

The Three Year Planning Committee recommends the Board of Directors pursue the following suggestions. Several will require engaging others with leadership skills to execute and committees to be formed. The Planning Committee should be consulted for recommendations.

21 November 2022

FACEBOOK

There will be enough work in keeping this initiative going to justify a committee to keep up with the effort.

Change cover photo weekly:

A backlog of a dozen or so photos to be used should be available at all times.

A committee should be established to collect these and feed them to the site administrator.

Photos should highlight club activities as often as possible.

Photos should be of not only Alpines and Tigers, but of the other Rootes Marques.

Monthly profiles:

This should be done early each month.

Vehicle Profiles: A committee should be collecting vehicle profiles to ensure a backlog exists.

They should highlight a different model each month with pertinent production information and any highlights associated with the model.

Membership Incentive:

A monthly post inviting non-members to join the club should be prepared. If possible, it should vary month to month.

The \$5 off on electronic membership should be identified only after Board approval.

FORUM

Moderator:

A moderator is needed to monitor posts, contact the appropriate member if a question comes up that can't be answered directly.

Forum members occasionally need help uploading photos, etc. There are posts explaining how to do this, but members often need to be directed to them.

Posts are occasionally in the wrong topic. The moderator should correct this.

Persistent posts, such as announcements for the United, should be removed or demoted when no longer relevant.

ON-LINE TECH SESSIONS

This effort will require support from a dedicated core team and volunteers from the membership. A leader / coordinator will be needed to shepherd this effort.

It is recommended that the initial sessions be centered around general maintenance practices common to a wide range of vehicles.

Scripted tech sessions will be recorded using a video camera or smart phone.

The video will then be presented in a scheduled Zoom session to which members are invited via email. During the session members will be able to ask questions. If necessary, the video will be stopped to allow explanation. The session will be recorded and later made available to the general public on YouTube.

The sessions should be planned for release on a fixed schedule, for example once a month.

To facilitate this, a program of session topics should be developed at the outset and plans made to get each session recorded. It would be helpful if these were to be done in some logical order, e.g. grouping maintenance and restoration topics together, modifications and modernization together, etc.

It will in many cases be helpful to use a car needing work to demonstrate some topics. And most importantly: the presenter must be knowledgeable in his topic.

When selecting topics, a survey of existing YouTube videos on the subject should be made. The most value will come from topics that have not yet been addressed or if addressed not done well. Consider, among others:

- The Sunbeam Alpine Channel:
<https://www.youtube.com/channel/UC9bNv4byJ3EjfBpUv2r9DVOQ>
- John Roseby Overdrive Rebuilding (4 parts):
<https://www.youtube.com/watch?v=eIP6mBDI6CA>

Some topics for consideration (there are many more):

Maintenance & Restoration

- Compression and leak down tests and interpretation
- Carburetor / engine tuning
- Suspension: shocks and springs
- Alignment: caster, camber, toe-in
- Body work / Preparation for painting
- Wiring / grounding
- Steering box maintenance
- Brake booster rebuilding
- Transmission rebuilding
- Carburetor rebuilding: addressing various carb models used on Rootes cars

Modification and Modernization

- Electrical improvements:
 - horn/headlamp relays
 - additional fuses
 - LED lighting
- Adding rear disc brakes
- Adding electric fans
- Adding air conditioning
- Adding power steering
- Adding cruise control
- Engine swaps

TAC

Marketing

Both the supply and demand for TAC inspections can be managed by the committee using the Newsletter, website and direct mail capabilities of the club.

SHOP LISTS

The membership will be contacted to solicit the names, contact information, and websites (if available) for services that may be of use to other members.

Any references should be based on personal experience. These companies will be posted on the website (in the members only area) with reference to the member who identified the shop or service, so that any potential customer can call to get additional information.

In addition to shops and services, a renewed effort to expand the list of substitute parts will be undertaken.

WEBSITE

Board concurrence is sought to revisit the policy now in effect that the technical content of the website is open to the public. The technical content is at present organized loosely by the workshop manual sections. Posts are ordered by date, not logically organized. Updates are infrequent, and a significant effort will be required to reorganize and revamp this information.

CLUB REPRESENTATIVES

The guidelines for regional representatives have been drafted and circulated for comments. Business cards have been prepared for printing by the individual reps. (and the new QR code should NOT BE USED!)

A periodic conference/Zoom call will be set up to foster communication among the reps, transfer of ideas, mutual support. This may be more frequent in the spring and summer but making it a regular occurrence will encourage participation.

BRANDING / MARKETING

Our goal is to expand the membership of the club. The vehicles our members now list on their website profiles are now 60% Tigers / 34% Alpines / 6% "Rare Rootes". This is far from the

production split of the Rootes marque and indicates that there is a tremendous opportunity for growth, assuming we really do want to be a club inclusive of all Rootes vehicles.

Our website advertises that we are not limited to an east coast club, nor limited to Tigers and Alpines. Our website however reinforces that we are both an east coast and Tiger/Alpine club. To expand our appeal to potential members in the West and elsewhere, we will have to promote club activities in those areas, both regional and national.

To attract owners of other Rootes vehicles, Hillmans, Talbots, Singers, etc. we will have to highlight these vehicles on our website, and at our events through outreach to members of other clubs. Many of our members are members of other clubs, and these folks should be given something to encourage those other non-TEAE members to join.

Increasing Membership

- Most, if not all of the initiatives presented, if implemented, should help to increase membership in the club.

Attracting Other Rootes Vehicle Owners

- An effort to attract owners of the lesser-known Rootes marques should be included in all of these initiatives.

Name Change

This should be approached gradually. We are now a Tiger and Alpine club, so our name is appropriate for the present until trends in our membership change. We should try to stay true to our roots. A gradual step may be to eliminate reference to words and use only TEAE in our publications and website.

This would help remove the disincentive of East. A new logo would be required, along with new letterhead/ membership cards, banners, etc. This is an interim step as the club expands its marque authority with other Rootes interests. The name should represent the scope of the club's interests. We encourage discussion of this topic.

BASH Initiative

Regional events should use the BASH terminology for gatherings of TEAE members. This is intended to serve as a "branding" feature, something that will establish a commonality around the country for owners of Rootes vehicles. It should be considered, not an acronym, but an event description, and it should be included in publicity, along with mention of the range of Rootes vehicles - See Regional Rep Guideline document.

Regalia

Soft goods (hats, shirts, jackets, etc.) are best ordered on an as needed basis. Companies are available to do this work on a shared revenue basis. Ron Stein has contacted a company in England, <https://logothatpolo.co.uk/> that is one that works with dozens of clubs, however shipping may be an issue. Other companies can be investigated.

Hard goods, badges, key chains, water bottles, etc. can be sourced from advertising companies domestically and would have to be ordered in quantity and stocked by the club.

A volunteer to take on investigating and setting up a Regalia arrangement should be identified. For items to be stocked, a budget should be established, and funded via club resources or by solicitation from the membership for funding to be returned based on regalia sales income.

Other non car related companies should be investigated print on demand (e.g. Redbubble.com and Amazon print to order)

FINANCIAL

Newsletter

An informal survey taken at the Toronto United showed membership support for a bi-monthly printed / monthly electronic newsletter. It is recommended that this survey be extended to the full membership which now receives the printed newsletter. (There is no impact to the members with electronic membership.) If there is overwhelming opposition, the topic should be dropped. If there is significant support, and the proposal adopted, the club is estimated to save approximately \$5,000 /year and to balance dues income and newsletter costs.

Membership Dues

Ours dues are already in the higher bracket of car club dues. An increase is not recommended.

Event Income

It is recommended that the larger regional events and the United budget for a profit to be returned to the club treasury. Even a nominal fee for a well-attended regional event can return a couple of hundred dollars to the club. The United budget should include a contingency account sufficient to return a minimum of \$2,000 to the club if unforeseen expenses do not arise.

CLUB OPERATIONS

Succession Planning

This topic should be self-evident. Each position listed should post a job description, with sufficient detail that should the officer be hit by a bus, someone else could readily pick up the task. Where required, the job descriptions should list qualifications required for a replacement, especially any computer skills needed.

Bylaws

It is recommended the bylaws be changed to eliminate the automatic approval of \$200 expenditures for the reps in Regional Rep Guidelines, requiring instead prior approval.

It is also suggested that paragraph 5 in the regional rep section requiring 6 weeks' notice for regional events be deleted.

The bylaws should also be modified to remove topics that are simply policies and procedures. A Policy and Procedures manual should be prepared at the same time and issued. This would make any changes required in procedures a much simpler task than a bylaws change. Volunteers have been identified to prepare the drafts for approval.

LEADERSHIP INITIATIVES

Expand Board of Directors

Solicit one or two new BOD members. Criteria: Provide service(s) related to execution of three year plan and have market interests/engagement West of the Mississippi and/or Canada.

Market Authority

Not an initiative, this is a goal: TEAE should be a recognized authority on the Market – we have a long way to go to achieve this, and we feel that the initiatives suggested by the committee are a good start.

Target Western Membership

Supporting the regional reps in the western states is an important component of this initiative. Likewise planning a United in the western states will assist. Encouraging non-members to attend and enlisting all attending members to sell the club to non-members, including a pitch as part of any presentations, formal or informal at the event.

Recruit Members to Assist

As noted above many of these initiatives will require champions to lead, and many hands to get the work done. Appeals to the membership will be made through articles in the newsletter and direct emails. We recommend that this be done as a unified whole, allowing members to select the task they prefer. We also hope to involve many members beyond those already active in the club.

Uniteds in Mid-West and West

These will not only support the regions in the area but hopefully expose TEAE to a wider audience of Rootes car owners.

501(c) 3 Tax Status

If we had this status donations to the club (not dues) could be tax-deductible for US residents. We would be able to accept a vehicle donated to us and the donor would get a tax deduction. Parts, or other donations at the United would be tax-deductible for the donors.

Attaining this status has specific requirements in the tax code. Typically, the organization applying must provide an educational or charitable service to the community at large. The topic should be investigated, preferably with the support of a tax lawyer. A volunteer should be solicited to lead this effort.

Legacy Awards

Given declining participation in the autocross, and other factors such as insurance and venue selection, consideration of how to continue to honor past members like Wally Swift and Keith Porter is order. A committee, perhaps formed of previous winners of these awards, should be formed to address this and make a recommendation to the board.