

**2015 Board of Directors Annual Meeting  
Oldsmobile Club of America  
Brookfield, Wisconsin  
July 22, 2015**

*Minutes are written in chronological order, not agenda order. Agenda items were taken out of order to respect presenters' time. The record notes that proceedings were audio recorded.*

President Jerry Wilson called the meeting to order at 8:06 a.m. In his opening remarks, the President thanked all the board members for giving their time and effort to attend the meeting. President Wilson acknowledged the challenges facing both Chief Judge Pruitt and Swap Meet Chair Horton at this Nationals. There are over 450 cars registered, with over 380 cars being judged. Even more people have signed up and bringing cars to show which has taken some of the Swap Meet area. President Wilson did an overview of the meeting's agenda. He introduced guests attending the meeting.

Attendance was taken and the proxy read during attendance. It was determined that there was a quorum.

**Attendance:**

President	Jerry Wilson	Present	
Vice President	Karl Sup	Present	
Secretary	Dalene DeLong	Present	
Treasurer	Lynn Shipley	Present	
Zone Director, Atlantic NE	Al Bouney	Present	
Zone Director, Atlantic NE	Sal Cerrone	Present	
Zone Director, Atlantic SE	John Roney	Present	
Zone Director, Atlantic SE	Terry Mell	Present	
Zone Director, Eastern Great Lakes	Vicki May	Present	
Zone Director, Eastern Great Lakes	Ken Nicholas	Present	
Zone Director, Western Great Lakes	Brian Lenz	Present	
Zone Director, Western Great Lakes	Dan Curtis	Present	
Zone Director, South Central	Gene Bossaller	Present	
Zone Director, South Central	Ralph Gaines	Present	
Zone Director, Pacific NW	Vacant		
Zone Director, Pacific NW	Vacant		
Zone Director, Pacific SW	Jon Manji	Present	
Zone Director, Pacific SW	Dan Haggerty	Absent	proxy Jon Manji
Chief Judge	Mike Pruitt	Present	
Swap Meet Chair	Everett Horton	Present	

**July 2014 Board of Directors Meeting Minutes:**

The minutes of the July 2014 Board of Directors Meeting had been previously distributed to all Board members. Pacific Southwest Zone Director Jon Manji moved to adopt the minutes with three typographical errors corrected. Atlantic Northeast Zone Director seconded the motion. The 2014 Board of Directors Meeting minutes were adopted as corrected.

### **July 2014 General Membership meeting minutes:**

The minutes of the July 2014 General Membership meeting had been previously distributed to all Board members. Secretary Dalene DeLong moved to adopt the minutes as written. Western Great Lakes Zone Directors Brian Lenz seconded the motion. The 2014 General Membership Meeting minutes were adopted as written.

### **Summary of Actions taken by the Board August 2014 – May 2015:**

The summary of actions taken by the Board August 2014 – May 2015 had been previously distributed to all Board members. Secretary Dalene DeLong moved to adopt the minutes as written. Atlantic Southeast Zone Director John Roney seconded the motion. The Summary of Actions taken by the Board August 2014- May 2015 were adopted as written.

### **Reports of Officers and Committees:**

The President stated that since all Board members have had time to read the reports, the reports would not be read aloud, but inquiries and comments would be accepted.

### **President's Report:**

Summary: *The annual report is an overview of activities between July 2014 and June 2015.*

*OCA Website: During the 2014 Board meeting, the Website Committee outlined proposed actions and estimated costs. The motion presented by the Website Committee was passed by the Board. The motion was for a budget of \$12,000 (with 16% margin) to include an integrated online PayPal payments, security enhancements, members only section, access to past issues of JWO, technical database, training, and quality assurance and testing. Work is progressing on the update of the OCA website, but slower than anticipated. Cistern Media has been reformatting the OCA website according to the work plan approved by the OCA Board of Directors. To date, less than 30% of the budgeted amount has been spent. One of the challenges is coordinating the databases that have been maintained for OCA membership and OCA Long-Term Membership. As the databases are not compatible, President Wilson and Vice-President Sup have been working on the consolidation.*

*OCA Contractors: Both the Communications Coordinator and the Membership Manager continue to serve the OCA. Their duties and responsibilities are evolving and changing to address the needs of members and the availability of technology. The new JWO Editor has revised the format, expanded the magazine to 48 pages, contacted many members, and incorporated a theme in each issue. All contracts were changed to include calendar year end dates. Ultimately, contract should correlate with the timing of the elections. The contracts will be one-year contracts for the calendar year 2016 with the subsequent contracts having two-year durations.*

*Financial Report from 2012 National Meet: The Oldsmobile Club of Iowa has not submitted the report from the 2012 National Meet. The Club has submitted a demand for the resignations of Board members and payment of legal fees. The new Board will not include the members whose resignations were demanded, the Board does not expect to comply with the "demand" that these members never run again for office, and no amount of expense has been provided. Information about this issue has been posted on the OCA website since December 2012.*

Merchandise Manager: In May 2014, Steve Hall informed President Wilson that Acme Apparel had terminated their license with General Motors and will not produce GM logo merchandise. They will serve as a distributor of GM merchandise produced by other companies. President Wilson contacted Equity Management Incorporated (EMI) and inquired about OCA obtaining a license to produce GM logo merchandise. The scope of the agreement would allow OCA to produce items for members and non-members with Oldsmobile logos from 1897 through 2004. Discussions have been ongoing for six months. At first, EMI stated the minimum cost for a GM license is \$5,000. President Wilson is working to reduce that to \$2,500. This is a costly license, but it is hoped that OCA can serve as a conduit for products sold to other Oldsmobile Clubs and the R.E. Olds Transportation Museum.

Cindy Klemm from Motor City Rockets in Detroit has stated her willingness to serve as Merchandise Manager. She will be producing the 30-Year Member Jackets which will be awarded at the Nationals in Brookfield. Polo shirts and T-shirts with the 2015 National Event logo were produced by Busy Bees based in Kirkwood, Missouri. The company, GM Photo Gifts, which is based in Detroit has a license to produce GM merchandise. Samples will be available at the Board meeting.

Relationship with R. E. Olds Transportation Museum: Since Bill Adcock assumed the duties and responsibilities as Executive Director of the R. E. Olds Transportation Museum, there have been substantial changes in the Museum and the funding. The relationship between the R. E. Olds Transportation and the Oldsmobile Club of America continues to improve and contributions to the Museum by the OCA have increased. Mr. Adcock asked the OCA to make a commitment to contribute \$5.00 per member each year. The OCA Board passed a motion unanimously supporting the R.E. Olds Transportation Museum, its activities, and its facility. The OCA Board had reservations about sending unsolicited letters to members and recommended articles in the JWO, a donation form placed quarterly on the mailing jacket of the JWO, and the addition of a voluntary donation line on membership and renewal forms. The Board will encourage chapter fundraising efforts and consider increasing the annual OCA donation.

Financial issues: On June 4, 2015, six boxes of OCA financial records were delivered to the R. E. Olds Transportation Museum where they will be inventoried and reviewed by members of the R. E. Olds Chapter. The internal control issues that existed in the past are being resolved. In the past, there was no segregation of duties and financial information was available to only one person, the OCA Treasurer. Each year a "financial compilation" was completed by a Certified Public Accountant. There was no independent review of OCA financial records. Recommendations for an audit or appointment of an Audit Committee will be presented to the Board for consideration.

National meets: Future meets include 2016 in Kingsport, Tennessee and 2017 in Albuquerque, New Mexico. Information about 2018 will be presented to the Board on July 22, 2015.

Racing committee: Joe Donnelly chairs the Racing Committee with representative from across the United States. The committee works with the Nationals Site Selectin Committee to identify racing facilities near possible sites of future OCA National Meets. The committee has

*established selection parameters to ensure that participating OCA members are protected by safety precautions and insurance.*

*Recognition of founding members:* *In January 2015, the Board of Directors provided a complimentary membership to Garry Pinckney (OCA Member #000001) and extended invitation to founders, Garry and Henry Pinckney to attend the 2015 and 2016 OCA National Meets. Henry Pinckney expressed appreciation for the invitation, but declined as a result of his failing vision. Garry Pinckney has not responded.*

*Nominee for Pacific Northwest Zone Director:* *the President of the Puget Sound Chapter has nominated Ed Kongsmo to be the OCA Pacific Northwest Zone Director. Mr. Kongsmo has declined two previous offers to take the position after the election in May 2014. The motion made by the Puget Sound Chapter will be presented to the Board at the July 22, 2015 meeting. Approval during the meeting requires a simple majority as compared to a motion done via email which requires 2/3 majority.*

*Directory:* *OCA Bylaws specify a Member Roster/Directory every five years. The last produced printed Directory was 2003 and the last CD format Directory was 2008. A new directory was to be done in 2013, but because one Board member voiced opposition, no directory was published. Both Shannon Olson and Marsha Nicholas have express an interest in producing a printed directory. Johnson Press of America has been contacted about producing a directory and annual meet brochures. Advertising would be sold to cover publication costs and pay both people for their work. Based on several people's experience with the database, mailing addresses are corrected, but many telephone numbers and email addresses are out of date. President Wilson recommends deferring production of a printed directory until the online directory is implemented and members have been provided an opportunity to update their information.*

*Bank Accounts:* *A checking and saving account has been opened at Bank of America. A commercial account which will accept payments via credit cards has been opened. Check scanning equipment is being used by Marsha Nicholas to deposit check into the Bank of America checking account. This has accelerated the payment of checks from six-to eight-week turnaround to an immediate deposit. The former bank for OCA financial operation, ViewPoint Bank, was purchased by Legacy Texas Bank. Funds in the saving account were transferred to the checking account. A substantial percentage of those funds have been moved to a saving account at Bank of America. It is expected that the balance of funds in the checking account will be transferred, and the account will be closed.*

*A checking account at US Bank have been opened for the 2015 OCA National Meet which will segregate the money for the activity and align with recent requirements of the Internal Revenue Service. Signatories are members of the Oldsmobile Club of Wisconsin, Lynn Shipley and Jerry Wilson.*

*President Wilson has obtained a credit card to be used exclusively for OCA expenses. The card has been designated for payment of future ongoing website expenses. In the past years, President Wilson incurred substantial amount of OCA expenses which have not been reimbursed*

and this will isolate those expenses in the future. The card has been used to purchase business cards for OCA Board members and decals to be included in new membership packets, and mailing expenses.

Vision for the Future – Updates: In the 2014 report, President Wilson made some suggestions that would have a positive impact on the OCA. [Updates in dark print]

- Encourage members to drive their Oldsmobiles to National Meets. **There have been no changes to date. However, these issues have been discussed with the Chief Judge, and discussions with members of the Judging Committee are planned.**
- Expand the Unrestored Class 18 to include specific portions of the automobiles. **No changes to date. This topic is set to be discussed during the Judging Committee meeting that is tentatively scheduled during the 2015 National Meet.**
- Identify some form of recognition that encourages owners of unrestored class winners to continue to bringing their cars to National Meets. **No changes to date. This topic is set to be discussed during the Judging Committee meeting that is tentatively scheduled during the 2015 National Meet.**
- The OCA website might include a “members only” section that provides access to other OCA members, classified listings, virtual swap meet, online Member Directory, and online versions of JWO. **Changes are being made to the OCA website, although not as quickly as anticipated.**
- Future contracts with JWO Editor might include requirement that the Editor attend OCA National Meets. **Done**
- Encourage wider participation of OCA members with BOD and ensure that all Board members are accountable to club members. Some revisions in the OCA Bylaws might include: two-year terms **Done**, term limits, restricted proxy voting, increased responsibilities for committees **Progress, but not yet complete**, and eliminate BOD membership for appointees **Done**.
- Update/streamline the financial system to accelerate the new member enrollment process. **Progress has been made.**
- Consider a substantial increase to the annual \$1000 contribution to the R.E. Olds Transportation Museum. **Done – but we will continue to work to increase the level of support by the OCA, through the Board of Directors, Chapters, and individual members.**
- Consider making contributions to educational institutions that have automobile restoration programs. **No progress, but remain part of the vision.**

President Wilson commented pages 8 and 9 of his report. Pages 8 and 9 are his vision for the club from last year with an update. One of his main concerns is the growth of the membership.

A keystone of growth is the *Journey With Olds*. The OCA has made changes in the *Journey With Olds*. The Board of Directors applauded the efforts of JWO editor, Shannon Olson. There has been positive feedback from members. The issue of about Vista Cruiser brought in additional

members. JWO Editor, Shannon Olson, has about six months of themes. Board members commented on Editor Olson's responding quickly to all inquiries.

An area that might be expanded is making parts for sale available through the website. There has been some feedback from members concerning the judging classes and that they might bring their car if some of the rules were changed. Chief Judge Pruitt and the Judging Committee are looking at the classes.

President Wilson solicited ideas from the Board of Directors about furthering the growth of OCA. He encouraged building relationships with other GM car clubs, especially for regional shows. The goal is to reach out to people to grow the membership, extend the amount of parts and cars available, and keep the name of Oldsmobile alive.

There was a question about HelmsBriscoe helping with regional shows. Mr. Wilson stated that HelmsBriscoe would be willing to help car clubs do regional shows. Pacific Southwest Zone Director Jon Manji related his club's positive experience with HelmsBriscoe. It was emphasized that the host chapter pays nothing to HelmsBriscoe. The hotels pay HelmsBriscoe. This was the first National which HelmsBriscoe assisted OCA, and they only had 24 months to do it. It was noted that HelmsBriscoe had negotiated with three other hotels near the host hotel.

### **Asset Report**

*Summary: The account at Legacy Texas Bank in Richardson, Texas had a balance of \$30,150.40 on June 18, 2015. The account at Bank of America had a balance of \$200,114.80. All depreciable OCA Assets have been fully depreciated. The current estimated value of depreciable assets is less than \$100.00. The current value of consumables as of June 20, 2015, which consists of 1,996 decals at \$0.25 each in value is \$499.00. Fixed Assets consist of a Membership Program, OCA Official Seal, and Road Show materials (20 banners).*

There was a discussion about the new window decals. The new decals are cling type. The newer decals are larger, and there have some been positive comments. A decal is sent to every new member. There were several ideas about making them available to all members. President Wilson suggested that Membership Manager Sharlene Pearson and Communication Communicator Marsha Nicholas work with President Wilson about a proposal to present to the Board of Directors. There was suggestion that the website address be added to the decal.

### **Vice President's Report**

*Summary: The activity on the OCA Website has increased 25%, and the volume of emails generated by website visitors has also increased. Many visitors are not members, but are Oldsmobile enthusiasts. The official OCA Facebook page has over 8,800 members. Vice President Sup thanked David Consoli for volunteering as mediator for the OCA Facebook page. It has been a great vehicle for promoting Oldsmobiles and OCA, and it has attracted many new and younger members to the club.*

**Chapter Report:** *Chapter compliance (OCA Policy Manual section 8.10) was modified at the July 25, 2013, BOD meeting to suspend chapter compliance requirements. This action eliminated the mandatory compliance requirement and as a result has eliminated the typically*

*contentious annual confrontation between the OCA and its chapters. Chapters are still encouraged to promote OCA membership. The Heart of America Chapter is once again an active chapter. There have been many inquiries into formation of new chapters.*

Vice President Karl Sup stated that there has been a good feedback about the changes in Chapter Compliance. The change does not seem to have affected membership levels because membership numbers have leveled off.

The number of Facebook followers has increased to 9,100 at this time. Vice President Karl Sup stated that it was obvious that not all the followers of the Facebook page are members. He said that every few months, he tries to tell the Facebook followers about OCA.

Both the Indiana Club and the Heart of America Club are reactivating. There have been inquiries from people living north of New York City to Hudson Bay and the Smoky Mountain Chapter.

There was a concern expressed that the chapter contact information listed in the *JWO* was not updated. Vice President Sup, President Wilson, and *JWO* editor Shannon Olson will work on a process to keep the contact information current on the website and in the *JWO*.

#### **Treasurer's Report:**

*Summary: The Treasurer reported that the following actions had been completed since July 2014*

- 1) The OCA deposit accounts with Viewpoint/Legacy Texas Bank have been reconciled from January 1, 2014 to June 30, 2015, and all funds have been transferred to Bank of America*
- 2) New accounts (operating account, credit card account, and savings account) were established with Bank of America were established in October 2014.*
- 3) The Nationals account was opened with US Bank in December 2014.*
- 4) Pursuant to OCA Board approval, Dent K. Burk & Associates were engaged to provide accounting services including preparation of financial statements and tax returns.*
- 5) Tax returns were filed on time.*
- 6) Fiscal Year End (December 31, 2014) financial statements were completed and presented to the Board.*
- 7) Interim financial statements dated June 30, 2015 were presented to the Board.*
- 8) The budget for the period June 1, 2014 – May 31, 2015 with variances was completed and presented to the Board.*
- 9) Historically, OCA has prepared a budget May to June. Since OCA's fiscal year is the calendar year, the Treasurer is recommending that the budget coincide with the fiscal year beginning with 2016. The Treasurer prepared a draft 2016 budget for the Board's consideration.*

*The Treasurer's primary concern was the continued decline in revenue which is directly related to the decline in membership. The Treasurer expressed regret that he had not been able to meet*

his goal of provided the Board with monthly financial updates. With the consent of the Board, he would like to provide quarterly financial statements.

The Treasurer's report included an overview and monthly Statement of Cash Revenue & Expenses and a Comparative Statement of Cash Revenues & Expenses for 2014 and 2013. The report also included the "Exempt Organization" tax returns for the year ending December 2014,

The statement of Assets, Liabilities, & Members' Equity, Cash Revenues & Expenses, and Comparative 2014 & 2013 dated December 31, 2014 includes:

Assets

Current Assets

Checking/Savings	
U.S. Bank #0355	100.00
OCA Paypal Account	3,008.42
BOA Business Interest Max #8261	100.00
BOA Business Advantage Checking	381.80
BOA Operating Account #8258	41,804.50
U.S. Bank Checking	228.00
ViewPoint Money Market Svgs	202,952.94
ViewPoint Checking Account	<u>24,003.96</u>
Total Checking/Savings	<u>272,579.62</u>

Total Current Assets 272,579.62

Liabilities & Equity

Equity

Member's Equity	284,390.94
Net Income	<u>(11,811.32)</u>
Total Equity	272,579.62

Total Liabilities & Equity 272,579.62

Statement of Cash Revenues & Expenses

Total Income	167,292.94
Cost of Goods Sold	<u>115,889.73</u>
Gross Profit	51,406.21
Total Expense	<u>63,753.94</u>
Net Ordinary Income	(12,350.73)
Total Other Income	<u>539.41</u>
Net Income	(11,811.32)

Comparative Statements of Cash Revenues & Expenses

	<b>2014</b>	<b>2013</b>
Total Income	167,292.94	183,151.33
Cost of Goods Sold	<u>115,889.73</u>	<u>135,116.34</u>
Gross Profit	51,406.21	48,034.99
Total Expense	<u>63,753.94</u>	<u>69,943.72</u>
Net Ordinary Income	(12,350.73)	(21,908.73)
Total Other Income	<u>539.41</u>	<u>1,063.62</u>
Net Income	(11,811.32)	(20,845.11)

Treasurer Lynn Shipley gave hard copies of his report which had been emailed to the Board of Directors earlier. He stated that all accounts of the Viewpoint/Legacy Texas bank are in the Bank of America. Treasurer Shipley has reconciled all the bank statements of January through December 2014. There were only minor calculation errors. Additionally, Dent K. Burk and Associates has reconciled all the statements for January through December 2014.

Treasurer Shipley stated that information provided by OCA to Dent K. Burk and Associates is categorized and the firm does no auditing of OCA accounts. Treasurer Shipley stated that since taxes are done on a calendar basis and it is difficult to do a budget May to June and compare it to actual costs; he is suggesting that the budget be done on a calendar basis. He included a budget for the remainder of 2015 and for 2016. The goal is to have a balanced budget. Ultimately the goal is to have cash inflow and cash outflow be equal.

One idea proposed to balance the budget was to offer the OCA membership the option of getting electronic copies of *JWO*. There is a lower cost, members get it earlier, and younger members want it so they can access it on iPads, etc.

Jerry Wilson, Karl Sup, Jon Manji, Sharlene Pearson, and Shannon Olson will work as a committee on making an electronic copy of *JWO* available.

The revenue items that need focus is growing membership and income from commercial advertising.

Treasurer Shipley plans to make quarterly reports to the Board of Directors, and stated that the 2016 budget will be put before the Board during the 4<sup>th</sup> quarter.

**Chief Judge's report:**

*Summary: Members of the 2015 Judging Committee are Ed Konsmo, Greg Minges, Dave Kozlowski, Clay Tober, David DeLong, and Ken Nicholas, along with the Racing Subcommittee of Joe Donnelly and Kevin Thompson. Much of the year has been a learning experience for Chief Judge Pruitt. Very few changes were made to the OCA National Car Show Rules and Classes. The Judging Committee plans to have a meeting during the 2015 OCA Nationals to discuss classes and rule changes for the 2016 OCA Nationals.*

*There were some surprises during the past year which included the absence of the past years' judging sheets, finding out the 2013 and 2014 REO Award Winners hadn't receive their awards, ad receiving art work form the supplier of the Hu S. Vandervort Award with the name misspelled. Chief Judge Pruitt states that his goals are to get more members involved in judging at OCA Nationals, preservation and restoration of Oldsmobiles, and to have fun.*

Chief Judge Mike Pruitt stated that no major changes have been done, because he was getting caught up with things. For example the 2013 and 2014 REO Awards needed to be completed and Hu S. Vandervort's name was misspelled and the design did not containing anything related to Oldsmobile.

Looking to the future, Chief Judge stated that the Judging Committee will be considering to expand Class 18 by making a subclass of original cars with minor changes. The car would need the original interior and engine. This is to encourage more cars to come to the Nationals. Another idea is to create a Touring/Driving class which would be for the cars that are driven frequently.

Another item the Judging Committee will be considering is the recognition for years of judging. At this time, there is no recognition beyond six years. A suggestion was made that pins could be given to recognize years of judging.

The Committee wants to consider ideas to keep show cars on the field on Saturday. This is a concern for both local spectators and people who judge cars on Friday. Ideas were presented about prizes for people keeping their cars on the show field on Saturday. President Wilson mentioned that the Meadowview Marriott (next year's host hotel) have donated several certificates worth about \$100 that could be used for a drawing on Saturday for cars on the field. The Board agreed to use those incentives this year on Saturday as a trial run. Al Bouney, Dalene DeLong, Vicki May, and Ken Nicholas volunteered to help with Saturday's drawing. They will report back to the Board about the response.

Eastern Great Lakes Zone Director Vicki May suggested that OCA survey the participants on the field concerning the show and reasons for staying or not staying on the field on Saturday. A committee to develop a survey was appointed. The committee members are Jon Manji, Sal Cerrone, Vicki May, Shannon Olson, and Jerry Wilson. It was suggested that a survey be included in the *JWO*. Another idea was a survey given to participants during Nationals. Another suggestion was a survey given to the people who are judging.

The question was asked about recruiting new members at Nationals. Marsha Nicholas answered that Shannon Olson and she have a booth on the show field and are walking around to the vendors. This is the first year for this type of effort.

Chief Judge Mike Pruitt reported that the Judging Committee will be meeting during the Nationals to get communication established and discuss several ideas. It was noted that the people on the Judging Committee have not met face to face before. The Chief Judge reported that he is trying to build a database on the past judging sheets. There were no records beyond the last year's (2014) judging sheets. Several Board members reported that they had been required to turn in the original judging sheets within a week. Chief Judge Mike Pruitt stated that he had received records on participants who judged.

Eastern Great Lakes Zone Director Ken Nicholas observed that the Nationals is not a spectator friendly event with lack of parking. Other people commented that advertising locally about the Nationals should be done more.

### **Racing Committee report:**

Summary: *The Racing Committee negotiated rental of the Edgewater Sports Park of Cincinnati track on July 30, 2014 for \$1,500. It was decided to hold two evening events because of previous*

years' rain-outs. At the 2014 OCA Nationals Race, there was great weather and helpful personnel which showed the racers and street car owners that Olds is still a real competitor. Awards were given to Top Rocket, first and second place in Super Pro, Pro, and Show Stock classes.

For the 2015 Nationals race, the Racing Committee negotiated to attend the regularly scheduled Wednesday and Friday evening events at the Great Lakes Dragaway in Union Grove, Wisconsin, with an Oldsmobile area in the pits and spectator areas. Because each attendee will pay regular admission, there is no cost to OCA this year. Again, Joe Mondello Racing Engines in manufacturing and donating the CNC machined aluminum award plaques. American Racing Headers is offering award money (\$1000) to winners and runners-up

Racing Committee Chair Joe Donnelly stated that there will be racing on Wednesday and Friday nights with zero cost to OCA this year. Joe Donnelly concern is that there needs to be a stronger showing beyond the usual fifteen cars to keep American Racing (racing awards money sponsor) providing the \$1000 cash awards. Joe Donnelly stated that show cars have as much chance of winning prize money as a dedicated racer. He is hoping to get more dedicated racers as well as younger people to attend.

The conflict of scheduling with Dick Miller Racing in Norwalk, Iowa, was discussed.

The Board of Directors reiterated that OCA welcomes racers. The Nationals racing event is trying to be friendly to show cars as well as dedicated racers.

The Board of Directors complimented Joe Donnelly for his continued efforts with the racing program.

#### **Swap Meet Chair report:**

*Summary: The weather was great for vendors at the 2014 OCA Swap Meet in Cincinnati. The swap meet was very visible because it was set up across the access road between the Host Hotel and the shopping center. There was a total of 50 vendors. 184 spaces were sold at \$30.00 per space for a total of \$5,520.00. The golf cart cost \$250.00, and the cost of the Porta Johns and dumpster was \$857.50. The total expense was \$1107.50.*

Swap Meet Chair Everett Horton stated that this year has been more of a challenge because of the issue of space. Because more cars entered in the show, space was taken from the swap meet area.

#### **Standing Committee Reports:**

##### **Insurance/Events Coordinator:**

*Summary: In 2014, the insurance plan year was changed by purchasing a policy for a partial play year (September 1, 2014 through December 31, 2014) and then purchasing a policy for the calendar year of 2015. This eliminates the delays in obtaining Certificates of Insurance for show that occur after August 31. This protocol also allows the Board of Directors to renew coverage without the previous commonplace "down to the wire" situations. The costs for the 2015*

coverage is \$8,983.00. Quotes for coverage in 2016 are not yet available, so the Board will need to consider the renewal of the insurance at a later date.

*Events: Between September 1, 2014 and December 31, 2014, thirteen requests for insurance were received and approved. For the policy year January 1, 2015 through December 15, 2015, thirty-five requests were received and approved at the time of the report.*

President Jerry Wilson stated that there are about 50 events insured every year. The turnaround for insurance requests seems to be done quickly. He stated that the insurance company will be providing the quote for next year this fall.

The Board complimented Jerry Wilson for his work with the insurance company and getting insurance for car show events.

**Road Show report:**

*Summary: There were four events held between July 2014 and June 2015. There are six events planned for end of June 2015 through October 2015. Interest has increased by two shows for the year. It is difficult to determine the number of new members generated by the Road Show. The Road Show does advertise the Oldsmobile Club of America, as well as the local chapters giving out information about their club activities.*

<i>Expenses:</i>	<i>Reimbursement requests:</i>	<i>\$272.69</i>
	<i>Shipping (banners, JWO, applications)</i>	<i><u>\$144.69</u></i>
	<i>Total</i>	<i>\$417.38</i>

**Model Year Advisor report:**

*Summary: Program is running smoothly with absolutely no glitches.*

One concern is that some of the Model Year Advisors are not members of OCA. Another concern is that some of the contact information listed in *JWO* is incorrect.

A committee consisting of Sharlene Pearson, Al Bouney, and Jerry Wilson will work with the Model Year Advisor Chair to insure that people listed as advisors are members of OCA, and that the contact information is correct.

President Wilson stated that contact information in the database is not always correct, especially phone numbers and email addresses. He noted that the By-laws state that a directory be published every five years, but the information needs to be correct before a directory is printed. Zone Director Ken Nicholas gave the example that Editor Shannon Olson tried to contact members for the Vista Cruiser issue and eight out of ten contact information was incorrect.

The Board of Directors discussed different methods of getting updated member information either through an updated postcard or letter.

### **Long-Term Member Committee report:**

*Summary: In November 2014, LTM chairman, John Galehouse informed the Board of his retirement from that position. Vice President Sup, temporary LTM chairman, thanks Mr. Galehouse for his years of volunteer service in managing the LTM research and keeping a database of that research information. The program has been a great success to date.*

*For 2015, there were 48 members awarded 30-year jackets. Additional information provided by Mr. Galehouse arrived June 1, 2015 which was too late to perform the necessary research and analysis for inclusion in this year's jacket production. It is unclear how many 5, 10, 15, 20, 25, 35, or 40 year pins were distributed in 2015.*

*For the future, the program rules and regulations will be clearly defined and published into a living document to allow committee chairs to manage the LTM process more effectively. Additionally, the LTM database has been merged into the General Membership database to insure a single source of information. The LTM Committee will have updated access to LTM-specific information in the online database which will provide accuracy and streamline the process.*

Vice President Karl Sup (temporary Long Term Member Chair) stated that after Nationals he would go through the backlog of information given to him in June by the previous Chair. He wants to streamline the process and enter the information into the database. It was noted that this year, more than 50 jackets had been produced with 21 of those people at the Nationals and 16 jackets will be given at the awards banquet Saturday night. The jackets have been produced by Cindy Klemm who is a member of the Motor City Rockets of Detroit.

President Wilson noted that Dave Vollbracht has volunteered to chair the Long Term Member Committee.

### **Contractors Reports**

#### **JWO Editor's report:**

*Summary: For the 2014-2015 publication year, JWO has grown in size and in content. Open communication and ongoing contact has been the key to success. Member feedback has been overwhelmingly positive and is shown by a surge in article submissions, "Letters to the Editor", complimentary online forum and OCA Facebook posts, personal emails and phone calls to the Lansing office, Board members, and editor. Most importantly, prior members are rejoining.*

*Duties and Team: The duties of the editor include the following: 1) theme, design, and layout of each issue, 2) gathering, editing, and writing content, 3) manage publication with print contractor, 4) meet consistent deadlines each month, 5) member communications via phone and email to address inquires, and 6) graphic design for display advertising when needed at no charge to advertisers. The Publication team and columnists consist of President, Jerry Wilson; OCA Communications Coordinator/Classifieds Ad Manager, Marsha Nicholas; Display Advertising Manager, Melissa Perry; Membership Manager, Sharlene Pearson; OCA Chief Judge, Mike Pruitt; and Front Wheeling Columnist, Ralph Braun.*

Changes: 1) Small changes with design, layout, and font began with the September 2014 issue. A full design change was done by the January 2015 issue. There is now a front and back cover, more color, new layout for classified advertising, and a defined advertising section. There is also the usage of bigger and bolder color and graphics. 2) A new format – themes- was started with the November 2014 issue. Content has not been limited to the theme to make each magazine appeal to a wide range of interests. 3) reaching out through emails, phone calls, and Facebook to individual members, model year advisors, and zone directors for their stories and assistance, 4) increasing the number of pages from 32 to 48, 5) new category of the Old Cars Weekly Golden Quill Award – National Luxury, 6) full table of contents for each issue, 7) “New Members” list in each issue.

Advertising: There was concern about advertising vs readable content in JWO. A comparison of issues of the previous editor with the current editor was done. Five issues done by the previous editor (April 2014 – August 2014) showed advertising percentages ranging from 28% to 37.5%. The issues done by the current editor (September 2014 – June 2015) showed advertising percentages ranging from 18.75% to 37.5%. [The most recent issue, June 2015, was 25%.] OCA revenue is small compared to printing/postage costs. JWO has few ads in comparison to other collector car club magazines.

Advertising Team Restructure: In September 2014, Melissa Perry was responsible for Member Classifieds, Commercial Classifieds, and Display ads. At the time of this report, Melissa Perry is responsible for only Display Advertising. Marsha Nicholas has assumed responsibility for the other advertising. (The editor praised the extra efforts of Marsha Nicholas and noted that since she has taken over the Classified Ads, there has been a vast improvement with meeting deadlines. Marsha Nicholas has built a bridge of much needed communication with members. For the first time, members have been contacted to confirm the ad’s clarity and content as well as the correct category. Revenue has been increased because ads were incorreccted categorized and not being paid for when they should have been.)

Future Objectives: The editor listed future objectives which included continuing to improve communication with members and chapters, increasing technical content via membership and Model Year Advisors, highlight worldwide membership and Oldsmobile ownership, obtain Golden Quill award for the 2015-2016 publication year. Other objectives included a “members only” archive of JWO and digital JWO and digital classified, yearly updating of chapter contact information, and yearly recognition for chapter newsletters/websites. The editor listed the 2016 publication timeline and tentative themes.

The Board of Directors thanked Shannon Olson for her work.

#### **Communication Coordinator’s report:**

Summary: The job includes the following: 1) answering all phone calls and answering members’ questions. Change of addresses are also noted and emailed to Membership Manager to enter in the database. The Communication Coordinator can search the database, but not enter or change information. 2) driving 50 miles round trip twice a week to get OCA mail. 3) open all mail and then direct it to the appropriate person

The following items have changed this year: 1) Until October, the membership applications (new & renewal) were sent to the Membership Manager and checks sent to the Treasurer. Previously the applications and checks were sent to the Membership Manager who sent the checks to the Treasurer. Starting October 7, 2014, the checks were recorded on a spreadsheet, deposited via a check scanning machine, check # and amount recorded on the application, and the applications sent to the Membership Manager. Copies of the spreadsheet and deposit sheets (with account numbers crossed out) are mailed to the President, the Treasurer, and the Membership Manager. 2) At the end of October, the Communication Coordinator was asked to do the members' classified ads. During November and December, the Communication Coordinator spent about 55 hours contacting members, retyping/formatting ads, and proofing ads. The Communication Coordinator continues to do the members' classified ads. 3) Beginning June 2, 2015, the Communication Coordinator started handling the Commercial Classified Ads. 4) The Communication Coordinator deposits payment checks sent from the Display Advertising Coordinator and creates a spreadsheet for those payments. 5) Starting February 2015, the Communication Coordinator received extra copies of JWO so members' requests can be filled quickly. 6) Since May 2015, the Communication Coordinator helps proof the completed, monthly JWO.

The Communication Coordinator and the Editor are willing to work on a Members Directory. They are also going to have an information table at the 2015 Nationals to meet members and answer questions.

The Board of Directors thanked Marsha Nicholas for her work. It was noted the level of communication with OCA members over the past year has opened many doors. The positive feedback from members can be attributed to Marsha Nicholas efforts.

**Membership Manager's report:**

Summary: Membership seems to be holding fairly steady as compared to previous years. Several membership renewals are from former members who let their membership lapse. Renewal postcards are sent 6 weeks prior to membership expiration. Welcome letters and decals are sent with each new membership.

**Membership Report – with history**

Report	Beginning	New	Lapse	End
2010	6335	770	1174	5931
2011	5931	667	693	5905
2012	5905	557	731	5731
2013/2014	5429	498	957	4970
2015	4970	351	136	4834

\*2014/2015 report – memberships 6/28/14 thru w/e 6/06/15

**Membership Renewal Methods**

Report	New Members	Online with PayPal	Paid with	Decals Remaining
--------	-------------	--------------------	-----------	------------------

			<b>Check</b>	
<b>2010</b>	770	408	45	1580
<b>2011</b>	667	457	97	798
<b>2012</b>	557	388	47	195
<b>2013/2014</b>	498	528	46	44
<b>2015</b>	351	439	48	996

Sharlene Pearson has been the Membership Manager for 18 years. The Board of Directors thanked her for her years of service to OCA.

She noted that the cost of being an OCA member has not changed since she started. She cited postage costs of \$2.08 to mail *JWO* to a member in the US, and it costs \$7.20 to send a *JWO* to a member overseas, excluding Canada. There are between 30 and 35 active members overseas, excluding Canada. She noted that overseas postage has increased greatly. She uses a discounted postage machine which helps with the cost.

The Board members discussed the reasons for the membership decline of recent years. The Board members also discussed chapter membership requirements, initiatives to join, and membership drives. It was noted that some chapters require their members to belong to OCA as well as local club. It was noted that Road Show at Homecoming has been very successful signing up new members, as well as renewals. It is usually 8 – 13 each year.

**Display Advertising Manager:**

*Summary: The Display Advertising Manager, Melissa Perry, did not submit a report. The following information was provided to the Board of Directors. 1) Based on a counted comparison of display advertising of JWO ads for the time period of June 2014 through June 2015, there were 5 more advertisers and 2 advertisers who had advertised for only a short time. Comparing the June 2014 issue and the June 2015 issue, there was ¾ page more display advertising. Total advertising revenue from September 2014 through May 2015 was \$8,070.00. Melissa Perry was paid \$6,414.00, so there was a net of \$1,656.00 for OCA.*

*The Display Advertising Manager, Melissa Perry, tendered her resignation on June 18, 2015.*

President Wilson noted that when the Board of Directors reconvened, it would be an executive session. The meeting was recessed for a short break at 10:30 a.m.

## **New Business**

The Board of Directors meeting was reconvened at 10:48 a.m. as executive session with Board members only. It was determined that there was a quorum.

The Contractor Review Committee discussed its report which had been previously sent to Board members. The report contained an overview of each position with responsibilities, time requirements, changes experienced in the past year, and difficulties encountered.

The Contractor Review Committee presented recommendations for the Board of Directors to consider.

### ***Journey with Olds* Editor, Shannon Olson**

**The Contractor Review Committee recommended that the Oldsmobile Club of America retain Shannon Olson as *Journey with Olds* Editor and renew her contract with the monthly compensation of \$2,500 beginning August 1, 2015 and ending December 31, 2016.**

**The Contractor Review Committee recommended that a review of the performance of the Editor be conducted during the spring of 2016 with a possible recommendation to the Board for a compensation adjustment.**

The recommendations had come from a committee, thus no second was required. The recommendations for the *JWO* Editor, Shannon Olson, were accepted.

### **Communication Coordinator, Marsha Nicholas**

**The Contractor Review Committee recommended that the Oldsmobile Club of America retain Marsha Nicholas as Communication Coordinator and renew her contract with the monthly compensation of \$1,200 beginning August 1, 2015 and ending December 31, 2016.**

**The Contractor Review Committee recommended that the OCA purchase a new scanner/printer/fax/copy machine for the Communications Coordinator's use.**

**The Contractor Review Committee recommended that the Communications Coordinator investigate the cost of methods to meter mail from her home and report that information to the Contractor Review Committee so that a recommendation may be made to implement changes that will increase the efficiency of operation for the Communication Coordinator.**

**The Contractor Review Committee recommended that a review of the performance of the Communication Coordinator be conducted during the spring of 2016 with a possible recommendation to the Board for a compensation adjustment.**

The recommendations had come from a committee, thus no second was required. The recommendations for the Communication Coordinator, Marsha Nicholas were accepted, with one member abstaining.

### **Classified Advertising Manager, Marsha Nicholas**

The committee noted that since the previous Display Advertising Manager would do neither members' classified advertising nor members' commercial advertising, Marsha Nicholas has been doing it. The committee noted that her efforts to contact all advertising members had produced very positive responses. It was noted that this was the first time anyone from OCA had contacted classified advertisers.

The committee noted that this is a newly created position

**The Contractor Review Committee recommended that a one-time payment of \$1,000 be made to Marsha Nicholas for her work with Classified Advertising for Members' Classifieds (Oldsifieds) for JWO issues from November 2014 through July 2015 and her work with Commercial Classifieds in June and July 2015.**

**The Contractor Review Committee recommended the creation of a new position of Classified Advertising Manager, which will include responsibility for Members' Classifieds (Oldsifieds) and Commercial Classifieds, and that Marsha Nicholas be offered the position with a contract from August 1, 2015, to December 31, 2016, with the monthly compensation of \$300.**

**The Contractor Review Committee recommended that a review the performance of the Classified Advertising Manager during the spring of 2016 with a possible recommendation to the Board for a compensation adjustment.**

The recommendations had come from a committee, thus no second was required. The recommendations for the Classified Advertising Manager, Marsha Nicholas were accepted, with one member abstaining.

### **Membership Manager, Sharlene Pearson**

The Board noted that Sharlene Pearson is a valued OCA contractor. The Board of Directors noted that the duties of this position would be changing with activation of the membership portion on the website. The Contractor Review Committee is to make a recommendation to the Board in November concerning the duties and compensation for this position.

**The Contractor Review Committee recommended that a membership renewal letter be used instead of the renewal postcard, and that the renewal letter contain space for membership contact information updates. The Committee suggests that the letter be drafted by a committee consisting of Sharlene Pearson, Marsha Nicholas, and Dalene DeLong.**

**The Contractor Review Committee recommended that the Membership Manager send information via e-mail about new members to Chapter Representatives and Zone Directors.**

The recommendations had come from a committee, thus no second was required. The recommendations for the Membership Manager, Sharlene Pearson were passed.

### **Display Advertising Manager**

Because Melissa Perry has tendered her resignation, this position is unfilled. The Board of Directors thinks that having more revenue from commercial advertising is important. A committee consisting of Ralph Gaines, Sal Cerrone, Jamie Cox, Dalene DeLong, and Jerry Wilson were appointed to define the duties of this position and assist with locating candidates.

President Jerry Wilson thanked the Contractor Review Committee for their work.

### **Pacific Northwest Director**

President Wilson notified the Board of Directors that earlier this year Jamie Cox had indicated his willingness to serve as Pacific Northwest Zone Director. President Wilson noted that Jamie Cox has been and continues to be a member of the Contractor Review Committee.

**Treasurer Lynn Shipley moved to ratify Jamie Cox as Pacific Northwest Zone Director. Dan Curtis seconded the motion. The motion was passed.**

The Board considered a motion from the Puget Sound Olds Chapter sent to the Secretary concerning the appointment of a Zone Director for the Pacific Northwest Zone. The motion asked for Ed Konsmo to be appointed to that position. The call for vote was by written ballot. The motion did not pass.

The Board of Directors meeting was recessed for lunch at 1:05 pm.

The Board of Directors meeting was reconvened at 1:41pm. It was determined that there was a quorum. The Board of Directors was no longer in executive session.

### **New Business (continued)**

#### **Merchandise Manager**

President Wilson explained that he has been looking at various vendors who have a GM license and make items that fit OCA and are items that people want to buy. He has talked to Dave Leash of GM Photo Gifts. Dave Leash's qualifications include that his company is already a GM licensee. Earlier this year, this company was selected as the supplier for the Buick Club of America, the Cadillac/LaSalle Club, and a number of GM dealers. He is being considered by the Pontiac Oakland International Club. Dave Leash is qualified and is serious about getting into the business. The proposal from GM Photo Gift to be Merchandise Manager includes paying OCA a 20% commission for any merchandise with OCA logo on it and 5% commission on any Oldsmobile logo merchandise. He states that he provides a wide array of quality products with competitive prices. Dave Leash will even produce one or two-off items. Mr. Wilson stated that

he had looked at his merchandise at other GM car club meets. Dave Leash produced the judges' hats for Friday. He will build a merchandise link to the OCA website. He works with GM dealers to increase membership of clubs associated with General Motors.

A concern was voiced as how Dave Leash would know the source of the order, whether it can from an OCA member or just a person ordering online.

The question was raised of how this fits with Cindy Klemm who has done this year's 30-year member jackets which will be close to 50 jackets. Dave Leash has proposed to hire Cindy Klemm to do the OCA/Oldsmobile items of his business.

Dave Leash had a swap meet space at the 2015 National Meet. President Wilson recommended that all Board members visit the GM Photo Gift booth to review the merchandise. Action on this position will be considered next month.

### **Bylaws Committee**

President Wilson noted that several people had observed that the Bylaws need to be reviewed. He has appointed Vicki May of Caledonia, Michigan; Jon Manji of Sacramento, California; and Cathy McKinley of Murfreesboro, Tennessee, to a committee to review the bylaws and report back to the Board with suggestions about refinements and revisions.

### **Special Presentations**

#### **HelmsBriscoe**

President Wilson introduced Kristi Hetland from Iowa who has been with HelmsBriscoe for seven years and has worked with the Buick Club of America and Christopher Giblin from Florida who has worked with the Buick Club of America and the Cadillac/LaSalle Club.

They have assisted with not only Brookfield, Wisconsin, but also Kingsport, Tennessee, in 2016 and Albuquerque, New Mexico, in 2017. They have compiled a list of 18 places which are interested in hosting OCA in 2018.

HelmsBriscoe is a large organization that works both domestic and international. Kristi and Christopher have worked together for the last four years with car clubs and assisted with 20 different car events. HelmsBriscoe's main assistance to car clubs include:

- 1) hotel procurement which includes

Search: based on client's specifications HelmsBriscoe compiles information for side by side comparison

Negotiate: from a short list, HelmsBriscoe does contract negotiation to get the best possible rates and deals. They have done many contracts so they understand the meaning of the vocabulary used in contracts and help with reviewing contracts.

They also arrange and attend on-site inspections with OCA Site Review Team. They partner with the local Convention and Visitor Bureau. Part of HelmsBriscoe's job is to find the extra "gifts" which are available through the local CVB and/or state CVB.

Secure: There are two agents looking out the best interest of the club. They assist with invoice reconciliation assistance which is possible discrepancies on the final bill. They work with the hotels if there is an attrition problem which is like an insurance policy for the club. They do their best to minimize damages.

Communication Assistance: Both Kristi and Christopher are in communication with both the hotel and the club from the start of the request of the proposal through the final bill. They even work with the hotel to reconcile all the information is updated and accurate. They work with the club even when club officers change or when hotel personnel change.

Agent of Record: There are no contracts with HelmsBriscoe. There is a one-page “permission slip” that allows HelmsBriscoe to talk to the hotels on behalf of OCA.

No fees are charged to HelmsBriscoe clients. Fees are paid by the selected hotel. This is HelmsBriscoe’s compensation. OCA does not pay HelmsBriscoe any fees.

HelmsBriscoe will work with OCA chapters to do regional show. The smallest group HelmsBriscoe does is a group of ten sleeping rooms for one night. HelmsBriscoe can help an OCA chapter with contacts for tours or bus transportation.

HelmsBriscoe did a summary of the twenty hotels out of sixty which will be under consideration for 2018. The National Meet Site Selection Committee will meet with HelmsBriscoe to discuss the finalists, and the Site Selection Committee will narrow the field. It was suggested that the Atlantic Northeast Zone Directors be part of the Site Selection Committee.

### **2016 National Meet – Kingsport, Tennessee**

Laura Potter of Kingsport Convention Visitor Bureau and Shannon Greene of the MeadowView Marriot introduced the Board to Kingsport via a short video which will be shown to the membership on Saturday. They announced that the hotel would be taking hotel reservations during the 2016 National Meet. Laura Potter gave compliments to HelmsBriscoe. She gave compliments to Lynn and Cathy Shipley who want OCA to have a great time at Kingsport.

The group will have two nights to go to Bristol Motor Speedway. Thunder Valley Dragstrip will be available for the OCA drag racing event. There is also a Birthplace of Country Music Museum which is the history of music. The downtown Kingsport has lots to do and see. The CVB will be providing motor coaches for transportation from the MeadowView Marriott and downtown. Shannon Greene stated that there will be lots of people in Kingsport during the car show because Kingsport is having their 9-day Fun Fest.

The 2015 National Meet is being cohosted by the Dixie Olds Club and the Music City Rockets. The Board applauded for the members from the Music City Rockets and Dixie Olds Club. The Board applauded Brad Long who has just returned from military service in Afghanistan. The Hurst-Olds Club will be having their National Meet at the same time and they will be sharing the showfield with OCA.

## **2017 National Meet – Albuquerque, New Mexico**

President Wilson gave brief overview of the 2017 National Meet. The Board of Directors will be working with the Olds Club of New Mexico. The past president of Olds Club of Wisconsin has moved to Albuquerque and has offered to help, as well as the two past presidents of the Olds Club of New Mexico. Other car clubs in Albuquerque are willing to assist to make it an outstanding event. The hotel is set up as well as the parking area.

Activities available in Albuquerque are the International Hot Air Balloon Museum, a museum of old cars, history of Native Americans and villages to visit, and a tram to Sandia Peak.

## **Website Committee Report**

*The improvements which have been done this year has not been published to the general membership to date. In late 2014, the underpinnings to the website were updated to the latest templates and platforms to make sure the website continued to work with the latest operating system, browser, Java, and platform updates. The website was modified and tested to work with Mobile (Smart Phone) and Tablet devices and went live in November 2014.*

*The first half of 2015 was spent researching Customer Relationship Management (CRM) software that would met the functional needs of the OCA Membership database and member services. In February 2015, the decision was made to utilize the Wild Apricot CRM software. Wild Apricot has a full-featured user experience and back office reporting & query tools to manage our critical OCA membership information.*

*Cistern Media redesigned the user interface of Wild Apricot to match the look and feel of the OCA website to provide a seamless experience for members when signing into the Membership Only section of the website. The login function for CRM system was configured. The User ID will be the Member's email or Membership ID. If their membership has expired, a message will direct them to the online payments page.*

*The membership database was provided to Cistern Media for loading into the Wild Apricot database at the end of June 2015. This has required a consolidation of the General Membership and the Long Term Membership (LTM) databases into a format and structure to allow it to be imported into the Wild Apricot structures. These features are in test and are not available to the membership yet.*

*The next steps of the phased development will include completion of the payments revision by Cistern Media, and product reviews of software packages that will be able to accommodate the Oldsmobile Technical Database/Wiki that will be available in the membership area.*

*Costs to maintain the website include monthly hosting, annual renewal fees of the domain names, and monthly service fees for the Wild Apricot (CRM) license.*

Website Chair, Karl Sup, stated in the fall of 2014 Cistern Media had done an update on the website template, added additional security, and did underpinning for WordPress. Cistern Media also made sure the website worked on all different kinds of devices, mobile platforms, and browsers. This was tested and launched by November 2014.

Since the cost would be prohibitive to write a program for OCA website Members Only section, they looked at Customer Relations Management software packages that would closely match OCA needs. There will still be some gaps, and Karl Sup needs to figure out what to do to address those gaps. Wild Apricot (CRM) package includes a lot of the features OCA wanted to manage the database. The main problem Karl Sup is working on is the merging of the membership database and the long term member database. He hopes to have them merged by the end of August. The templates are made and are ready for the data. OCA has to get time on Cistern Media's development schedule to get everything merged. Cistern Media will be testing the database after it is loaded. It has all the features such as "forgotten password" and membership able to manage their own data.

A scroll feature is already on the website, but it is presently shut off. Karl Sup suggested having a link to Facebook on the scroll with perhaps a time delay of a day to avoid spam. David Consoli monitors Facebook. Many of the Facebook members are under the age 30. It is hopeful that by interfacing the OCA website and Facebook, some of the Facebook members might join the OCA.

Wild Apricot has a feature that will store *JWOs*. Karl Sup hopes that all the *JWOs* might be scanned and digitalized so they can be available to members.

The website has a security certificate of 256 bit which is the same encryption level as bank. The database has additional security levels. There is a separation from the website and the database. It is like separating the lock from the key. No credit card information would be stored on the website.

Website Chair Karl Sup stated that an OCA member, Steve Jerome, has offered to start and manage an account for OCA on Twitter. Karl Sup stated that the Twitter account could be introduced and promoted on the Facebook page. He explained that it is like a text message to all followers. Steve Jerome started the Model Year Advisor program, and has set up a Twitter account for the New York Police Department. Steve Jerome is a member of the New York Police Department.

### **R.E. Olds Transportation Museum**

President Wilson read a letter from Bill Adcock, director of the R.E.Olds Transportation Museum, thanking the OCA Board of Directors for their contribution. President Wilson stated that last year's and this year's contribution had been send at the same time for a total of \$4,800. Ashley Jones thanked the OCA Board of Directors for donating money and thanked OCA Chapters for donating money. Ashley Jones stated that the Museum was having a major fundraising event the Saturday of National Meet. The Museum paired with the City of Lansing to have the Car Capitol Celebration and A Taste of Lansing event. The Museum is selling 2016 calendars and raffling a 1972 Cutlass Supreme convertible as a fund raiser.

Ashley Jones, who has been in the OCA for 30 years and 15 years on the R. E. Olds Transportation Museum, stated that although the Museum is doing well, it is facing a new problem beyond the location of the Museum in a flood plain. The city of Lansing is asking for a rental rate based on per square foot. This increase that would put the museum out of business. The museum is also in the process of negotiating rental rates with the city of Lansing as well as looking for a place to relocate the museum. He stated that the museum has a great group of volunteers.

Ashley Jones reported that Bill Adcock thought that the Museum might have a deficit of \$20,000 unless donations come in.

### **Miscellaneous**

The Board discussed a dues increase. The dues have not been changed for twenty years. This issue will be addressed later.

President Wilson introduced Steve DeNovi who was OCA president and Board member from 1984-1998. Mr. DeNovi stated that he knows the amount of work done by the OCA Board and stated that he has heard positive comments about the *JWO* since the new editor.

He introduced Judy Badgley who is historian for the Hurst Olds Club and is a new co-chair for Homecoming.

It was announced that 2016 is the centennial year for the Oldsmobile Show held in Oldsmar, Florida. Oldsmar is the town founded by R. E. Olds. The dates are March 28-April 3, 2016. There is a parade on Saturday and there are other activities scheduled. The Holiday Inn Express Suites room are \$75- \$85 per night. A museum is being built in that area.

Jon Manji stated that he received an invitation from AACA to host a page on their website similar to what is done for the Buick Club of America. It is for the officers only to send out feelers to the community. President Wilson asked Jon Manji to get more information for the Board.

President Wilson thanked all the zone directors for their work.

The meeting adjourned at 4:00 pm.

Respectfully submitted,

Dalene DeLong  
OCA Secretary