

**Minutes of BCA Board of Directors and Attendees Meeting held on,
Tuesday 22nd October 2024, via conference call.**

In Attendance:

The BCA Board members who were in attendance included;

Jack Welch, Melanie Mauser, Jerry Courson, John McCarthy, Bob Starzyk, Bill Gorman, Sid Meyer, Tim Turvey.

Absent: Mike Meyer.

Therefore there were seven voting members in attendance.

Other regular attendees whom were present included; Chapter Co-Ordinator Anne Gibson, Chief Judge, Alan Oldfield, Bugle Editor, Pete Phillips, Cornerstone Group Manager, Mark Wheeler and Assistant Chief Judge, Adam Martin.

There was a total of fourteen people on this conference call.

1. Secretary's Report presented by John McCarthy.

John McCarthy commented that the Minutes from the 17th September 2024 meeting had been circulated to all BCA Board members and other attendees. He asked whether there were any comments for discussion arising from these minutes. There were three corrections identified by Jerry Courson, Mike Meyer and Melanie Mauser and these changes needed to be made to the wording in their respective sections. It was agreed by the meeting to accept the Secretary's report, subject to these changes being made. Therefore it was moved by Jerry Courson that the Secretary's report be accepted and it was seconded by Melanie Mauser. The meeting approved them 7-0.

2. Treasurer's and Finance Committee's Report presented by Jerry Courson.

He made the following comments;

- a. 2024 has been a good year for net gain.
- b. He added that he had been looking into future investment prospectuses and was aware of the possibility of rising interest rates, which will possibly lead to a down turn in investment rates.
- c. Because of this Jerry Courson moved \$6,900 from the Morgan Stanley checking account to the Money Market account and invested at 5%.
- d. The total which the BCA currently has in the Money Market account is \$185,280 and the YTD return is 5.31%. This large amount is being kept there for the possibility of helping out the Museum Committee for a loan, if required.
- e. Next year there will be several large amount CDs coming due and interest rates may be lower than 5%, if we reinvest these for a three-year period.
- f. The tax return has been filed and the BCA needs to pay the IRS \$778. Jerry Courson will pay them via a bank account.
- g. The 2024 National Meeting net gain was \$9653. The Board agreed that half of this amount will be sent to the North East Ohio Chapter. This amount is \$4826.50.
- h. Jerry Courson moved that the Board approve payment of \$4826.50 to the North East Ohio Chapter. Seconded by Bob Starzyk. The meeting approved the motion 7-0.

- i. Jerry Courson commented that he had developed a report showing discounts for new members, going back 3 to 4 years, which showed how many of these memberships were renewed. He would like to continue tracking members who had received a discounted membership. This research is to show the gain in membership long term and how many members only joined the BCA for one year. It was moved by Jerry Courson that he keeps a data base to track membership of those who received a discounted new membership. It was seconded by Tim Turvey. The meeting approved the motion 7-0.
- j. It was moved by Sid Meyer to accept the Treasurer's Report and seconded by Bob Starzyk The meeting approved them 7-0.

3. Personnel Committee:

Tim Turvey commented that he had nothing to report.

4. Insurance, BCA Divisions, Other Clubs, Regions and Chapter Committees:

- a. Jack Welch commented that there now a new agent from the Insurance Broker covering BCA Insurance business.
- b. Mark Wheeler commented that BCA Insurance policies have recently been renewed.

5. SOP Committee:

- a. Bill Gorman commented that in collaboration with Jerry Courson, he was investigating and then will be re-writing the SOP to cover the disbursement of gains from the National Meeting to the host Chapter, and increasing the guaranteed payment.
- b. Jack Welch commented that the BCA cannot disperse any money until an SOP has been sorted out, implemented, and posted in the Bugle. Bill Gorman will report back to the next meeting.

6. National Meet Committee:

Sid Meyer commented that he had nothing to report.

7. National Chief Judge's Report:

Alan Oldfield commented that he was holding regular meetings with his committee. They were working on the changes and the implementation of these new rules and protocols, which were decided upon after the 2024 Strongsville National meeting. They plan to get them in place before the 2025 National meeting in Charlotte.

8. Chapter and Region Co-Ordinator Report:

Anne Gibson commented;

- a. There was a person from Philadelphia PA looking to start up a new Chapter that she was talking to.
- b. There is a new Director, (Jerry Richstein), for the SE Region, and they were discussing term limits.
- c. The Arizona Chapter is going well.

9. Roster Committee/Membership Directory Handbook:

- a. John McCarthy commented that the committee held a meeting and discussed each committee member's views and ideas as to how to progress this project.
- b. He further commented that the Committee needs to obtain a budget from the Board. This was discussed and it was agreed that Jerry Courson will make \$10,000 available.
- c. John McCarthy commented that he had spoken to Mark Wheeler about using his resources and expertise for collecting data and processing it. Mark Wheeler agreed to do this.
- d. The meeting agreed to tentatively set a June 2025 date to complete this project, subject to funding.
- e. The Committee has agreed to meet again before the next BCA Board meeting.

10. Bugle Advisory Committee:

- a. John McCarthy commented that he did not receive his copy of the October issue of the Bugle until the 9th October and asked whether other members were experiencing similar issues.
- b. Mark Wheeler commented that there were problems and issues with distribution from the postal end. Copies were turning up damaged and some were repackaged by the Post Office with an apology note. He was getting many phone calls from all over the Country from people who have not received their copy of the Bugle and he was replacing them.
- c. He went on to say that some people were waiting up to a month.
- d. Pete Phillips commented that he was getting many calls about the same issues; late delivery, no delivery and damaged copies.
- e. He further commented that the problem was at the Post office end, as the editing, layout and printing is being completed on time.
- f. Mark Wheeler commented that he was now collecting data on when, where and how the Bugle was being delivered to see if we can determine where this is happening and pin it down to a particular postal area.
- g. Alan Oldfield offered to put a post on Facebook about this scenario, and telling people to contact Cornerstone and not Peter Phillips.
- k. Peter Phillips asked the Board for permission and funding for him to attend the 1953/1954 Buick Skylark National Meeting being held in Fort Worth, Texas over the 23rd-27th October 2024. This was approved. John McCarthy moved that the Board approve payment and attendance of the 1953-1954 Buick Skylark National Meeting. Seconded by Jerry Courson. The meeting approved the motion 7-0.

11. Cornerstone Liaison:

John McCarthy commented that he has regular communication with Mark Wheeler and all was going well.

12. Strategic Planning Committee:

Jerry Courson commented that he had nothing to report.

13. Membership Growth Committee:

- a. Bob Starzyk commented about getting new members from the car shows which he attends.

- b. He further commented on the good progress being made with the re-introduction of the Ambassador's Program.
- c. Jack Welch commented that during the Hershey meet he had signed up new members and 12 renewals.
- d. He further commented on membership retention. When reviewing the BCA data there was nothing which was obvious to show why we are losing membership, other than older people opting out and/or passing away.
- e. Jack Welch commented that the Board needs to find a person who can promote membership.
- f. Tim Turvey commented on the need to encourage new members and retain these people. He stated that there was a need to look at attracting new members, retaining these members and how to recover and re-enlist members who have opted out.
- g. He further commented that we need to move forward with membership.
- h. Jack Welch commented on the problems with alienating members. This has been easily done by bad management and onsite planning decisions, particularly when attending National BCA meeting, for which there are several examples.
- i. He went on to comment about the work which Melanie Mauser has done to attract new members and retain these people.
- j. Jerry Courson commented about obtaining a Budget and Marketing firm to promote membership. Also about employing a University intern to work for about 20 hours a week on the issue of membership.
- k. Melanie commented that she wanted to promote the new W Contemporary Class using social media, with the help of a University intern.
- l. Melanie asked Mark Wheeler about membership cards and decals. He replied that only new members receive a membership card and decal, and not when renewing.

15. Awards Committee:

- a. Melanie Mauser commented that she had obtained from Mark Wheeler a copy of the current awards inventory held at Cornerstone. She is now looking to re-order silver awards.
- b. She further commented that the Committee was discussing the need for a new award to cover the Contemporary W class and this was on-going.
- c. Tim Turvey commented about the 100-Year award and the need for this award to be revamped. He also sees the need to look into how and when it is awarded.
- d. He went on to comment that the BCA currently has no documentation on who, when and where these awards were presented and their vehicle details.
- e. Tim Turvey further commented on the need to consider these vehicles, because in the coming years more and more Buicks will become eligible for this award. Next year it will be up to vehicles manufactured on and before 1925.
- f. He recommended that we should have a look at how the AACA handles this award to engage members.
- g. Jack Welch commented on the need to consider when and where these awards are presented, as the older cars are no longer being driven or shown at National, Regional and local Buick meetings. There is also the question of the many overseas club members who own and drive century and older cars.
- h. Bill Gorman and Alan Oldfield commented on the fact that there is a current SOP which covers the 100-year-old car recognition award.

16. Museum Committee:

Jack Welch commented that discussions were still on-going with Hershey and Flint. It is hoped that a decision will be made within the next six months.

17. Old Business:

- a. Jack Welch commented about the success of the Hershey meeting and how busy the Buick tent was during the week.
- b. He wished to thank John Steed for all the work which he has done over the years, which contributed to the success of the Hershey event. Sadly this will be the last time John will be there to organize and manage the "Buick tent". We now need to find a replacement for John Steed.
- c. Jack Welch commented on the possibility of holding a BCA Board meeting at Hershey next year.

18. New Business:

- a. Jack Welch commented on coming up with a new position, which could be a non-elected position of Executive Director, in order to maintain a stability and retain a knowledge of the history of the Club, as the elected board changes constantly.
- b. John McCarthy asked the Board to approve a \$100 donation paid to Free Conference Calling, as we have not paid them anything for the last two and half years. Motion moved by John McCarthy. Seconded by Bob Starzyk. Passed 7- 0.

19. Meeting was Adjourned:

Moved by Jerry Courson. Seconded by: Melanie Mauser.
Passed by 7-0.

Next Meeting will be held Tuesday 12th November 2024. 7:10 (ET). 6:10 (CT).