

TEAE Board of Directors Semi-Annual Conference March 2, 2024



Agenda

- Welcome
- Roll Call
- Reports
- Old Business
- New Business
- Adjourn

Reports

- Review and approval of August BoD Meeting Minutes
- Treasurer's Report
- Membership Report
- Website/Editor's Report
- Additional Reports as Required

Treasurer's Report

Steve Murphy



5 Year Summary

CY	2018	2019	2020	2021	2022
Starting Balance	22281	20403	17660	17988	19068
Ending Balance	2040	17660	17988	19068	23061
Membership	17090	15831	16158	15930	16398
Newsletter	20447	20062	15708	16679	16298
	-3357	-4231	450	-749	100
SUNI	0	0	0	0	3699
United	3057	7524	3096	0	4355
RAC Donations	502	500	1200	0	0

\$\$ Verified - Clerical Error

Thanks for letting me be Treasurer for 5 years,
We welcome: Steve Murphy

TEAE Account Balance Sheet

Jan 1-Dec 31, 2023

Starting Balance NFCU 1/1/2023

\$23,601

INCOME

Dues - Electronic Newsletter

5,775.84

Dues - Paper Newsletter

10.657.54

Interest Inc

8.48

United 40 Registration Fee

27,281.11

Transfer From Steve M Checking

390

TOTAL INCOME

44,112.97

EXPENSES (From 4/1/2023)

United 40 Expenses

(20,264.09)

Bank Fee

(59.38)

Liability Insurance

(916)

Postage

(172.42)

Print Services

(18,426)

Web Hosting

(427.08)

Transfer To Steve M Checking

(164.06)

TOTAL EXPENSES

(40,429.03)

Profit/Loss

\$3,683.94

Ending Balance 12/31/2023

\$27,284.94

Membership Report

Joe McConlogue



Membership Breakdown as of December 31, 2023

- **521 members**
 - Membership changes 2023:
 - 38 new members joined
 - 46 memberships lapsed
 - Net change -8
- **Newsletter selection**
 - 205 electronic (incl 26 Canadian) – 39%
 - 316 printed (incl 2 lifetime, 8 intl) – 61%
 - No change from split last year
- **Dues payment 2023**
 - 29% paid by check
 - 71% paid by credit card
 - Change is 1% toward credit cards
 - 63% of credit cards by Stripe and 37% by PayPal (legacy subscriptions)
- **Misc Data**
 - 233 members use auto-renewal (subscription)
 - 20 members have not provided an email address (no change)

Membership

- Now taking Stripe or checks only for dues
- One US member selected the Canadian level – to prevent a recurrence code was added to the membership software. Kerch can explain what happened next.
- Mike Hartman is helping to automate monthly tasks
- A certain amount of handholding still required:
 - Members move and don't update their address – find out by returned mailing (pay postage due for returned RR)
 - Emails change and don't update – find out by bounced emails – send postcard
 - Credit cards expire – payments fail
 - Expiration date notices are ignored requiring follow-up.

Editor/Webmaster Report

Kerch McConlogue





RootesReview

Month	Pages	Cost	/page
January	12	\$1,093	\$91
February	12	\$1,103	\$92
March	12	\$1,103	\$92
April	20	\$1,851	\$93
May	12	\$1,013	\$84
June	20	\$1,845	\$92
July	12	\$1,125	\$94
August	12	\$1,096	\$91
Sept	12	\$1,096	\$91
Oct	16	\$1,580	\$99
Nov	16	\$1,602	\$100
Dec	12	\$1,098	\$92
Jan/Feb 2024	16	\$1,583	\$99
Average	14	\$1238	\$93

Continue to print every month
but print every other month

Cost for 6 printed issues/year vs 12 published/year

Cost	monthly	annual	savings
16 pages	\$1175	\$14,100	
24 pages	\$1563	\$9378	\$4,722
28 pages	\$1735	\$10518	\$3,582
32 pages	\$1904	\$11,424	\$2,676

Facebook

Currently 1.7 membership

August 1.3 membership

Increase in six months of ~400 members

All ⓘ

51 Posts

413 Comments ▲ 650%

963 Reactions ▲ 1,400%

Dec 27, 2023 - Feb 24, 2024

Posts

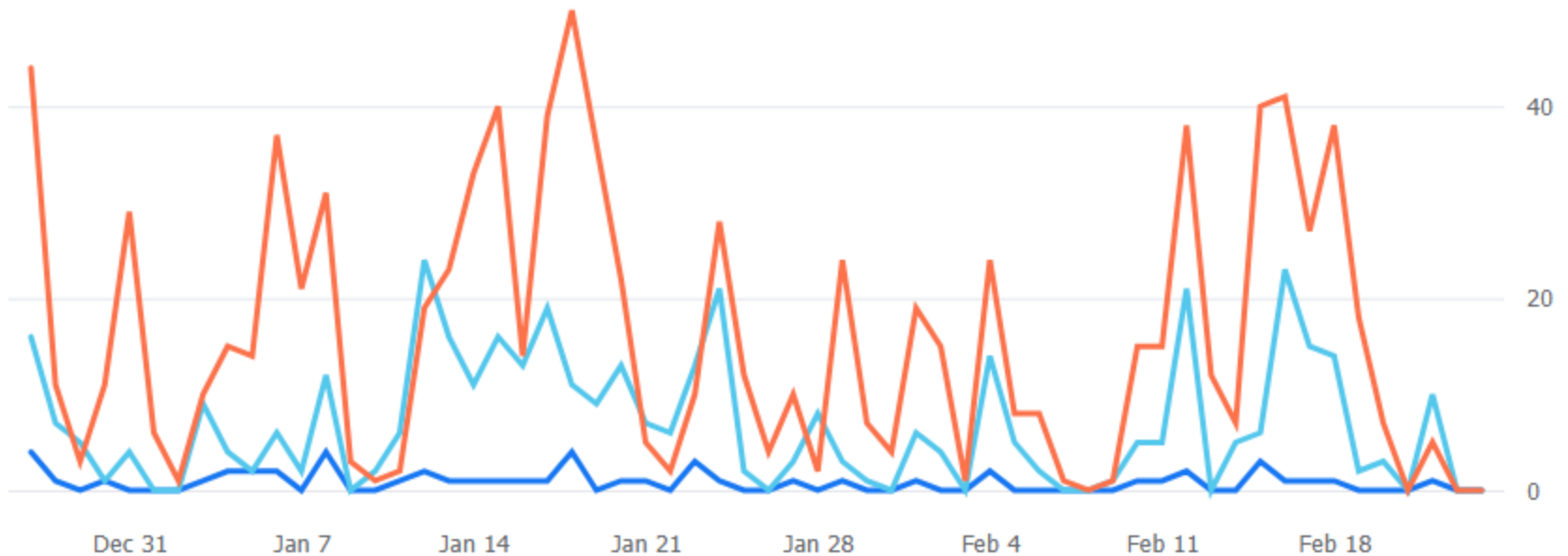
Comments

Reactions

All

Engagement

December 27 to February 24





Visitors to the website since Aug 1

- Total 31,431 views
- Average time on a page: 1 min 56 sec
- About 30% started their visit on the home page
- 6% landed on carburetor identification
- 4% landed on the forums

Additional Reports

Keep reports to 2 minutes



Old Business

- Three Year Business Plan Committee
- United 41 Update

Three Year Business Plan (3YPC) Update

- July 2022: Board approves the formation of a Three Year Business Plan Committee (3YPC)

MISSION

- Identify financially executable practices and procedures
TEAE
should pursue to better serve the Rootes Marque in North America.

OBJECTIVES

- Identify/list the clubs strengths, accomplishments
- Identify the clubs weaknesses or needs
- Identify opportunities & ideas to pursue
- Identify risks, conflicts and threats

PROCESS

- Capture thoughts, ideas, opinions
- Develop actionable opportunities & ideas to pursue
- Develop actionable plan the BOD can execute

Three Year Business Plan (3YPC) Update

February 2023: The Board approved the following recommendations for action

A committee of members to improve participation and responsiveness of Facebook and Forum platforms.

A standing committee of members to produce technical videos.

A committee to make recommendations with regard to the Wally Smith and Keith Porter awards.

Review and possible revision of bylaws

An expansion of TAC activities by TEAE.

Preparation of a regalia plan including a plan for any seed money required.

A volunteer should be sought to investigate qualifications for 501 (c)3 tax status.

Approval to investigate options altering club logo & name to de-emphasize EAST and promote the inclusion of all Rootes Vehicles

Expansion and promotion of the BASH concept as tool for Regional Reps

Investigate ways to expand membership west of Mississippi

Three Year Business Plan (3YPC) Update

- **Forum/Facebook**

- Updated Forum categories. Eliminated stale topics
- Added admins to both platforms
- Outreach to members and other knowledgeable people in community. Invitation to join and/or participate on both platforms.
- FB continues to grow. Forum appears to be getting more use and responsiveness to posts has improved.
- **Action Complete. Continue maintenance.**

Three Year Business Plan (3YPC) Update

- **Revision of Legacy Award Criteria (Tiger Tom & Tom C)**
 - Draft revisions retain original focus on autocross but add provision for substitute of “other competitive driving event” if an autocross is not held as part of a United.”
 - **Discussion, Motion, Vote**
- **Revision of Bylaws**
 - Objectives
 - Remove procedural items and develop a separate Procedures Manual
 - Increase number of Board members to nine (9)
 - Latest draft sent out.
 - **Discussion/Motion/VOTE**
- **TAC Program Improvements**
 - Propose we establish a TAC link on website
 - Explains the program
 - Provides info to request TAC
 - Designate TAC Coordinator for club
 - Candidate would be current TAC inspector
 - Reduce current burden on Tom C and Bill B. They concur
 - Coordinator works with members/owners to schedule inspections
 - Try to be proactive...not just reactive in scheduling
 - Advertise scheduled inspections in Rootes Review

Three Year Business Plan (3YPC) Update

- **Regalia**
- Objective: Print on demand companies that will produce and ship items with our artwork and pay the club a percentage.
- Kerch looked into:
 - Printful.com and Teelaunch.com: both require a store to be set up on our website. But production and fulfillment is handled by the company
 - Amazon is too expensive with ~\$40 a month plus per product sale fee
 - Society6.com: Similar setup to RedBubble.com but more artsy and no car products
- **Redbubble.com** provides the best match for our needs.

Three Year Business Plan (3YPC) Update

Advantages of RedBubble.com

- Large number of products available
Including: Mugs, coasters, T-shirts, sweatshirts, mouse pads, phone cases, aprons, duffle bags, tote bags
- They do total fulfillment of the products
- Large audience base (not just our club members)
- No “store” is required on our site
- Reasonable retail prices (tend to be between a couple of bucks and \$35 or \$40)
- Fees paid on schedule

Disadvantages:

- All Redbubble products are screen printed not embroidered
- If we want to provide higher quality embroidered jackets and hats, we would use a different company (perhaps Land’s End)

	base cost	+ markup	margin	retail price	Red bubble fee*	Red bubble fee**		Net to TEAE
				Plus shipping/tax	From chart	Calculated% of margin		
t shirt	\$18.00	25%	\$4.50	\$22.50	\$1.90	11.6%		\$2.60
mug	\$14.75	20%	\$2.95	\$17.77	\$1.30	9.3%		\$1.65

Fee table: <https://help.redbubble.com/hc/en-us/articles/202270799-How-is-my-payment-calculated>

Sample product retail costs including sample markup: <https://www.redbubble.com/account/pricing>

Three Year Business Plan (3YPC) Update

- **Production of Technical Videos**
 - No volunteers. No significant action to report
 - Unless volunteer is identified to take on this project, **recommend this action be closed**
- **Expansion and Promotion of BASH concept by Regions**
 - Regions were urged to adopt the BASH (Bring a Sunbeam Here) moniker when organizing and conducting gatherings at the local level, especially those built around a larger car show event.
 - Regional Reps in several Regions have done this with good results as reported in recent issues of *Rootes Review*
 - **Action Complete. Continue to promote BASH**
- **Expansion of membership west of the Mississippi**
 - Continue Rootes Review coverage to promote western participation
 - Other considerations
 - Attempt to Absorb CATO failed. Plan to re-engage
 - BOD expansion should provide additional opportunities for western members to seek leadership positions within the club
 - Holding a United event west of Mississippi...Hold discussion for United 42 discussion under new business

Three Year Business Plan (3YPC) Update

- **Revision of Club logo**
 - Revised Logo complete.
 - Cost \$500 for graphic design services



Use of Badge or Landscape configuration dependent of application
Motion to approve? Vote. Approval includes payment for services.

Three Year Business Plan (3YPC) Update

- **Investigate qualifying for 501 (c) (3) status (Tax exempt non-profit organization)**
 - Joe Montecalvo presented a general outline of the process. Appears little justification or support for this effort.
 - No real benefit to the club...**action complete**
 - **Recommend this item be closed**

United 41

- Location: West Lebanon, NH
- Dates: August 15-18, 2024
- Host Hotel: Fireside Inn West Lebanon, NH
 - Room Rate \$129.95. Good three days before and after
 - Conveniently located at Intersection of I-91 & I-89
- Registration fees:
 - Early: \$185 single/\$350 two adults
 - Late (Jul 1st): \$200/\$375

United 41

- **Planned Activities** (included in registration fee except Autocross)
 - Large Parts Room/Hospitality in 1st Floor Guest Room
 - Friday Covered Bridge Scenic Tour followed by Lunch at Harpoon Brewery
 - Friday eve Welcome Reception
 - Saturday Concours at Macs Maple Farm. Lunch included
 - Guest Speaker: Richard Langworth, automotive author
 - Tiger documentary screening (pending)
 - Sunday Autocross will piggyback on NHSCCA event already scheduled for Sunday Aug 18, 2023
 - Alternate Sunday Activity: Mt. Ascutney Hill Climb followed by Tour of American Precision Museum
 - Still considering best way to split into two groups
- **Budget**

Budget Item	Cost ea. incl. tax	Target #	Total Expenses
Dash Plaques	\$1.25	75	\$93.75
Awards	\$35.50	24	\$852.00
Badge Holders + Lanyards	\$0.70	100	\$70.00
Memento Maple Sugar Bottles	\$5.00	75	\$375.00
Tour Box Lunches Harpoon	\$16.35	125	\$2,043.75
Tour Precision Museum	\$5.00	125	\$625.00
Tour Mt. Ascutney entrée	\$4.00	100	\$400.00
Friday Welcome Reception Appetizers	\$200.00	5	\$1,000.00
Saturday Concours Country Lunches	\$20.00	125	\$2,500.00
Speaker Richard Langworth (2 dinner+1 night)	\$400.00	1	\$400.00
Donation for Tiger Film	\$310.00	1	\$310.00
Autocross (paid by participants)			\$0.00
Banquet Bar set-up	\$108.50	1	\$108.50
Banquet Music set-up	\$400.00	1	\$400.00
Banquet Dinners w/dessert	\$40.00	125	\$5,000.00
Rental Ballroom	\$705.00	1	\$705.00
Hospitality Fireside Inn Room rental	\$283.00	4	\$1,132.00
Hospitality	\$2,000.00	1	\$2,000.00
Administrative Supplies	\$100.00	1	\$100.00
Paypal Fees	\$700.00	1	\$700.00
T-Shirts	\$11.50	50	\$575.00
Polo Shirts w/pocket	\$28.50	40	1140
Contingency	\$500.00	1	500
Total Budget Expense			\$21,030.00
Registration Single	\$185.00	25	\$4,625.00
Registration Couple	\$350.00	50	\$17,500.00
T-Shirt	\$20.00	50	\$1,000.00
Polo Shirts w/pockets	\$35.00	40	\$1,400.00
Total Income			\$24,525.00
Total Budget Expense			\$21,030.00
Total Budget Surplus/Deficit			\$3,495.00

New Business

- **2024 Elections**

- We need to start looking for candidates **NOW**

- Do we need to form committee to identify candidates and report at the Summer meeting.

Donation to TEAE

- Recently advised of pending donation to club.
- **Ron Estes**, longtime member has stipulated in his will that his Sunbeam Tiger MkIA be donated to the club.
- Car is a decent personalized driver with 289 swap. It is located in MD. Original engine accompanies car.
- Ron has advised that disposition of car is totally at our discretion...including sale.
- My initial research did not reveal any legalities which would prevent the club from accepting.
 - Since Ron is a member income realized is within 501 (c) 3 limits
- **Discussion:** Hopefully, the actual donation will not happen for years but...
 - How do we title?
 - Where do we store/how do we maintain?
 - Disposition options?

United 42 (2025)

- Need to identify venue by this summer
- Recap of recent venues
 - North (Canada & NH) in 2022 & 2024.
 - Midwest (WI, KY and SUNI) in 2021, 2019 & 2023
- Due to return to Mid-Atlantic or South in 2025
 - Search for Florida venue in 2023 was unsuccessful
 - Poconos area? (Last PA United-2008)
 - New Jersey? (We have NEVER held a United in NJ)
 - Carolinas?
 - Western NC (or VA)
 - Coastal
 - Greensboro (cancelled 2020 venue)
- Do we cross the Mississippi?
- **Discussion**

SUNI VIII (2026)

- Contacted by Claudia Trippel from CAT. They have started to do some initial planning and wanted to know if TEAE has interest in participating/organizing
- Early venue candidates focus on same general location as SUNI VII...slightly favors east coast
 - Springfield, MO
 - Joplin, MO
 - Galeena, KS
- Financial risks and gains shared among participating clubs same as SUNI VII
- Final decision will require a Board vote, but can we agree in principle pending final details?
- **DISCUSSION**

Wrap Up

- Any other items to Discuss?
- Motion to Adjourn

Backup Slides

2021 Balance Sheet

Tigers East Alpines East - 2021 Treasurer's Report						
		<u>2021 - Q1</u>	<u>2021 - Q2</u>	<u>2021 - Q3</u>	<u>2021 - Q4</u>	<u>2021 YTD</u>
BEGINNING BALANCE		17,988.19				17,988.19
<u>Credits/Income</u>						
Membership Income		1,974.00	4,477.20	4,410.64	5,068.88	15,930.72
Regalia (net)		-	-	-	130.00	130.00
Other Income (Regional events)		-	-	-	-	-
Current United Registrations		-	-	-	3,699.89	3,699.89
		<u>1,974.00</u>	<u>4,477.20</u>	<u>4,410.64</u>	<u>8,898.77</u>	<u>19,760.61</u>
<u>Debits/Expense</u>						
Newsletter		(3,520.48)	(4,418.14)	(4,330.38)	(4,410.39)	(16,679.39)
Club Administration		(1,219.33)	(251.21)	(106.80)	(423.39)	(2,000.73)
Miscellaneous Expense		-	-	-	-	-
Current United withdrawals		-	-	-	-	-
Future United withdrawals		-	-	-	-	-
		<u>(4,739.81)</u>	<u>(4,669.35)</u>	<u>(4,437.18)</u>	<u>(4,833.78)</u>	<u>(18,680.12)</u>
Gain/(Loss)		(2,765.81)	(192.15)	(26.54)	4,064.99	1,080.49
ENDING BOOK BALANCE		15,222.38	15,030.23	15,003.69	19,068.68	19,068.68
Outstanding Checks		-	-	-	-	
Deposits in Transit		-	-	-	-	-
Balance per Bank Statement		17,778.13	15,092.49	17,938.25	15,974.30	

2020 Balance Sheet

Tigers East Alpines East - 2020 Treasurer's Report						
		<u>2020 - Q1</u>	<u>2020 - Q2</u>	<u>2020 - Q3</u>	<u>2020 - Q4</u>	<u>2020 YTD</u>
BEGINNING BALANCE		19,234.42	20,358.35	19,956.54	19,646.13	19,234.42
<u>Credits/Income</u>						
Membership Income		4,951.65	2,638.61	2,733.37	-	10,323.63
Regalia (net)		-	-	-	-	-
Other Income (Regional Events)		-	-	-	-	-
Current United Registrations		<u>1,085.65</u>	<u>(1,151.66)</u>	<u>2,968.74</u>	<u>-</u>	<u>2,902.73</u>
		6,037.30	1,486.95	5,702.11	-	13,226.36
<u>Debits/Expense</u>						
Newsletter		(3,820.85)	(3,738.10)	(2,820.85)	-	(10,379.80)
Club Administration		(1,930.89)	(194.72)	(91.11)	-	(2,216.72)
Miscellaneous Expense		-	-	-	-	-
Current United withdrawals		126.15	-	-	-	126.15
Future United withdrawals		<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
		(5,625.59)	(3,932.82)	(2,911.96)	-	(12,470.37)
Gain/(Loss)		411.71	(2,445.87)	<u>2,790.15</u>	-	755.99
ENDING BOOK BALANCE		19,646.13	17,200.26	19,990.41	19,990.41	19,990.41
Outstanding Checks		-	-	-	-	-
Deposits in Transit		-	-	-	-	-
Balance per Bank Statement		19,646.13	17,200.26	19,990.41	19,990.41	19,990.41

2019 Balance Sheet

Tigers East Alpines East - 2019 Treasurer's Report						
		<u>2019 - Q1</u>	<u>2019 - Q2</u>	<u>2019 - Q3</u>	<u>2019 - Q4</u>	<u>2019 YTD</u>
BEGINNING BALANCE		20,403.25	20,697.72	20,144.77	18,200.33	20,403.25
<u>Credits/Income</u>						
Membership Income		4,680.42	4,263.99	4,805.87	2,231.02	15,981.30
Regalia (net)		-	-	-	-	-
Other Income (Regional Events)		-	216.73	-	-	216.73
Current United Registrations		-	3,769.16	16,232.02	-	20,001.18
		4,680.42	8,249.88	21,037.89	2,231.02	36,199.21
<u>Debits/Expense</u>						
Newsletter		(4,898.77)	(6,169.58)	(4,849.68)	(4,144.86)	(20,062.89)
Club Administration		(1,984.57)	(1,031.89)	(206.48)	(211.37)	(3,434.31)
Miscellaneous Expense		-	-	-	-	-
Current United withdrawals		-	-	(12,255.14)	(221.25)	(12,476.39)
Future United withdrawals		-	-	(2,968.75)	-	(2,968.75)
		(6,883.34)	(7,201.47)	(20,280.05)	(4,577.48)	(38,942.34)
Gain/(Loss)		(2,202.92)	1,048.41	757.84	(2,346.46)	(2,743.13)
ENDING BOOK BALANCE		18,200.33	19,248.74	20,006.58	17,660.12	17,660.12
Outstanding Checks		-	-	-	-	-
Deposits in Transit		-	-	-	-	-
Balance per Bank Statement		18,200.33	19,248.74	20,006.58	17,660.12	17,660.12