

Quarterly Board Meeting Minutes

The Studebaker Drivers Club

October 14, 2018

- I. Meeting was called to order by President, Tom Curtis, at 4:00 PM Eastern Time.
- II. Roll Call was taken by Secretary, Cindy Foust. Present were: Tom Curtis, President; Don Jones, Vice President; Jane Stinson, Treasurer; Cindy Foust, Secretary; Carl Thomason, Past President. Directors present were: Will Sander, North Central Zone; Malcolm Stinson, Pacific Southwest Zone; Duane Miller, Upper Mississippi Valley Zone; Frank Philippi, Atlantic Zone; Peter Bishop, Northeast Zone; Lanny McNabb, Southeast Zone; Warren Thompson, International Zone; James Bell, Pacific Can-Am Zone; Bob Henning, Crossroads Zone, and Bob Canada, South Central Zone.

III. Regional Manager update:

Tom Curtis requested that Zone Directors follow up with RMs within their zone, regarding the recent email that was circulated to all directors and officers. The President's message, in the next issue of TW, explains the changes in the job description for RMs, and includes the link to the updates forthcoming to the website.

Mail Chips now includes all officers, directors and RMs. ZCs and vendors will be the next additions to Mailchimp; followed by Chapter officers.

Cindy Sale is also compiling a list of social media sites, and will include Chapter facebook sites. The goal is to incorporate sub-sites, as well.

IV. Vendor Issue (progress):

We will encourage vendors to double their ad space, and/or incorporate color in their ads, all for the same price. We will not be offering ½ price ad space to those not taking advantage of the double space offer.

V. Marketing:

Bob Canada spoke about The Route 66 Alliance, based in Tulsa OK. It is a 501(c) 3, non-profit organization dedicated to the preservation, promotion, and enhancement of historic Route 66 – past, present, and future. Plans are to include an interpretive center; for more information consult their website at: www.route66alliance.org.

A local Chapter is interested in reconstructing 2 signs from an original Studebaker Dealership located along Route 66. Bob will send everyone the artwork for their review. We may, possibly, place an article in TW on this project.

Tom Curtis recently spoke with Fred Fox. Fred complimented SDC on the changes to TW. Fred stated that it is time to re-print "The Studebaker Story", this time, in color.

VI. **SWOT:**

Jane recently circulated a chart depicting our business plan and SWOT objectives. We proceeded to make additions and deletions to the categories. We will continue working on these objectives via email. We need to develop measurable action plans to achieve these goals.

VII. **Recruiting:**

Tom suggested a new recruiting program for 2019: For any member who recruits a new member, the referring member will get his membership extended by 1 month.

Jane pointed out that this will be a loss of approximately \$5 per membership. Not only does the new member get the discounted dues/membership of \$24/year, but the extension is also a loss to the club for the referring member. After much discussion, it was determined that we can always re-evaluate or cancel this program if it is not producing results.

Bob Canada made the motion to begin the new recruiting program, seconded by Don Jones. All board members voted in favor, except: Lanny McNabb and James Bell who left the meeting early, Malcolm Stinson who voted No, and Will Sander who abstained from voting.

Adjournment:

Meeting adjourned at 5:13 PM Eastern time.

Respectfully submitted,

Cindy Foust, SDC Secretary