

**Tigers East/Alpines East**  
**Semi-Annual Board of Director's Meeting**  
**March 1, 2015**

**Opening Matters**

Participants in Conference Call: Joe Parlanti, Tom Calvert, Tom Ehrhart, Steve Towle Judy Sharkey, Eric Gibeaut, David Reina, Pam Jeffers, John Logan Jr, Barb Geschke, Jim Lindner, Joe McConlogue, Kerch McConlogue, Russ Eshelman, Eric Smyder, Todd Brown, Robert Jaarsma, Bill Bullpitt, Jim Sauer, Mike Schreiner, Doug Jennings.

The meeting was called to order by President Pam Jeffers at 2:05PM.

The minutes from Board of Director's (BOD) and General Membership Meetings held at the United in October 2013 were previously emailed to all attendees. No corrections were noted. A motion to accept the minutes of the October 2013 BOD Meeting was made by Joe Parlanti and seconded by Steve Towle. The motion was unanimously approved.

Treasurer's Report:

President Jeffers asked for any comments on the 2014 year-end budget report, previously sent via email to everyone. No changes were made. A motion to accept the 2014 Budget Report as presented was made by John Logan and seconded by Tom Ehrhart. The motion to accept the report was unanimously approved.

Current Treasurer Barb Geschke reported that 2014 was a good year financially and we increased our balance a bit during the year, despite some unique expenses such as the purchase of new banners and our donation to the Rootes Archive Center. So far 2015 is going well. We saved a little money as a result of not publishing a February newsletter. The current balance is \$16,214.58.

Membership Report:

Membership Chairman Joe McConlogue provided an update to the latest Membership Report distributed prior to this meeting. He reported as of Feb 2015 the club has 516 current members. Most recently: two (2) new, twenty-five (25) renewals, and eleven (11) non-renewals.

### Website Report:

Website Administrator Kerch Mconlogue reported that she has made format changes to the website and continues to make other technical changes in an effort to make the website more efficient and effective.

### Forum Report:

Forum Administrator Eric Smyder lost connectivity during the conference call meeting and was unable to reestablish contact. His report will be provided at a later time.

### Publicity Report:

Publicity Chairman Robert Jaarsma reported he has spent most of his time working on an update of the United Manual. A further discussion of this project is included with the New Business.

It was noted that listings for club events were not in some the Automobile related publications. Specifically noted was an absence of club events in Hemmings Sports Car and Exotic magazine. President Jeffers pointed out that although we publicize our club in several Classic/British Car publications, if anyone has any other ideas where we can publicize the club and its events please submit that information to the Publicity Chairman.

### Regalia Report:

Regalia Chairperson Eric Gibeaut provided an update on the outsourcing of the club regalia sales to a third party vendor. Chairman Gibeaut pointed out that using the vendor eliminates the need for the club to tie up revenue in regalia inventory and the need for shipping, which ultimately falls on the regalia chairperson. The vendor proposed to assume the regalia sales is the company 4<sup>th</sup> Gear. This company is a well establish vendor of auto-related regalia that provides quality merchandise. Providing mostly clothing, 4<sup>th</sup> Gear can put our logo on almost anything; we only need to inquire.

Discussion on this matter focused on the issue of non-club members purchasing clothing with the club logo. No objections were raised on this issue. Also of concern was whether the club received any revenue. It was pointed out we do not, but we also do not incur any expense. Finally, our relationship with 4<sup>th</sup> Gear can be terminated at anytime, since no contractual agreement is involved.

A motion to use a third party vendor for club regalia sales and to select 4<sup>th</sup> Gear as that vendor was made by John Logan and seconded by Judy Sharkey. The motion was unanimously approved.

## **Old Business**

### Membership:

Membership Cards: The current stock of membership cards is almost depleted and Joe McConlogue recommended the acquisition of new cards. Cost of new cards is dependent upon their material: light stock (\$8.00/100), heavy stock (\$25.00/100) and plastic credit card type (\$45.00/100). Tom Ehrhart suggested we can make our own cards to include a new design, at minimal cost. Tom Ehrhart volunteered to assist Joe McConlogue in making a new supply of membership cards.

Decals: The current stock of club logo decals is almost depleted. These decals, clear rectangles with the club logo, are included in the new member packages. It was raised that Fred Baum was involved in the acquisition of these decals. Tom Calvert volunteered to contact Fred to determine their source and cost.

Postage: As reported by Joe McConlogue in his pre-meeting membership update, he has signed up for a Stamps.com account to help in the mailing process. He reported it does make a significant reduction in the mailing task since he can print whatever postage in whatever quantity I need. The cost is a monthly fee of 15.99 for the special forms needed to print the postage. The cost for supplies so far is \$54.48 for a stock of forms good for 1250 mailings in any postage amount.

A motion to authorize a maximum of \$400.00 to replenish membership Cards and decals was made by Tom Ehrhart and seconded by Joe Parlanti. The motion was unanimously approved.

### Website:

New Member application Form: A new form has been created. This will simplify the application process and make it easier to capture vehicle information.

Tom Ehrhart explained the two phase process to archive all newsletters. Phase I – the process to get all archived *Rootes Reviews* (non-digital) on the Website in PDF-searchable format is complete. The second part of Phase I is to identify all Tech Tip articles. Phase II – convert all the tech tip articles into a format that is accessible through the website. At the same time, convert the Sunbeam Survivor Manual into a web-based format. Then add in the archive tech tip articles into the Sunbeam Survivor Manual. All future tech tip articles would automatically be added to the Survivor Manual.

Tom Ehrhart recommended special recognition for Jennifer and Kenneth Arters. It was suggested that an article in *Rootes Review* would be appropriate. Since former *Rootes review* editor Fred

Baum knows Jennifer and Kenneth Arters best. Tom will ask Fred if he is willing to write an article about them and their contribution to the club.

#### Rootes Review:

The February/March Issue of the *Rootes Review* went out 28 February. The reason for the combined two month issue was a lack of material. This shortfall has been corrected and the balance of incoming articles seems just about correct to keep monthly publication of future issues on schedule.

Robert Jaarsma suggested articles on critique of websites of interest to our club and interviews of interesting personalities. It was also recommended that the newsletter run an Article on the Wally Swift and Keith Porter Awards and the individuals they are named after. Editor Todd Brown pointed out organizing the newsletter and publishing it each month is a time consuming effort leaving little time for contributing content. President Jeffers requested volunteers to produce monthly contributions of items of interest.

Editor Todd Brown pointed out that the duties of the *Rootes Review* Editor as set forth in the Bylaws is not congruent with the actual duties and he recommended editing the bylaws. (See New Business for planned revision to bylaws.)

#### Rootes America Award:

Eric Gibeaut thanked Judy Sharkey and Steve Towle for their work in crafting the award write-up that was presented at last year's United. The key issue raised about the current wording is the use of the term Autocross. It was pointed out that use of that word conflicted with the club's insurance coverage. Other terms such as "competitive driving contest" and "timed event" were discussed but no resolution was reached. Eric Gibeaut will conduct additional research on this matter and provide feedback within one week. Once completed, the revised wording will be put to a BOD vote online.

#### Future United Events:

2015 – Midwest: Dayton Ohio: Eric Gibeaut and Bob Webb are organizing the event. Eric Gibeaut reported the hotel is locked in. It hosts several car show events each year and is very familiar with the requirements of car clubs and their events. All meals are set to include the availability of special menus for those requiring that. The Autocross will be held at the nearby Kildare Raceway and will be set up by the local SCCA chapter. The Concours will be held as part of a larger British Car Show scheduled locally for the same weekend. This show is a premier British Car event and the organizers are glad to have us. Registration for the United will include

registration for the larger car show event. Complete United information including the schedule of events is now on the forum.

2016 –South: Bill Bulpitt, Regional Representative, reported the Deep South Region has begun planning activities and anticipates being able to handle the event and he confirmed that scheduling the event is not limited to Columbus Day Weekend. Since a summer event is not possible due to the heat, a September/October event is probable. The greater Atlanta area is the probable location, although the search for a specific suitable venue is still ongoing. A reminder was provided that a proposal to the BOD is required so it can be approved and a presentation made at the BOD and General Membership meetings at at the preceding United (2015-Dayton, OH)

2017 – Mid-Atlantic: Vice-President John Logan Jr advised the Mid-Atlantic Region is scheduled to host in 2017. Russ Eschelmann, Regional Representative of the Virginias Region, stated he will begin to research and conduct the initial planning to hold this event.

#### Regional Representatives:

President Jeffers reminded the Regional Representatives to submit information on regional events to Tod and/or Kerch for inclusion in the *Rootes Review* and posting to the website.

The vacancy for New England Regional Representative remains unfilled. Efforts by Robert Jaarsma and Steve Towles to contact several possible candidates have failed to identify a willing individual. A new member expressed interest in assuming the position but he is from central New York. Although geographically removed from the New England region, the thinking was if the individual was willing, he would be better than no representative. Tom Ehrhart volunteered to contact this new member to determine the feasibility of him assuming the position.

Current New Jersey Representative Jim Sauer advised he is located in the far southern part of the state and the New Jersey Region would be better served by a representative that is more centrally located. This is especially true, since New York, which does not have its own region often looks to the New Jersey Region as it's de facto region. At a recent show, member Rudy Kahn expressed some interest in becoming the New Jersey Representative. Rudy is located in northern New Jersey and would be ideally located for serving as a New Jersey/New York representative. Jim Sauer will contact him to determine Rudy Kahn's willingness to assume the representative position.

#### Rootes America Project:

David Reina has drafted a letter to all American Rootes Clubs proposing that the clubs exchange contact information. This letter, a draft of which was distributed in advance of this meeting, is

from David and is intended as a first step in creating an overarching entity in which all Rootes club can participate.

The question was raised: does the concept of Rootes America include clubs in Canada and South America? Tom Ehrhart recommended that it should. Consequently, the current name might need adjustment, for example “Rootes of the Americas.”

The Rootes Archive Center is currently reviewing and making available interesting documents and photos that reflect the history of the Rootes Group. Tom Ehrhart recommended we include Graham Vickery and Buck Trippel, the principals in the archive project, in our outreach efforts.

Jim Lindner recommended that the letter to the other clubs should come from our club and be signed by the President, rather than the more informal letter from David. Such an approach would convey to the other clubs that TE/AE is on board with this concept.

Tom Ehrhart recommended that any letter should include information about the Rootes America Website and its availability to serve as a platform for sharing information. (See New Business—Sunbeam Survivor Manual Project)

David Reina will prepare another draft taking into consideration the comments made. Once complete, President Jeffers will post the draft on the forum before any action is taken.

#### New Award:

Judy Sharkey reported this award is intended for unrestored cars and will provide the club a way to recognize cars which are most often not competitive at Concours events. She requested any input to help in completing the write up for the award. In considering a name and criteria for this award, Jim Lindner recommended looking at the Historical Preservation Award class used by the Antique Automobile Club of America (AACA) and volunteered to research their award and provide input to Judy. Joe Parlanti added, the Historical Vehicle Association (HVA) is also a good resource.

Joe Parlanti expressed concern about the name of our current Diamond in the Rough Award, stating that some owners have a negative view of such awards because the award seems derogatory—it highlights a car for being the best of the cars that are poorly maintained. Dave Reina, who has won this award many times did not share the same view.

## **New Business**

### Sunbeam Survivor Manual Project

Tom Ehrhart and Joe McConlogue are currently engaged in the project to update the Sunbeam Survivor Manual by including tech articles from the archived issue of the Rootes Review. As reported by Tom Ehrhart in Old Business this is a two phase effort. As Phase II begins the club needs volunteer to go to the website, review articles to identify tech articles and copy text for inclusion in the Survivor Manual update.

The question was raised about whether the Survivor Manual will be available to the public. No objections were made to this idea. Tom Ehrhart recommended the Rootes America letter include information about the updated Survivor Manual and the intent of the club to share it. Such a gesture might be looked upon favorably and could serve as a catalyst for other club to participate in a larger Rootes America organization.

### United Manual

Robert Jaarsma reported that he has completed his update of the United Manual and that comments are welcome. He added that once finalized, help will be needed to post on the website.

President Jeffers directed that all make a comprehensive review of the United Manual draft and post any comments to the forum, in a new thread to be opened, no later than April 1, 2015.

### Budget

No new budget issues were noted. Tom Ehrhart commented that our budget is essentially revenue neutral, the profit from the annual United is therefore important and the club must watch its expenses carefully.

### Roster

The club has only seventy-nine (79) printed rosters left. The question was raised: Does the club continue to print and distribute hard copy rosters. All members receive a hard copy of the latest edition of the roster when they join the club. After that they must opt to receive a hard copy. Currently, fifty-seven members have opted to receive a hard copy roster. Should the option to receive a hard copy continue? Tom Ehrhart noted, to his knowledge, all clubs offer a hard copy roster. The consensus of the meeting participants was to continue the hard copy option, but pass the cost onto the member. Tom Ehrhart volunteered to determine the cost of an individual copy and recommend how much of that cost should be passed to the member. Once completed, a

notice would be posted in the *Rootes Review*. The Roster should go to the printer no later than December 2015 and disseminated in early 2016.

### Updating the Bylaws

Proposed changes to the Bylaws will be discussed at the upcoming United.

Judy Sharkey made a motion to adjourn which was seconded by Joe Parlanti. The motion was unanimously carried and the meeting was adjourned at 5:50 PM.