**MODEL A FORD CLUB OF AMERICA**

**ZOOM BOARD OF DIRECTORS MEETING**

**AUGUST 26, 2023**

 **MINUTES**

**Directors Present****:** President, Robert Bullard; Vice President, Ed Tolman; Secretary, Kay C. Lee; Treasurer, Melanie Whittington; Technical Director, Chester Wojcik Jr.; Advertising, Gary Price; Chapter Coordinator, Will Langford; Publications/Public Relations, Dave Gill; Marketing & Membership, Jay McCord.

**Staff Present:** Office Manager, Sandra Aguirre.

**Guests Present:** Les Andrews,Jill Barrett, Happy Begg, John Begg, Rick Black, Laurie Elliot, Ruth Janke, Doug Linden, Paul Shinn, and Bill Truesdell.(Five past presidents were in attendance on this Zoom meeting: Les Andrews, Happy Begg, Doug Linden, Jay McCord and Bill Truesdell.)

**President – Robert Bullard**

The meeting was called to order at 8:06 am Pacific time. President Robert Bullard opened the meeting with the Pledge of Allegiance.

Robert welcomed the MAFCA Board members and guests on the Zoom call.

1. A Motion was made by Kay Lee to approve the Minutes of the May 20, 2023 Board of Directors Meeting held by Zoom as presented to the Board on June 13, 2023. The Motion was seconded by Ed Tolman. The Motion was approved by a vote of 8-0. (1)

**Back Roads to the Classics tour**

Robert informed everyone that he and Elaine attended the Back Roads to the Classics National Tour. Happy Begg was part of the group sponsoring the tour. It was a wonderful tour and everyone had a great time visiting the auto museums, seeing vintage cars and visiting with Model A members, owners and enthusiasts. Robert thanked Happy and John and the Southeastern Touring group for putting the tour together.

**MAFFI Hall of Fame Nominee Discussion**

The MAFFI Hall of Fame Nominee that was presented to MAFFI has been approved. Rick Black has been notified of this honor and will be inducted at The MAFFI Museum on Saturday afternoon, September 16. at 2:00 pm. Rick informed everyone that his daughter will be attending with him. MAFFI asked that we keep this confidential to the general public as they like to make the announcement at the meeting and have everyone surprised.

**MAFFI Museum Expansion Presentation – John Begg**

John Begg gave a presentation on MAFFI Model A Museum expansion project with the objective to bring everyone up to speed on the state of the museum. The Ford Museum is on acreage that was a part of the contract with Gilmore when the museum was built, which half of this acreage has been used. The goal is to have a larger presence on the Gilmore grounds.

After reviewing all of the vehicles that are currently located at the Gilmore John talked about the goal to expand the Model A Museum on the Gilmore campus. Their objectives:

 Through vignettes, show how Model A’s were used in the Model A Era

 Create a working garage as a Learning Center

 Develop more interactive displays

John showed the layout of the existing museum, 11,200 Sq. Ft. This expansion will double the size:

 4,000 Sq. Ft. showing vignettes

 4,000 Sq. Ft of Vehicle storage under the mezzanine & a working garage above

 3,200 Sq Ft of Upper vehicle storage– at this time to be used by Gilmore.

By allowing the Gilmore to use this 3,200 Sq. Ft. storage area, it was agreed upon to not increase the overhead cost (per Sq. Ft.) based also on insurance and utilities. The only overhead cost being paid is for the exhibit space.

The goal is to add more interactive exhibits similar to the Thomas Edison’s display which is the most used exhibit on the entire Gilmore campus. A Photo Experience is also going to be added.

A Service Center is being planned:

 Dedicated to the National Clubs, MAFCA and MARC

 Objective to expand the knowledge of Model A’s repair & maintenance

 Lifts & Era tools will be used for demonstrations

 Catwalks installed for viewing

 Creation of videos

 Live Zoom meetings with Chapters/Regions

The plan is to cut the ribbon in September of 2025 at Model A Day in Gilmore with two things that had to be meet from the trustee. No debt will be incurred. No use of any endowment fund will be used nor increase the overhead costs. The purpose of the endowment is to use the dividends from it for rainy days to cover expenses. It will all be new money to build the museum.

This endeavor was started in March 2023 and as of the August 26, 2023 MAFCA Board meeting, more than $572,000 has been raised.

Funding Goal:

 Raise $1Mfor construction costs

 Raise $200K for outfitting new space

 Ribbon Cutting – September 2025 – Model A Ford Day at The Gilmore

One plan to raise money is to contact the Chapters with the goals and objectives of the museum along with showing a 12-minute video that talks about the history of the museum and the new strategy of expansion. This has not been started yet as the committee wanted MAFCA and MARC to be notified first.

John asked for the support of MAFCA for this endeavor.

A lot of discussion was held concerning the expansion of the museum. (See a later discussion in Will Langford’s Agenda). One of the MAFCA Board of Directors reminded everyone that the “Ford Motor Company did not write the check for this museum. This is what we built. A tool to help us grow the hobby.”

**Other**

The next MAFCA board meeting will be Saturday, Dec. 2 at the National Awards Banquet in Santa Maria, CA. commencing at 8:00 am so that we can complete the meeting and have time to go out and mingle with the members that are present.

**Vice President – Ed Tolman**

**NATIONAL CONVENTIONS**

**2024 – Southwest Model A’s Chapter – Ruidoso, New Mexico – June 23-28, 2024**

Ed reported that the planning for the 2024 convention in Ruidoso, New Mexico is well underway. The registration form is almost finished and the budget is being reviewed and will be sent to Ed shortly.

They have been approved a loan for $7,000 with three payments being made so far - $4,000.00, $2,796.35 and $4,194.23. The next scheduled payment will be December 12, 2023 for $6,990.87. The total is going to bring us to $17,981.45 which is more than double what we would normally put forth for a NAB. This is a unique situation as we could not find anyone to host this convention. A Special Interest group in NM was formed to spearhead this. Thus said, they do not have the funding that a regular Chapter would have.

Rick Black’s Borderland A’s Chapter is going to be in charge of the Hubley Derby. They are getting outside help from other Chapters to help with this convention. A 1928 Tudor was donated and will be raffled off.

**2026 – Contract negotiations with the Blue Mountain A’s of Pendleton, Oregon.**

Contract negotiations with Jack Remillard of the Blue Mountain A’s of Pendleton, Oregon which is right on the Washington border, are being held. Jack Remillard said he previously spoke with Doug Linden a few years back where Doug’s Chapter had a Regional and Doug encouraged Jack to host this. They are working on the contract to be available by the December BOD meeting.

**2028 – open**

Ed reminded everyone that a Chapter or Regional Group does not have to host an event in their own area.

**NATIONAL TOURS**

**2023 – National Tour – “Backroads to the Classics” - July 16-21, 2023**

Happy spoke about the Backroads to the Classics tour. They were disappointed at the participation level but all in all it was quite good. There were 80 Model A’s and 159 participants and the weather was perfect. The only car problem was a head gasket which was changed before the tour started.

Happy shared with the group about an 18-year-old who owns two Model A’s and works in the Auburn Duesenberg museum. Upon seeing the tour, he went home and brought his Roadster for everyone to see and he was dressed in Era Fashion clothing. The future Model A enthusiast!!!

The tour was 500 miles with no particular host hotel in any one city. Happy had negotiated several hotels in every overnight spot and people were able to choose their favorite places.

No money was borrowed from MAFCA for this event and a very nice profit is anticipated from this tour. Because the Southeastern Touring Group is the type of club they are, they going to designate the profits to the museum expansion at The Gilmore.

**2025 - National Tour – Virginia Battlefields - June 16-20, 2025**

The Virginia Battlefields is going to be hosted by the Dallas Chapter and had asked for a loan of $4,000 which is typical for a National Tour. They contacted Ed and told him, “Never mind, the Dallas Chapter is going to take care of it.” Consequently, no money will be loaned for this tour. The registration form will be online in January 2024

**2027 - National Tour – Route 66 West to East and East to West**

The East to West and West to East tour of Route 66 is being hosted by the Temecula Valley A’s from Southern California and is in the process of filling out the required paperwork. The committee is also lining up a Chapter to help out with the Eastern portion of Route 66 along with several others along the way. This is going to be a big event as it is going to be the 100th Anniversary of Route 66 and also the 100th anniversary of the Model A Fords. They are looking at the June timeframe to escape the heat of the summer.

**2029 – Open**

This is still open and we are looking for someone to host.

**NATIONAL AWARDS BANQUET**

**2023 – National Awards Banquet – Santa Maria A’s – November 30 – December 2**

The Santa Maria A’s registration form has been online for several months. Curt Warner, the contact for this NAB, reviewed some of the plans for this NAB. There is a bus tour going to Hearst Castle and 45 hotel rooms have been reserved as of now. Applications are low so he has encouraged everyone to sign up soon as a commitment for the busses and hotel are due soon.

The Santa Maria Inn, where the NAB will be held, was built in 1917. In the 1990’s a new wing was added making it a modern hotel. The opening dinner will be a Santa Maria BBQ.

**2024 – National Awards Banquet – Utah Valley A’s – December 10-14**

The 2024 NAB will be hosted by the Utah Valley A’s in Salt Lake City, Utah. Howard Eckstein and his group has informed Ed that they have tours lined up and the Marriot Hotel for the host hotel.

**2025 – National Awards Banquet is open.**

**2026** – **National Awards Banquet is open.**

Both 2025 and 2026 are open and there was a good discussion about having the NAB on a 5-day cruise ship, either out of San Diego to Mexico or out of Fort Lauderdale, FL to somewhere around that cruise area. Hawaii and Alaska were talked about. The Mississippi River Cruise was brought up, but the cost is very expensive.

Ed has asked Andy to put something in *The Restorer* concerning this cruise. Jay suggested that Ed talk to the Model T Ford Club of America as they have previously held a convention on a cruise ship.

**2027 – National Awards Banquet**

The Charter Oak A’s of Visalia, California will host 2027 NAB with Bill Bennett as the contact person. They are located at the foothills of the High Sierras and consequently there will be some great tours. Their application has been turned into Ed and it has been signed and their contract mailed.

1. A Motion was made by Ed Tolman to accept the Agreement to Host the National Awards Banquet by the Charter Oak Chapter in Visalia, California (host organization) for the year 2027. The proposed date will be December 1st through December 4th. Host headquarters will be the Visalia Marriott at the Convention Center. The Motion was seconded by Will Langford. The Motion was approved by a vote of 8-0. (2)

**A-World & Youth Groups (Liaison)**

Sherry Winkenhofer has been done a wonderful job with the A World magazine.

The Model A Scholarship Group offers several 4-year $1,000 scholarships. The contact person is Heather Smith located in New Hampshire.

The Model A Youth Restoration Awards are given every other year, coinciding with the MAFCA convention and comes with gift certificates from different vendors. Ed informed everyone If you have youth in your family and they participate with the Model A Ford, you can apply for this award. The minimum age to apply is 20 and recipients can apply more than once, every other year, as long as they meet the requirements.

**Calendar (Liaison)**

**Secretary – Kay C. Lee**

Kay reminded everyone to speak up as the meeting is being recorded. She also asked that you please follow your agenda.

Kay gave a special “Thanks” to Rick Black for covering for her with the Agenda and the Motions while she spent two weeks in Uganda.

Also, “thank you” to all the Board members for sending her the Agenda and Motion information early so she could get most of them finished before she turned it over to Rick. You are an AWESOME Board!!

Model A Day is September 15 and 16. Kay will take the MAFCA tent up to use over the MAFCA table. Robert and Elaine Bullard are attending along with their friends Bill & Laura DeVore. Jay McCord, Will Langford and his wife, Doug & Nan Linden, Rick Black and his daughter Shaynee Stevens, Melanie Whittington, Paul Shinn, Happy Begg and Kay Lee will also attend. Melanie will be giving a seminar Saturday morning and Happy will be conducting a Model A driving seminar. Kay will bring along anything that Sandra sends her (books, hats, etc.) and what is left over she will take to Hershey in October.

Hershey is October 2-6 and Kay will take the 2 tents and what is left from Model A Day. Chet and his dad Chet Sr. will be there with Chet Sr. giving several seminars. Sandra and Kay will help in the tent. Doug Linden and Nan will also be at Hershey. Sandra has the large tent ordered for the 3 Hershey spaces. There will be no helium balloon again this year as helium is very expensive. Doug has a surprise for everyone at Hickory Corners and Hershey.

Rick Black has been informed that he has been chosen to be the nominee of MAFCA for the 2023 MAFFI Hall of Fame. His daughter, Shaynee Stevens will also be attending.

Kay informed everyone that she did not know that when someone is nominated from MAFCA for the MAFFI Hall of Fame and are accepted, they must pay their own air fare, hotel, etc. She wanted to make this a “matter of record”. Sandra informed everyone that this is covered in the Reimbursement Policy and is the same for Life Members.

The next and final board meeting for 2023 will be held at the NAB in Santa Maria, CA, December 2, 2023. Kay reminded all of the board members to be sure and bring all of your information to pass onto the next board person taking your place. If you cannot bring all of it with you because you still need it, make arrangements to mail it to them when you are finished with it. Update all of your “turnover files” and get everything ready so the next person taking your place is prepared.

Policies (Liaison)

**Treasurer – Melanie Whittington**

**Financial update**

Melanie informed everyone that the CD’s are all doing well at this point. They have all been rolled over for the year and all of them are above 5%. The first one is locked in to the end of 2024 and the others January 2025. There are several due in April/May timeframe as well so there will always be money available close to the end of the year in case it is needed.

Melanie informed everyone that she had some good news as far as money coming in to MAFCA, and that this was not something that was taken into account in the budget because it was not something they knew 100% was going to happen. MAFCA received $52,111.66 from Employee Retention and with $5,211.17 for the CPA fees, leaving a balance of $46,900.49 in MAFCA’s pocket. This is a refund, not a grant nor a loan.

Financials will be sent out as soon as the CPA’s finish with them.

**MAFFI (Liaison)**

Melanie has been attending several of the MAFFI meetings. Some are specific to MAFFI and some are more specific to Model A Day at The Gilmore. She will be doing a Fashion Seminar on Saturday, September 16, 2023 covering ERA accessories for men and women.

 **Era Fashions Committee (EFC) (Liaison)**

Laurie Elliot informed everyone that the Era Fashion Committee held their first meeting of their term year (which started July 1) July 20 and they are continuing to fine tune the MAFCA Policies and additional documents for the Fashion Judges Procedures Manual. She informed everyone that they are progressing very nicely.

The EFC Facebook page has over 1,000 members and is growing and is getting participation from people other than EFC members. Laurie informed everyone that Melanie Whittington and Sherry Winkinhofer are mainly responsible for their popularity, and they have been posting a lot of interesting information.

The EFC meeting will not be held at the NAB in December. They will be traveling to Colorado and staying in private homes, thus saving MAFCA money.

1. A Motion was made by Melanie Whittington to approve the request for MAFCA Fashion Judging Sanction for the 2024 “Texas Tour” Regional Meet, in Nacogdoches, TX and naming Lynda Davis as Chief Judge. The Motion was seconded by Dave Gill. The Motion was approved by a vote of 8-0. (3)
2. A Motion was made by Melanie Whittington to approve proposed edited version of P3S22 Fashion Awards. The Motion was seconded by Chet Wojcik. The Motion was approved by a vote of 8-0. (4)

**Advertising – Gary Price**

New *Restorer* Advertiser this quarter:

 Manna Auto Electric

Ad renewals this quarter:

 European Classic Tyres

 Hagerty Insurance

Ad cancellation this quarter:

 Hemmings Auto Auctions

Ads currently in renewal discussions:

 Vintage Ford

 Mitchell Manufacturing

 Apple Hydraulics

**Advertising**

Gary covered what is important to Advertisers:

 Advertising in a well-respected magazine with a loyal readership

 Large Bi-monthly Distribution Numbers

 Reader Demographics fit their advertising

 Large/Targeted Readership

Ad Rates

 Ad to Editorial Page Ratio (There is a 3 to 7 ratio.)

Gary did an audit of advertisers and the total number of pages in *The Restorer* for the past 6 months was 388 which is 41 advertisers per month average. Non-Member Ads are 33%. There are also a few “free” ads like the Scholarship Fund, MAFFI, Model T Ford Club of America, etc.

Gary shared the current Advertisers in *The Restorer*, Model A News and Antique Automobile and made comparisons with them. He also shared MAFCA’s Advertising Audit, MARC’s Advertising Audit and AACA Advertising Audit for July 2023.

Total pages of Ads: MAFCA is at 64 pages, MARC is at 80 pages and AACA 100 pages. Most of MAFCA’s Advertisers do not advertise in AACA.

Gary shared the cost of Ads in the MARC magazine, their triple page ad rate for 6 issues is $1,920 where MAFCA’s full page is $3,300. MAFCA does not have an issue with the Advertisers.

Antique Automobile’s last page always lists the page number of the Advertiser in that issue for easy reference. Would this be something to add on the last page of *The Restorer*?

Advertising Summary:

 Advertising revenue remains strong

 Brenda does a great job working with advertisers, etc.

 Andy does a great job as Editor!

 MAFCA’s Advertisers are largely the same as MARC

 MARC/AACA magazines have more content but same advertising ratio

 MARC Ad rates-45% less than MAFCA ad rates

Gary is looking at doing an Advertising Pack that he can pass onto the next Advertising Director if there is a need for it. The Classic Car Club of America has a good Advertising Section.

Jay shared with everyone that one of the differences between MAFCA’s 64% and MARC’s 80% ads is MARC takes a lot of space for their own products. MARC also does a lot of merchandising ads and also puts in their Regions Content information. MAFCA also has Merchandising information in *The Restorer*.

Sandra thanked Gary for working with Hagerty for their Advertising Ad.

**Webpage**

**Social Media (Liaison)**

There are currently 42,600 members on the MAFCA Facebook page and 1,100 on the Era Fashion Page. Jay reported that they keep working with the daily subject for Instagram and that Melanie and Michael do a fantastic job doing this.

It has been brought to the Board’s attention that “parts for sale” scammers on the Facebook page have increased. Two years ago, there was a discussion on whether this should be a “private page” or a “public page”. Many hours were spent reviewing this and it was decided to keep MAFCA’s page a “public page”. When a scammer is found, they are banned from the page.

After much discussion, the Board decided that they would not sell “parts for sale” on the Facebook page as it is causing to many problems. Because of this decision, Jay informed everyone that within the next few days they will eliminate “parts for sale”. Happy suggested that a notice be put on the page regarding this decision before that takes effect.

(It was decided at a later date after the board meeting that the Facebook Group by the Admin Group met and talked to Robert Bullard and decided not to post they are no longer selling parts.) 9/6/2023

**Instagram**

Doug Linden informed everyone that not much has been added in the past weeks to Instagram but a lot of pictures from the National Tour were added. There are 591 followers on Instagram. Facebook has 42,600.

**Technical Director – Chet Wojcik**

**Tech Q&A for *The Restorer***

Chet reported on the MAFCA Technical Director’s email address. From Jan 1 to present we have 123 questions asked. There are an additional 34 emails that came from Rick Black and others that were not question related but just information related only. Of those 123 there are 3 open as of today and those range from May 1 to August 25. Of those 123, 103 have been answered to Mafca.Tech@Gmail.com with 20 open questions. In addition, 54 of those questions currently have been used in *The Restorer*. 97 were also sent to Model A Tech Questions email. Good questions are being put into the magazine from the technical side. The questions and answers are relevant to the work people are doing and a good cross section of information.

**Restorers Class Committee (RCC) (Liaison)**

Chet submitted the meeting minutes to the board for review.

**Judging Standards Committee (JSC) (Liaison)**

Revision 5 is diligently being worked on. Jay asked if the JSC’s are looking for someone to help write the Index and Chet informed him that they had that under control. The issue right now is with the Canadians. The hold up is not a publication issue, not a format issue but an informational issue.

**Marketing & Membership – Jay McCord**

2024 Election and candidates

A discussion was held about not announcing the results of the MAFCA Board of Directors candidate election until the National Awards Banquet which is held in the Nov/Dec timeframe. Although it is not pleasant for the Membership Director to call a person running for the board and tell him/her they did not win, the Board decided to keep it the way it has always been by announcing the results of the new MAFCA Board of Directors at the National Awards Banquet.

Membership – Event Kit

Event Kits are advertised in Jay’s Membership Moments. To date, the kit has been sent out 14 times and will also be going to MAFFI and Hershey this year and then to the NAB in Santa Maria, CA. Informational documents and membership applications are sent and it always encourages new members. Two kits are available and they are kept in Jay’s office ready to be shipped a couple weeks before requested.

Membership – Pickup shirt order

The pickup shirts did not sell as expected as only 40 were sold but this generated about $1,000 in sales. There was no cost as everything was sold before it was shipped.

MAFCA Star Program

The new MAFCA star program has been started with people seeing a few of the MAFCA star static cling stickers on cars at the Central California Regional meet. The investment was $100 for these stars.

Model A Cards

The purchase of the 27 Model A cards that were bought from Fred Mertlich was completed with a letter from him for “Exclusive Rights” to MAFCA. Sandra informed everyone that an order will soon be placed as long as it comes back with a reasonable cost.

A presale promotion on the Facebook page and on the website called “Christmas in July” was held for Christmas cards with a limited response.

Member Renewal phone calls

Jay reviewed some of the phone calls he made to MAFCA members who are in arrears for their dues. He found that several phones were disconnected, people did not return his phone call or people did not own their Model A anymore. Jay thinks this is a valuable thing to do but it should be started the first part of the year.

MAFCA Office (Liaison)

Sandra informed everyone that there have been 3 roofers looking at the roof on the office building since leaks have been found the past couple of years. The first two bids ranged between $28,000 and $36,000. The last roofer, who was suggested by MAFCA’s CPA Accountant, said he was sorry but he could not do the roof as it does not need repair at this time. He said it looks worn, but whoever put it on did a good job.

After storm Hillary, they found that the roof did not leak at all but was leaking on the bottom of the building. Doug Linden and Dave Vestal sealed the inside and outside of the building and the gutters were repaired which stopped all of the leaks. For now, nothing further will be done on the roof.

Jay shared with everyone that we are very fortunate to have the office staff we have. When you call the office and talk to Brenda or Juanita, please express your appreciation for what they do. Brenda has been with MAFCA for 17 years and Juanita has been with MAFCA for 7 years.

1. A Motion was made by Jay McCord to extend the free membership program through 2024. Details will similar as the 2023 program. The Motion was seconded by Ed Tolman. The Motion was approved by a vote of 8-0. (5)

Sandra informed everyone that from the previous year 213 members who were given Free Membership have renewed. 330 Free Memberships were issued this year with about 60% retention rate.

Facebook page

Other

Jay informed everyone that he tries to do something “out of the box” every month to enhance the Facebook page. He also attends Chapter meetings and encourages the existing non MAFCA members of the Chapter to Join MAFCA by giving them a “Free Membership”. Recently he has attended Senora, Santa Barbara and Bakersfield meetings. He just received an invitation and is planning on attending the Orange County Chapter meeting in October. Jay encouraged the board members to attend Chapter meetings.

**Publications/Public Relations – Dave Gill**

*Restorer* Magazine

*The Restorer* magazine July/August 2023 issue has been delivered and the September/October issue will go electronically by Monday, August 28 with the hard copy issues mailed out Wednesday, August 30. The November/December issue is being worked on.

The mailing issues of *The Restorer* to Australia have been satisfied for now. The Australian postal issues have been replaced by the Brazil postal issues with a lot of problems evolving. The Brazilian post office wanted $61 to forward the magazine per issue to the members. Dave was told by the post office that Brazil is on their own level and they do what they want. If they return it, you lose your postage. After speaking to the gentleman in Australia, who also wants the backorders, Sandra repackaged everything and it was mailed Monday.

Publication update

There has been no movement since the last report on Volumes 1 to 65 *Restorers* thumb drive and *How To Restore your Model A Volume 11*.

Trademark information

Dave was asked to look into an issue regarding MAFCA’s trademark as it appears that Brazil is using a logo very similar to the MAFCA’s logo. The question came up if we had registered our logo or name with the US Patent Trademark Office and if we have not, do we need to? Dave reported that he found we have not registered our logo or name. In 1986 MAFCA started the process to register our name and logo with the US Patent Trademark office. That project was abandoned almost immediately and there has been no effort to register it since then

Dave asked a Property Attorney friend if we have our name and logo registered, and if someone begins using it, what is the first step to stop this. The first step is to issue a Cease-and-Desist letter and if they don’t stop, then you can begin legal action against them.

If you have not registered it, you would essentially have to prove that you have been using it and they are using it. When someone uses MAFCA’s name and logo without a trademark and someone begins using it, it requires that we would send out a letter and if that did not work then we would have to retain legal counsel and basically sue them.

MAFCA is entitled to use their name and logo because they have been using that for the last 60 plus years. The bottom line is that you can protect your trademark and logo and name without it registered in the geographic area in which you operate. If MAFCA were to attempt to register our trademark and/or logo with the US Trademark Office, there would probably be an objection to that by the Ford Motor Company.

If we wanted to register our name and or logo through an attorney, it is about $1,000 for each one of those. And then each requires a fee to the US Patent and Trademark Office of around $250. There is also a recurring fee of about $500 every 5 years to protect them.

Dave informed everyone that at the end of the day in speaking with the attorney and the research that he has done, it would not hurt MAFCA to have them not registered and we would gain very little by registering them with the US Patent Trademark Office.

#1 Do we want to do anything about Brazil using some look alike form of our logo?

#2 Do we feel the need to register our logo and or our name through the US Patent Trademark Office?

It was agreed upon that at this time nothing would be done concerning this issue.

Jay brought up that someone here in the US was making key chains using our logo. We are protected under Copyright law, and we can demonstrate that quite clearly. We also have the right to use the Service Mark on our name and logo if we choose to do that without registering it. Allowing somebody to use our logo or name on a product that we have not authorized, does two things:

#1 It violates our copyright.

#2 It violates our policy.

We have a policy for the use of our logo. Dave suggested that the Board considers sending a Cease-and-Desist Order or letter to anybody in this country who is using our logo or our name.

Insurance (Liaison)

Other

Dave informed everyone that the Literary Awards are coming soon. In the next issue of *The Restorer* will be the Bill Reeder award. Dave will be sending these out to vote on to the past President, the current Technical Director and *The Restorer* Editor. After that is completed, it goes to the President’s literary award and the Editors literary award and then for this group the Directors’ literary awards.

Dave will be sending you mail asking you to review the articles that have been written and he asks that you reply back to him in a timely manner so he can get the winners notified so they can attend the National Awards Banquet. It requires you going through the past years *Restorer* and seeing what you think is the best.

**Chapter Coordinator – Will Langford**

Chapter Updates

245 Chapters in good standing

15 Chapters 2 years or older with no communication – oldest 2015

4 Chapters are 1 year outstanding

This time last year there were over 100 delinquent Chapters.

Delinquent Chapters are Chapters that have not submitted their 5 officers for the year nor paid their dues. These Chapters have been notified by mail and personally talked to regarding their status. Will presented a spreadsheet with 14 Chapters who are two years and older behind on their membership. 4 of them are International Chapters. These delinquent Chapters were discussed and found two of them have previously been disbanded and letters have been previously written to the rest with no response. According to our bylaws, it is time to send them a registered letter notifying them that without current Chapter information, their Charter will be revoked. A time frame will be included in this letter. The plan is to send out a certified letter to all that are delinquent.

Newsletter

A lot of time is spent reading newsletters

Newsletters received:

June 63

July 65

August 47 month to date

September 10 month to date

Every other month, Will replies to the Chapter Editor thanking them for their submission pointing out if there is something unique in the newsletter.

Will has attended some Chapter Zoom meetings which was appreciated by the members. He recently attended a meeting with the Santa Clara, CA Chapter and at the end of the meeting the members share stories about when someone does something nice for them. Three days later Will received a card from them thanking him for attending the meeting.

Newsletters & Websites

Evaluations are under way for both Newsletters and Website recognitions for 2023. Will has been sending out notifications to the editors asking them if they have any service award submissions and if so, to forward them on to him. As of the board meeting there was one Service Award Recognition and only one Website of the Year Recognition.

Longevity Awards

 Will showed the graphics he made up for the Longevity Awards winners this year. There was a 12-week campaign where these Chapters were featured on Facebook. These awards are not specific so will be available in the future for whoever takes the Chapter Coordinator Director position. It was asked if a chapter can go back and get their award and it was confirmed by Will that if they were notified, he would be happy to provide it.

Potential new Chapters

Will is potentially working with four individuals on four new Chapters: Chris Foulger from Hilo, Hawaii; a gentleman in South Central Tennessee; an individual in the state of Virginia; someone in Ohio. His plan is to have the Hawaii and the Tennessee Chapter ready for approval by the December 2, 2023 NAB in Santa Maria, CA.

P1S06 Privacy of Personal Information Policy

Below is the Motion for P1S06. It is a Motion that was incorrectly presented in March 16, 2023 and also at the May meeting. It amends P1S06 to include the recommendations by legal counsel presented at the March 16, 2023 meeting as well as additional edits made by Bill Truesdell and presented to the Board President.

1. A Motion was made by Will Langford to formally approve Amended Policy P1S06 as presented to the Board on August 1, 2023. The Motion was seconded by Dave Gill. The Motion was approved by a vote of 8-0. (6)

After much discussion and the information pointed out several times between the “Motion” itself and the additional information on the PowerPoint presentation, the Motion was passed. The Motion form itself that was discussed is a form the Secretary had previously made out to make the process of approving or not approving a suggestion/Policy easier. It includes the Motion itself, who seconded it and the Board members vote. This Motion form itself changes every year as the Board members change, so is not part of the Policy as the Policy would need to be changed every year.

Longevity Award

1. A Motion was made by Will Langford to approve the 50 Year Chapter Longevity Award Brick Motion presented to the Board on August 1, 2023. The Motion was seconded by Jay McCord. The Motion was approved by a vote of 8-0. (7)

This was first brought up in the February board meeting as a way to permanently recognize the accomplishment of a MAFCA Chapter. Will did a lot of research on the longevity of all of the MAFCA Chapters and presented his findings. Will suggested that starting with the 2024-2025 fiscal year, those current Model A Ford Club of America Chapters who have reached the milestone of 50 years of continuous membership will be permanently recognized with an engraved brick placed by the Model A Ford Foundation, (MAFFI) at the Model A Ford Museum in Hickory Corners, Michigan on the behalf of MAFCA. Each brick will be engraved with the club’s name and their date of charter.

Beginning in 2024, there would be 94 total Chapters who have achieved this honor. Discussing this with John Begg, MAFFI has agreed that the total cost of these 94 bricks would be $9,400. Normally bricks are $150 and but MAFCA will buy them for $100 each. This could be a onetime payment or MAFFI agreed to accept the order for all 94 bricks before Jully 1, 2024 and defer the payments over the next three years. In 2025 three Chapters will receive the honor of 50 years. Will presented a spreadsheet showing the future costs if a brick was made for each chapter reaching their 50 years as a Chapter:

#1 2025-2034 = 10-year average yearly expense $280.

#2 2035-2045 – 10-year average yearly expense $380.

There was a discussion about the offset revenue stream and where this money would be coming from with Melanie reminding everyone of the unexpected $46,900.49 revenue just received from Employee Retention. We had this unexpected income and should spend the money where it benefits our members.

The first 94 bricks would be located in the vehicle driveway next to the museum and would be placed in September, 2024 in time for Model A Days at The Gilmore and then every year after that. These bricks are made in the southern US and the lettering is carved out and then high-pressure glass is put onto the brick with a guarantee of 100-year service live

After much discussion, this was voted on and approved. A “one time” check of $9,400 will be given to MAFFI for the purchase of these bricks. These bricks will be in place and available to view at Model A Day at The Gilmore in 2024. John Begg thanked the MAFCA Board of Directors for voting in favor of this.

A “similar” check will be presented to MAFFI at Model A Days on Saturday, September 16, 2023.

Webmaster (Liaison)

The search for a new Webmaster continues with talking to people and advertising on Facebook page and on the front page of the current Website. An article will also be in the next edition of *The Restorer*. Will has asked all the Chapters who have submitted newsletters to include a couple of graphics in their newsletters that MAFCA is looking for a Webmaster.

Rick has started cleaning up orphan files and pages to help decrease webpage count. Will and Rick spoke with a web developer in Oregon as a potential option. A matrix is being put together after speaking with the web developer to see and understand what is important to the membership.

Will thanked Jay McCord and Bill Truesdell and all the folks he called concerning the Webmaster search.

**OFFICE MANAGER – Sandra Aguirre**

2023 Membership

2023 Membership as of today, (August 26, 2023) is 10,247 US members and 283 International members, 303 Free members with a total of 10,833. This is about 197 less than last year.

2024 Membership – Ballot mailing

The 2024 Membership renewals and ballots have been mailed. Encourage everyone to send in their ballots and membership prior to December. By doing this, it helps with not having to print additional renewals to go into the Jan/Feb issue that costs us more money.

As of today, we did have eleven envelopes that had additional names put on the mailing. Six have been found and we are still looking for the other five.

The Office was notified by two members that one only received one ballot and the other said they were missing both ballots. Ballots will be counted Wednesday, October 25. When finished, the results will go to our president, Robert Bullard. The Board will then be notified.

MAFCA Store

Changes have been made to the MAFCA Store with some phone calls saying that renewing their dues was easier this year. More changes are still to be made.

Sandra asked Andy to create a new ad with the Coupe, Tudor and Victoria specialty books. Andy put together a great ad that has brought in quite a few new orders. Sweatshirts will be reordered as 14 have been sold.

Actions Pending

Sandra informed everyone that the new computer has been installed in the shipping room and the office and is doing well.

**SUMMARY**

Robert gave a special thank you to the past presidents on the BOD August 26, 2023 Zoom call: Les Andrews, Jay McCord, Doug Linden, Happy Begg and Bill Truesdell. He thanked them for continuing to stay involved and participating and thanked them for their guidance and advise.

MAFCA’s next board meeting, will be December 2, 2023 at the National Awards Banquet in Santa Clara, CA commencing at 8:00 am.

Meeting ended at 1:26 pm Pacific time.

Kay C. Lee – Secretary

September 20, 2023

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