

**2015 General Membership Annual Meeting
Oldsmobile Club of America
Brookfield, Wisconsin
July 22, 2015**

The record notes that the meeting was being audio recorded.

President Jerry Wilson called the meeting to order at 9:03 a.m. In his opening remarks, he thanked all the people attending for being members of OCA and for attending this year's Nationals in Brookfield. He commented that everyone had been enjoying the events. Mr. Wilson recalled that 2 years ago the National meet location needed to be changed. The people of the Oldsmobile Club of Wisconsin and the National Site Selection committee stepped forward to help.

He recognized the outstanding work the Oldsmobile Club of Wisconsin has done. The audience recognized the members of the Oldsmobile Club of Wisconsin with applause.

President Jerry Wilson recognized the Board members attending the meeting by having the Board members stand. The audience recognized them with applause.

President Jerry Wilson recognized the OCA Contractors at the meeting. He recognized Shannon Olson, *JWO* editor and Marsha Nicholas, Communication Coordinator. Marsha has taken on additional responsibility of the Members' Classifieds and Commercial Classifieds. He recognized that Marsha Nicholas has been contacting members and receiving positive feedback. The audience recognized them with applause.

Review of OCA business

Financial Update

Lynn Shipley, Treasurer, gave a financial update of OCA. He stated that all the bank accounts are consolidated at one bank, Bank of America. Bank of America is a national bank, instead of a regional bank as in the past. There is one account with U.S. Bank for the expenses associated with the National meet.

He stated that as of December 31, 2014, OCA's current assets which is all cash is \$272,579.62. There was a net loss last year of \$11,811.32. The most impactful issue for OCA financially is the membership levels. Everyone needs to work to bring in new members, because the revenue side needs to be increased. The expense side is fairly consistent year to year, except for the National meet. The new National meet structure may change that. Overall, OCA is in good shape financially.

All of OCA's financial records are now in Lansing, Michigan. The tax returns were filed on time. There was a small tax liability for some income not included in the 503c7 financial statement.

Mr. Wilson recognized the excellent work Mr. Shipley has done during the transition of treasurers.

Audience question: Since OCA has lost \$11,000 that means a member costs more than the annual membership rate?

Answer: The amount of money from membership renewals has not been sufficient to carry on all the business of OCA. There has been some additional work done to the website this year, but this should not be a recurring expense. If the OCA wants to increase the revenue from membership, there are two ways to accomplish that: 1) increase the number of members and 2) increase the amount paid for dues.

Dues have not changed since 1998, but the cost of doing business has increased significantly over time. Mr. Wilson encouraged everyone to get new members.

Another idea being considered is the cost of sending the *JWO* to members outside the United States. It costs \$7.00 per member per issue. That is \$84 per membership. An OCA membership for an overseas member is \$60. One idea to cut costs is making an electronic version of *JWO* available for all members.

OCA's dues are less than several other car clubs. Currently, OCA is having a small deficit, but Treasurer Shipley is working on having a balanced budget, so there will be a cushion for when big projects need to be done.

Audience question: Is there a requirement that chapter members must be members of OCA?

Answer: There has been a policy change. In the past, chapters were required to have 85% of their members belong to OCA in order to be compliant. The Board of Directors voted to eliminate that requirement. Currently, according to OCA rules, chapter members do not have to belong to OCA. There are many chapters who have established the requirement of belonging to OCA as well as chapter membership.

Audience question: Has there been a significant change based on that decision?

Answer: We have heard that in some chapters there has been a significant change and in others there has not. The philosophy that was established by the Board was that OCA wants to establish a "value" of an OCA membership.

Audience idea: Membership drives at swap meets are a great way to attract new OCA members.

Answer: OCA has a program called Road Show that if a chapter is doing any type of event, OCA can provide the chapter a banner and sample copies of *JWO*. The application for insurance for a chapter event has a box titled "Road Show" and if that is marked, Larry Sybert will contact the chapter and get you supplies.

***JWO* Update:**

President Wilson introduced the *JWO* Editor, Shannon Olson. He stated that she has done outstanding work. She has come up some interesting ideas.

Shannon Olson stated that the year has gone by very quickly. She stated that living with a monthly deadline can be stressful at times. She stated that it has been an honor getting to know

members and their cars. She thanked the people who have given her compliments and ideas this week. She encouraged members to contact her.

She stated that some of the differences in the *JWO* is the idea of implementing themes for each month. Some of the more popular themes have been the December 442 and the 56 page issue about Vista Cruisers. That issue included articles from overseas members. She stated that she does a theme for an issue, but she also publishes stories that do not follow the theme.

Shannon Olson stated that she has a saying: “every car has a story and every car owner has a better one.” Owners have a personal connection with their cars and not everyone knows it. She will help write a story if you think that you are not really a writer. She is always looking for technical articles. She encouraged people to write about their restorations as you might help someone else with their restoration. She stated, “I’m the editor, but this is your magazine.”

She stated that to make it easier to make the publishing schedule, there is a slight change in the deadline for commercial and member classified advertising. The reason for the change is that the editor has to know the number of pages needed for advertising which varies each month, so she knows how many pages are available for stories. The deadline is the 25th of the month before publication. For example, commercial advertising is due August 25th for the October issue, and articles and pictures are due September 1 for the October issue.

Historically, the *JWO* was a 32 page issue and now every issue is a 48 page issue. A digital *JWO* issue has the possibility of more content.

The audience gave her a round of applause and complimented her for always answering calls and emails.

Judging Update:

President Wilson introduced Chief Judge, Mike Pruitt. Mr. Pruitt thanked people for being here and especially those who judged yesterday. He introduced the Judging committee consisting of Dave Kozlowski (this year’s Event Head Judge), Clay Tober, Ken Nicholas, David DeLong, Warren Hughes, and Sam Hall (next year’s Event Head Judge). There is a racing sub-committee of Joe Donnelly and Kevin Thompson.

New ideas:

- This year there has been an expansion of Class 18 and keep the prestigious award we have. We are working on having cars in the class which are original with minor changes.
- The committee is considering adding a Touring/Driving class for those people who drive their cars daily.
- The committee want to build a database to track awards according to the car. The judging committee only has records from last year.
- The judges’ recognition program is limited. There is recognition of Senior Judge for five years and Master Judge for six years. There is no recognition for judges beyond

- that. Some people have 20+ years of judging. We are going to get a recognition program for 10 years, 15 years, etc.
- We are thinking of ways to keep cars on the show field on Saturday. There are people who come on Saturday and are dismayed because there are few cars to be seen. One thing being done is a drawing on Saturday. There are complimentary rooms for next year's event being given away. The prizes will be given to those cars which are on the show field. He asked that people think about ways to encourage people to keep cars on the show field.
 - The committee will be updating the Judging Rules. You can find the Judging rules on the website. The judging sheets will also be updated. The committee is considering updating the Senior classes. At this time, one Senior class has 18 Junior classes feeding into it, but only one car leaving the Senior class for the Senior Preservation class. This updating will take time.

Audience question: If there is going to be a database, will the VIN numbers be collected?

Answer: At this time, that information is not in current database. There is just the year and type of car.

The audience complimented him on doing a good job and gave him a round of applause. Mr. Pruitt concluded by telling the audience to remember to have fun.

President Wilson reminded people to send in ideas to anyone on Judging committee, Chief Judge Mike Pruitt, or President Wilson. The Judging committee met earlier in the week and got to know each other better and have a better idea of the direction they want to go to refine the judging system to be responsive to the members.

New Director:

President Wilson introduced Jamie Cox who is representing the Pacific Northwest Zone. He has done so in the past. He has been working on several other things for the Board. Mr. Cox has lead the effort to put together a program for a thorough review of OCA contractors. It gives the contractors a chance to voice their suggestions for improvements.

Phase II of Website Implementation

President Wilson stated that the OCA is working on making a more complete database. According to the bylaws, OCA is to publish a directory every five years. One should have been done in 2013, but it wasn't because the Editor, Membership Manager, and President have found that when you try to contact people, the information is incorrect. The database has the correct address because people get the JWO. But if you changed your telephone number or email address, OCA may not have your updated information. For example, the Editor tried to contact 10 people for articles, but was able to only contact 2 by telephone or email. Between 25 – 40% of telephone numbers and emails are incorrect, so OCA is going to ask members to supply correct information when they renew their membership. At this time, all changes must be entered manually. The plan is to have the OCA Website updated so you can get into your own personal information and make changes. The plan is make the directory available online to members only.

The OCA is also working on getting the capability to accept credit cards instead of PayPal.

Audience question: Several members are very private about their information. If you make this information available, will there be login requirements?

Answer: We are planning to build a couple of firewalls. You would have to put in an ID and password. The other thing we are going to do as we go through this process is ask if you are willing to share this information. If not, when someone looks you up, they will see your name and no other information. But, if you do not give us permission to use your information, you will not have access to everyone else's information.

Audience question: Will the information be shared with the public or just with OCA members?

Answer: To access the database, you will have to enter with your ID and PIN. The security OCA has established is similar to the security for banks (256 bit). OCA does not want to expose members to unwanted solicitations.

Another thing OCA wants to do is give members access to all past *JWO* issues electronically.

Audience question. Can members get the OCA decals that were available years ago?

Answer: Decals are available and the Board is working on a way to make them available to members. The decals are the static cling type.

Audience suggestion: A decal could be put in goody bags at national events.

Insurance Coverage

President Wilson noted that previously, fall events couldn't apply for insurance coverage until after the Board meeting because the Board hadn't been approved the insurance policy.

Currently, insurance coverage has been changed to a calendar year (January to December) basis so events happening in the fall are covered. So anyone planning a 2016 event can contact OCA after January 1, 2016 for insurance coverage.

Complimentary Membership

The Board is trying to recognize those who have been instrumental in the formation of OCA.

OCA extended a complimentary membership for Garry Pinckney. Garry Pinckney is OCA member #1, and his brother, Henry, is OCA member #2. Henry has a lifetime membership, but somehow Garry did not. So OCA extended a lifetime membership to Garry Pinckney. Also the Board extended invitations to Garry and Henry Pinckney to attend 2015 and 2016 Nationals at OCA cost.

Bylaws Review

President Wilson stated that the Board of Directors is doing a review of the bylaws. A committee of volunteers (Vicki May, Jon Manji, and Cathy McKinley) has been appointed to recommend changes. We are trying to streamline the bylaws and make the organization friendlier to people.

Support R.E. Olds Museum

President Wilson stated that the R. E. Olds Museum has asked if OCA could help them more than what we have done. The museum has provided a listing of every chapter which has donated

money and when they donated. Several chapters have done an outstanding job of supporting the Museum. He mentioned the Southern California chapter, Motor City Rockets, Archway Olds Club, Dixie Olds Club, and Oldsmobile Club of Iowa. He stated that if a chapter is looking for a charity, they might consider the R. E. Olds Museum which is a 501c3 organization.

The Museum's director, Bill Adcock, has made some great changes over the last few years. Some of the concerns of the Museum is that the building is on a flood plain and the lowest point of the building is the only place where cars can be taken out. The city of Lansing is also thinking that the building might be good as a parking garage. There is no longer any contributions from GM and donations from the Olds family is declining.

The Editor will be having quarterly articles in the *JWO* from Bill Adcock. Contributions from the national organization, chapters, and individuals will be gladly received. The Museum recognizes contributions by individuals.

Advertising Reciprocity

President Wilson noted that the Board of Directors addressed the issue of advertising reciprocity. There are several organizations who are working to represent Oldsmobiles. The Board wants to build bridges with those organizations, and one way to do that is to give those organizations free advertising and they give OCA free advertising in their publications. President Wilson recognized representatives from National Antique Oldsmobile Club and Hurst/Olds Club of America.

Representatives of both clubs stood and the audience gave them a round of applause.

Merchandise Manager

President Wilson stated that the Board has been introduced to someone who is willing to be OCA's Merchandise Manager. Dave Leash of GM Photo Gifts is at the Swap Meet. All the Board members have been asked to visit his area and see the merchandise. Dave Leash has permission from GM to produce merchandise of anything produced by GM.

Also Cindy Clemm of Motor City Rockets has done the 30-year jackets this year. There are about 50 people who have earned 30-year jackets this year. OCA is expecting to build a relationship between Cindy Clemm and GM Photo Gifts. GM Photo Gifts was unable to be the Board meeting, but the Board was given their proposal. When Dave Leash sells Oldsmobile items and Oldsmobile Club of America items, OCA will get a commission. There will be a link to GM Photo Gifts on the OCA website.

The audience gave information about other GM vendors who have worked with chapters. President Wilson asked members to get him information about additional vendors.

Audience question: Does a chapter who is hosting an event such as the Nationals have to go through someone like Dave Leash?

Answer: If the chapter is going to do anything with an Oldsmobile logo, they have to have written permission. You cannot do anything with a 442 logo, a rocket logo, or anything else that is basically trademarked. The problem is when a chapter sells something with a logo. Some

chapters and OCA has letters of authorization to use certain logos. GM will typically do that for non-profit organizations. He suggested that a chapter talk with him if they are thinking of doing something.

Audience question: Did the Board discuss what it was planning to do for people who are 35- or 40-year members?

Answer: The OCA was established in 1970. That means OCA has people who have been members for over 30 years. The Board is considering several alternatives. President Wilson asked people who have been in OCA for 30 years to stand. Then asked members to remain standing who have been members for 35 and 40 years. The audience gave them a round of applause.

Long Term Member Committee Chair

President Wilson stated that John Galehouse has been the chairman of the Long Term Member Committee for about 15 years. He recently retired from that position. A new person to be the chairperson has been identified and discussed during the Board meeting.

One of the issues is working with the online data base. In the past, OCA had three different databases: one for long term membership, one for racing, and one for club membership. There have been great challenges trying to combine the databases.

Another issue is that many people have not filled out a long term member form. If people don't fill out the form, they will not get pins to recognize their years as OCA members. One of the complicating factors is that early in OCA's history, special numbers were "sold" to members, such as 442, 455, 350, etc. So some people have a low number that have not been a member for a long time. That has necessitated the current process of filling out a form. President Wilson suggested that the Editor publish the Long Term form more frequently in the *JWO* along with an article.

Audience question: What if I can't remember when I joined OCA?

Answer: What the Committee is looking for is documentation – old *JWO*, old membership cards, old cancelled checks, car awards. Also members join and then quit and then rejoin. The committee has to work with person to establish total number of years of membership.

Audience question: After submitting a form, why haven't I been receiving additional pins?

Answer: We have the records about that, but did not know where the pins were. The pins were found last month. We are going through the transition and catching up. Please remember that the chairperson is volunteering his time.

Future OCA National meets

President Wilson gave an update about future National Meets. In 2016, it will be in Kingsport, Tennessee. It will be the Meadowview Marriott. It is 25 miles from Bristol Raceway and Thunder Valley Dragway. The OCA is working on possibly getting to drive show cars on the track. Currently, we are negotiating insurance. Information will be coming out in *JWO*. He recognized members of the Dixie Olds Club and the Music City Rockets. The audience gave them a round of applause.

In 2017, the National Meet will be at Albuquerque, New Mexico. It is the home of the International Hot Air Balloon museum, Unser's racing museum. In addition, we are arranging for a tram to the Sandia Peak. There will be a different array of cars because it is in a different region of the U.S.

The 2018 National Meet has not been decided yet. He stated that earlier this week, the National Site Selection committee met with HelmsBriscoe to consider 18 different sites. The committee has narrowed the choices and hopefully a decision will be made in the next few weeks. The plan is to head to the Northeast region. OCA tries to move the National Meets around so different people have an opportunity to attend.

President Wilson encouraged any club that might consider doing a National Meet to do a zone show. HelmsBriscoe will assist clubs with zone or regional shows. If clubs are going to have 15 or more people per night at a hotel, HelmsBriscoe can assist. HelmsBriscoe does not charge clubs for their assistance. By doing zone or regional shows, it lets the National Site Selection Committee know if there is enough interest in that region for a National Meet.

President Wilson has talked to NAOC about doing some regional shows together. In 2016, the Hurst-Olds Club will be doing their national meet at the same time in Kingsport. They are at a different hotel, but they will be sharing the show field.

New Chapters/ renewing chapters

President Wilson encouraged members who have ideas for a new club to contact him.

There have been a few chapters that have been suspended, but they are welcomed back. The Heart of America chapter is in the process of being reinstated. The Smoky Mountain Oldsmobile Club based around Asheville, North Carolina. A club only needs ten members.

Also Indiana Hoosier Oldsmobile Club is being established in Indiana. In upper New York State is the Hudson Valley Oldsmobile Club. A new chapter is being established in Las Vegas. Some people are talking about doing a touring sedan chapter and a Silhouette chapter.

Audience input

Audience question: Why is OCA not using a touring company a national meets?

Answer: We are working with the local Convention and Visitors Bureau, and they are extremely valuable. They are promoting their community and state. For example: the Brookfield CVB said that if OCA came, they would give OCA money and the state of Wisconsin also gave OCA money. That money is being used to pay for the buses. This is more money than the OCA was previously giving a chapter to run a National Meet. In Kingsport, Tennessee, the CVB is providing shuttle service. Kingsport is also having an activity independent of the car show and are going to make the car show known to people attending the other activity. This will help make OCA more visible and maybe get more members.

Audience: Ken Nicholas stated that the Board has discussed how to become more spectator friendly and get more members. If it fun, people will want to participate.

Audience: Ralph Gaines told about the Pontiac Road Warriors program which is for those people who drive their cars to meets. He suggested OCA establish a program that encourages people to drive their cars to local and National meets. President Wilson stated that Vintage Chevrolet, Cadillac-LaSalle, and Buick Clubs all have a similar program.

Audience: Jamie Cox suggested publishing the cruise route for townspeople. He cited an example of a show in Vancouver that has over 700 cars attend with 300 cars doing a cruise through towns. Thousands of people sit by the road to watch the cars.

Audience: Gene Bossaller suggested that OCA put information about National meets in Hemmings and/or Old Cars Weekly. President Wilson stated that this year there had been information and photo in Hemmings.

Audience: Gene Bossaller stated that in previous years, he used to bring a 73 Cutlass and now it is driver. He stated that if OCA has a driver class, he will bring that car to Nationals.

Audience: Marsha Nicholas stated that OCA is going to be doing a renewal letter instead of a postcard. The letter has a place for information and place to make a donation to the R.E. Olds Museum which is tax deductible. This will help the database.

Both Marsha Nicholas and Shannon Olson will be at the registration table so members can check on membership and update the information. She stated that she has essentially been doing a road show at Nationals this year, and it has been successful. A member of the audience suggested attaching the letter as a tear off to an envelope for a better response.

President Wilson reviewed the old check processing method (check went to Communication Coordinator, then Membership Manager, and finally to the Treasurer) and current check processing methods (check goes to Communication Coordinator who runs the check through a check processor, and it is deposited in the bank). The checks are being processed quickly. He said that the ability to use credit cards is taking longer because OCA wants to be sure it is done correctly.

Hosts of 2016 National Meet

Shannon Greene is from Kingsport, Tennessee, expressed appreciation to the Wisconsin Club. She presented a purple Kingsport golf shirt to Jim Schulz for being a 40-year OCA member.

She thanked the representative of the Dixie Olds Club and Music City Rockets for being with her at the registration table.

She presented some highlights for the 2016 National meet. The Meadowview Marriott Resort is in the top 10% of all Marriotts in the entire world in customer service, maintenance, intent to return, and food. It also has a golf course, activities for children, horseback riding, and white water rafting. She suggested some things to do while there: try a Mountain Margarita, a rack of ribs, and meet Tiny who is 6'8" and large and he makes moonshine.

In regards to reservations, the hotel is sold out, but there is a short waiting list of about 25. Priority will be given to people who attended the 2015 National meet. The hotel will contact people via email. There are additional hotels within a half mile.

President Wilson reminded members that they could always call, email, or write a letter to him.

The meeting was adjourned at 11:14 am.