.

The new template became available mid-year. Some directors for the 2023 tours had already been deep into prepping their work, and other tour directors commented it was too hard to use. No one commented that the template was perfect. Several months ago, I proposed that we revise this, and Liz and Trisha and I have come up with an idea. The current template intermixes placeholders in a blank form with commentary on how to do things, and was built with Microsoft Word using a fairly rigid structure. The proposal is to remove the template’s constraints, giving the tour directors a basic template that they can use as they need. If they want to run a three day tour, if they're going to have a five-day tour with a one-day optional extension, let’s make it easy for them to do what they need to do. Another question that has come up is how do you make really nice maps? I started working on that, but it did not make it into the last revision. And although this is a guidebook, I did want to put in one rule. I've checked with Eileen, Bob's widow, and she's fine with calling it the Bob Edelman Memorial Rule: Only use road names that locals can use. For example, before getting on this ship, I was driving around using Google Maps to guide me, and it said turn right on Florida 616. When you get to the right traffic light, it says Spruce Street. Bob's example was never say turn left one quarter mile before where the old Jones barn used to be.

I’d like to hear what people think does not work in the current template, so we can work to make it better. We’re looking for volunteers who can help think through what needs to be done and how to implement the requests in a way that people who are not Microsoft Word experts can do. Most of this process is rearranging what was done a year ago, plus adding the Bob Edelman Memorial Rule and how to make maps. The more complaints we get about the current Tour Book guidelines, the better we can make the next version.

I asked for a motion, but as I understand it, the best way of handling this is as an independent committee where I serve as chair of the committee. I'm looking for volunteers for a committee to modify the tour book template to increase its usability. I'll provide a status update at the second quarter Board of Governors Meeting, and we're aiming to complete this for approval by the third quarter Board of Governors Meeting.

(end of report)

It was suggested that the committee include people who have been navigators on tours. It was clarified that the new committee will be separate from the template committee. An audience

member praised the instructions on the 76th Revival AAA Glidden Tour, but noted that gas station locations were not included. It was asked if the template could be provided on a memory stick, and answered that the draft template would be available on the club website.

A Touring Guidelines committee was created with Dion Stams appointed as chair. The committee will include Activities Vice President Trisha Copley and other members as recruited.

New Business: Officer Email Forwarding

Ray Maxfield reported that one club officer's personal email account, to which that officer's official email was being forwarded, was hacked in 2023. The club's website host, ArcSeven, suggested the club route official club emails through either a Gmail server or ArcSeven's web server, forwarding the emails to a designated personal email address for each officer.

It was explained that the officers' public-facing email addresses are routed to a private email address of their choice. It was suggested that the website remove displayed email addresses and use a contact form instead.

New Business: National Awards

Steve Fitzgerald reported the awards committee had met, and that he had recently asked for the names of people associated with memorial awards. He reported no Golden Awards were nominated last year, but two Cloisonné Awards were given earlier this year. Steve reported he did not received any completed nomination forms last year, though he received several recommendations for awards, with over half the awards receiving only one nomination.

Steve asked to consider how important awards are to the club, and whether the availability of awards motivates people to join the club. He asked members to share their knowledge of those members memorialized by awards. Steve asked for more award sponsors, noted that local awards might convert to national awards, and suggested making some awards more widely available to members and cars.

In response to a question, Steve reported that award nomination forms are available on the club website, and that tour directors have been asked to include these forms in their tour books, adding that the four pictures requested with a nomination form were not required. He noted that one member had sent in around 20 nominations last October. Steve reported that a new chapter-specific award had been created recently, and that more such awards were welcome.

end of recording pt1

Historian and Archivist Retirement Report: Beth Welsh

(submitted report)

BACKGROUND

Barbara Fox, who was appointed Club Historian in 2016, and her sister Shirley Doherty, who maintains databases of Glidden Tour participants, have notified President Duane Copley that they must retire this year. The historic materials Barbara has been holding, and the database Shirley has been maintaining — plus its future maintenance — must also be handed off this year.

PHYSICAL & ELECTRONIC MATERIALS

Barbara has possession of the following materials:

- Early Club documents and correspondence, including a 1939 scrapbook
- Early Club Bulletins and Bulb Horns
- Publications, photographs, and recordings donated by Club members

Shirley has the following information in Excel and Access formats:

- All 11,000+ participants on record for Glidden Tours 1947-2023 (missing 1951, 1962, 1967), plus Tour cars, drivers and participants
- List of Glidden attendance plaques and shields awarded since 2021

RECOMMENDATIONS

The Glidden Tours database can and should be converted to an online database designed and managed by ArcSeven, the Club's member database manager. ArcSeven is paid a monthly retainer to manage the Club's data storage and management needs. Having the Glidden database online would allow future tour directors to add participant information directly.

The historian's materials take up little space and can be stored at the Ehinger building in Kansas City, Missouri, with the rest of the Club's archived materials.

Since the collection of Glidden Tour and attendance award records is an ongoing process, a new historian should be appointed to assist in the conversion of the Glidden databases and to manage the collection of new records.

(end of submitted report)

Regarding the ArcSeven suggestion, it was asked if Beth would work with them directly. Beth said she would. It was clarified that the historic database contained only Glidden Tour data, not general club history, but that Barbara's materials pertained to general club history.

As Beth agreed to oversee the database conversion, Duane Copley appointed her to a temporary historian role. It was noted that the Secretary had been appointed to oversee transfer of the archives to his office.

Introduction of New Officers

Duane Copley introduced the new Executive Vice President, Mark Hamlin, and the new Activities Vice President, Trisha Copley.

New Business: 2025 Annual Meeting

It was noted that a volunteer was needed to host the club's 2025 annual meeting.

Membership Update: Clare Oestreicher

Membership is going down, an unfortunate trend in clubs and special interests across the country.

As of February 4, there were 1,239 active members and 429 in arrears. Nearly 400 members did not renew before the end of 2023. Age and the deaths of members accounted for some losses as well.

Fourteen new members joined at the end of 2023, and, as of February 4, 17 more new members have joined. Delinquent dues notices were sent by email and mailings will be sent to members without email. Around 25 members responded to the renewal reminder the day it was sent.

All members are encouraged to be salespeople for the club.

Open Discussion

An audience member offered to help convert the club's archived audiovisual materials to digital storage, and to help explore a future for the Southwest Florida Region.

An audience member from the Northern Colorado Chapter expressed appreciation for the club's use of Zoom for national meetings. The member has made a web page, an Instagram account, and a Facebook page for the chapter with Dennis Holland's assistance. Noting that AACA has posted photos of their membership meeting on Instagram, the member offered to do the same for VMCCA.

Foundation Report: Don Knight

Don noted that the Foundation's funds come only from donations, and announced a goal of \$1,800 to be raised before the cruise ended. It was suggested that disbanding chapters could be requested to donate their remaining funds to the Foundation.

The meeting was adjourned at 10:56 a.m. CST.

Mike Welsh
Secretary