

**MODEL A FORD CLUB OF AMERICA  
BOARD OF DIRECTORS MEETING  
CLAREMONT, CA  
DECEMBER 3, 2019  
AGENDA**

**President – Doug Clayton**

1. Call to order
2. Pledge of Allegiance
3. Welcome & Introductions/Sign Attendance Sheet
4. Approval of the Aug. 17, 2019 Minutes
5. Discussion on Social Media issues and policies with Happy Begg
6. Review Actions Pending from previous BOD meeting
  - a. Robert Ransome's cardboard car kits
  - b. Schedules by Board position
7. JSC Liaison
  - a. Appointment of a Chief Judge for Kerrville, TX meet
  - b. Update on preparations for Judging at Kerrville
  - c. Preparations for JSC Seminar at Kerrville
  - d. Status report on revising Paint and Finish Guide
  - e. New appointment to JSC
8. Proposal for a new joint contract – Restoration Guidelines
9. Other

**Vice President – David White**

1. National Conventions
  - a. 2020 – The Alamo A's – Kerrville, TX (June 21-26, 2020)
  - b. 2022 – Open

2. National Tours
  - a. 2019 – Canyonlands, Kanab, Utah (October 6-10, 2019)
  - b. 2021 – N. Conway, NH Lakes Region Chapter (June 20-24, 2021)
  - c. 2023 – Dearborn, MI area – SE Touring Group - SIG
3. National Awards Banquets
  - a. 2019 – Claremont, CA (Dec. 2-5, 2019)
  - b. 2020 – Fort Worth Model A Club – Fort Worth Chapter (Dec. 3-6, 2020)
  - c. 2021 – Open
4. Calendar Liaison
5. Review Actions Pending from previous BOD meeting
6. Timelines for National Events
7. Other

### **Secretary – Kay C. Lee**

1. Review noise, etc., coughing, interrupting, for the new board – new recorder
2. New BOD members identify yourself
3. Agenda timelines
4. Update your Turnover file
5. “What Can I Expect if Elected to the MAFCA Board of Directors”?
6. Review Actions Pending from previous BOD meeting
7. Other

### **Treasurer – Garth Shreading**

1. Review monthly financials
2. Review Year End statements
3. Propose Deposit to “NEW” Membership Dues Offset Account
4. Review Actions Pending from previous BOD meeting
5. Other

## Advertising – Dan Foulk

1. New Ad copy for Nov/Dec
  - a. TP Tools
  - b. European Classic Tires
2. New Ad copy for Jan/Feb
  - a. Diablo A's DVD Ad
  - b. Mike's "A" Fordable
  - c. TP Tools
3. Cancelled *Restorer* Ads – Nov/Dec
  - a. David Carey Shirts
  - b. John Trumbo – Canopy Top Corner Brackets
4. New Website Ads
  - a. C.W. Moss
5. 2020 Roster Advertising
  - a. Currently (as of 11/18) we have 17 ads, only one high dollar, Snyder's on back page
  - b. Expecting at least 2 more ads (deadline is not until November 25!) one high dollar, Coker Tires on inside front page.
6. Request
  - a. On 11/5 we were contacted by a member of The Touring Club SIG about placing an ad that would appear soon enough so that it would be viewed prior to Jan. 1. The deadline was past for Nov./Dec. magazine, and it would appear too late in Jan./Feb. to do them any good. Referred her to Garth for possible insertion in the MAFCA Newsletter.
7. For discussion:
  - a. In Sept., I was approached by a member who wanted to sell a Shay in our Classified Ad Section. I denied it but promised to bring it up at the Dec. 3, 2019 BOD meeting.

- b. Reasons for the email I received from Eric Weninger aka Model A Medic
- 8. Product of the Month for Nov.
  - a. 2020 Roster
- 9. Product of the Month for Dec.
  - a. Christmas Card Special
- 10. Product of the Month for Jan. 2020
  - a. 2020 Roster
- 11. SEMA
- 12. Review Actions Pending from previous BOD meeting
- 13. Other

## **Chapter Coordinator – Doug Linden**

- 1. Chapter Activity:
  - a. Annual Renewal
  - b. Status
    - i. New
    - ii. Disbanded
- 2. Awards
  - a. Newsletters
  - b. Website
  - c. Chapter Service
  - d. Touring Mileage
- 3. Liaison Reports:
  - a. EFC (Era Fashion Committee)
  - b. Insurance
    - i. Letter to Chapters
    - ii. Requests
- 4. Review Actions Pending from previous BOD meeting
- 5. Other

## **Marketing & Membership – Mike Kelley**

1. Event Kit Program
  - a. Incentives for continuing
2. Ambassador Program
  - a. “Come on Back”
  - b. Best Practices
  - c. Lessons Learned
3. MAFCA Board nominations
  - a. “Call for Nominees” in Mar/Apr *The Restorer*
  - b. Nominating Committee
4. Marketing Video “Fun With A Model A”
  - a. 2020 activity with Bill Truesdell
5. Joint Meeting with MAFCA and MARC
  - a. Impact of Outside Influences
6. Review Actions Pending from previous BOD meeting
7. Other

## **Publications/Public Relations – Bill Truesdell**

8. Follow up from August meeting:
  - a. Purchase of poster business from Carl Hungness. Status:
    - i. Carl has amended his sale price, including all current inventory for both posters. He has reconsidered and now is willing to sell to MAFCA for \$7,500 less the reduction in transferable inventory.
    - ii. Ford Motor Company licensee, Versacom, has agreed to represent Carl’s posters for a fee of 14% of the printing cost to MAFCA. The Henry Ford has provided written permission for use of all photos included in both posters without a fee.
    - iii. See the P&L sheet for the poster project.

iv. MOTION: Purchase the poster business for the amounts shown on the P&L sheet.

9. *Restorer* – Electronic November/December Edition
10. Amazon.com MAFCA Store
11. Fun With a Model A Ford – Video
12. Printer Contract – Update
13. Advertising Schedule for National Convention and NAB
14. Book Projects
  - a. Fashion Guidelines
  - b. Victoria
  - c. Pickup Truck
  - d. Paint Chips
  - e. Upholstery
  - f. 2020 Membership Directory
15. Reprint Request – Tiny Tips
16. Motion
17. Other

### **Technical Director – Bill Myers**

1. Not in attendance due to sickness
2. Nothing to report

### **Office Manager – Sandra Aguirre**

1. 2019/1920 Membership
2. Shopping Cart Income
3. New Merchandise
4. Actions Pending from previous BOD meeting
5. Other