

**MODEL A FORD CLUB OF AMERICA
BOARD OF DIRECTORS MEETING
LA HABRA CA
FEBRUARY 2, 2019
AGENDA**

President – Doug Clayton

1. Call to order
2. Pledge of Allegiance
3. Welcome & Introductions/Sign Attendance Sheet
4. Approval of the November 28, 2018 Minute
5. Board Liaisons
6. JSC Liaison
 - a. JSC Skype meetings
 - b. Paint and Finish Guide progress
 - c. 2020 Kerrville Texas National Meet planning
7. Social Media Liaison
8. Hershey 2019
9. Review Actions Pending from previous BOD meeting
10. Other

Vice President – David White

1. National Conventions
 - a. 2018 – NCRG – Reno, NV – Convention balance sheets?
 - b. 2020 – The Alamo A's – Kerrville, TX (June 21-26, 2020)
 - c. 2022 – Open

2. National Tours
 - a. 2019 – Canyonlands, Kanab, Utah (October 6-10, 2019)
 - b. 2021 – N. Conway, NH (June 20-24, 2021)
 - c. 2023 – Dearborn, MI area – SE Touring Group - SIG
3. National Awards Banquets
 - a. 2018 – Tucson, AZ (Nov. 27-30, 2018) Almost final financials
 - b. 2019 – Claremont, CA (Dec. 2-5, 2019)
 - c. 2020 – Open
 - d. 2021 – Open
4. Break even budget for 2019 NAB and discussion of the budget approval and the advance of \$3,500 for the event.
5. Motion to remove \$1,000 cap from National Convention profit sharing.
6. Review Actions Pending from previous BOD meeting
7. Other

Secretary – Kay C. Lee

1. Review noise, etc., coughing, interrupting, for the new board – recorder
2. New BOD members identify yourself
3. Timelines
4. Agenda's
5. New way of sending out the first review of the Minutes - individual
6. Key case
7. Review Actions Pending from previous BOD meeting
 - a. Make 2 changes to Agenda – completed
 - b. Add to Agenda for each person to review Actions Pending from previous BOD meeting - completed
8. Other: Metal Rescue Rust Remover

Treasurer – Alex Janke

1. Current Financial Status
2. FY 2019-2020 Budget input
3. Victoria Book
4. Hershey for 2019
5. Upholstery Project
6. Pickup Book
7. Review Actions Pending from previous BOD meeting
8. Other

Chapter Coordinator – Doug Linden

1. Chapter Activity
 - a. Renewals
 - b. New Applications
 - c. Longevity
2. Liaison Reports
 - a. EFC (Era Fashion Committee)
 - b. Insurance
3. Review Actions Pending from previous BOD meeting
4. Other

Technical Director – Bill Myers

1. Motion for reimbursement for transportation expenses and hotel rooms
2. Motion for MAFCA Board members be exempt from local Chapter registration fees
3. Q&A Technical Resources
 - a. Need for more technical support
4. Board Meeting expenses

5. Review Actions Pending from previous BOD meeting
 - a. Upholstery project
 - b. Prime spots in magazine – Andy & Dan
6. Other

Marketing & Membership – Mike Kelley

1. Motion to supply Rick Black with a list of the Membership Roster
2. Motion to approve 2019-2020 Nominating Committee
3. Events Kits (2019)
4. Free Membership Program
5. Vendor Flyers Program
6. Review Actions Pending from previous BOD meeting
7. Other
 - a. Motion - “Fun with A Model A’ marketing video

Publications/Public Relations – Bill Truesdell

1. Motion to approve money for Andy Scheer to attend the Kanab National Tour for photographs for *The Restorer*.
2. Follow up from November meeting
 - a. Suggestion from Garth – In the March issue having somebody write an article on why the digital edition.
 - i. Status: Garth has agreed to write the article
 - b. Talk with Dan & Doug L. about the “free” ads list for Andy to use.
 - i. Status: Dan will have some input about this at the board meeting.

3. *The Restorer* – Electronic Jan/Feb Edition
 - a. Released on January 9, 2019
 - b. 7,778 emails on the list
4. *The Restorer* – 2018 Index
 - a. Happy Begg will work with Andy Scheer to create *The Restorer* Index for 2018.
5. 4th Quarter Publication Sales Figures
6. Drop in 4Q Sales – Down \$12,000
 - a. Suggestions for Action Plan (from Doug Clayton)
 - i. Publish a new (or newly revised book)
 - ii. Full-page sales ad in *The Restorer* featuring a given publication and benefit to members. (Andy and Sandra have developed a full-page ad for Les Andrews' books)
 - iii. Bundle a publication with another product from the MAFCA store
 - iv. Offer a seasonal sale with lower prices (limited time offer)
 - b. Consider offering Free Shipping (may require adjustment in prices, or accepting a lower margin). Almost all retail establishments on-line are offering free shipping and people have come to expect it.
7. Review Actions Pending from previous BOD meeting
8. Other

Advertising – Dan Foulk

1. New Ad copy for March/April. TP Tools
2. New Ads – Jan/Feb
 - a. Powermaster Performance - ½ page P. 35 (Bundled Sale)
 - b. Sacramento Vintage Ford - ½ page P. 54 (Bundled Sale)
 - c. Gzintatool - ¼ page P. 62 (Bundled Sale)
 - d. NCRG Roundup - ½ page P. 35 (Regional Ad – ½ price)

3. New Ad – March/Apr
 - a. M. T. Publishing Co. – (Bob Kreipke book)
4. In the works
 - a. Working with Stan Hulett from Mack Hils to implement the reciprocal agreement between MAFCA and them.
5. Gone but not Forgotten
 - a. Mitchell Manufacturing
6. Contacted
 - a. Tom Lieb – S.C.A.T. (Complimentary copy of *The Restorer* sent.)
 - b. Harriet Markum – Coker Tire (Chang ad to their new Radial Model A Tire.)
 - c. Stan Hulett – Mack Hils (Complimentary copy of *The Restorer* sent. Place ad in *The Restorer*?)
 - d. Scott Holbrook – LeBaron Bonney (Waiting for a return call.)
 - e. Pam – Hagerty Antique Car Insurance (Pam will pass information on to advertising.)
7. Product of the Month for December – Restorer Scrapbook
8. Product of the Month for Jan/Feb 2019 – Technical Videos
9. Website Hits for The Old Cars Calendar Ad = 73 as of 1/19/19
10. Premium price advertising on ½ of the Technical page.
11. Clarify the language on the Classified Advertising page.
12. Clarify Freebie ads that can be pulled by Andy Scheer.
13. Next member roster – Life members – Former presidents
14. Digital Restorer Security – No User Id required to open
15. SEMA
16. Review Actions Pending from previous BOD meeting
17. Other

Office Manager – Sandra Aguirre

1. Membership status as of Feb. 1, 2019
2. Shopping Cart sales
3. 2020 Membership renewal/ballot
4. Review Actions Pending from previous BOD meeting
5. Other

**MAFCA Board Liaisons
2019**

Webmaster-----	Mike Kelley
Office-----	Alex Janke
Judging Standards Committee (JSC)-----	Doug Clayton
Era Fashions Committee (EFC)-----	Doug Linden
Restorers Class Committee (RCC)-----	Mike Kelley
Specialty Equipment Market Association (SEMA) -----	Dan Foulk
Insurance -----	Doug Linden
MAFFI-----	Bill Truesdell
Social Media-----	Doug Clayton
A-World-----	Doug Clayton
Calendar-----	David White