2023/2024 Horseless Carriage Club of America

Board of Directors Meeting #5 (3rd Face-to-Face)

Monday, October 2, 2023

The 2023 Horseless Carriage Club of America National Board of Directors meeting was held in Hershey, Pennsylvania.

Call to Order-Mike Reid, 5:00PM

Pledge of Allegiance-Don Plumb

Board Member Roll Call-Mike Reid
Andy Wallace-Chairman of the Board, present
Russell Holden-Vice President, present
Doug Tomb-Treasurer, present
Jim Skillicorn-Secretary, not present
Jon Rising, Zoom
Jeff Lesher, present
Kim Simoni, present
Vince Altieri, present
Terry Cole, present
Peter Jakab, present
Don Plumb, present
Rusty Berg, Zoom
Jeff Chattin, Zoom
Danny Case, present

Recognition of Guests-Mike Reid

Keene Brewer	Mary Reid
Tricia Wallace	Chris Paulsen
Tracy Lesher	Gary Paulsen
George Dorris	Matt Goist
Christine Holden	Rick Quirin
Wayne Simoni	Lindsey Jackson
Kyle Blake	Sharon Gooding
Robert Scott Grooters	Ted Stouder
Don Azevedo	Mark Cerruti
Joyce Azevedo	Robert Caldeira

Approval of Previous Meetings' Minutes
August 28, 2023
Motion-Don Plumb
Second-Andy Wallace
Vote-Unanimous

Approval of Meeting Agenda
October 2, 2023
Motion-Andy Wallace
Second-Jeff Lesher
Vote-Unanimous

Old Business-Mike Reid
• Update on Doud Tomb as Executor on the Wells Fargo Bank accounts
On July 19, 2023, Doug Tomb and Lindsey Jackson provided the August 28, 2023 Board of Directors meeting minutes to Wells Fargo Bank personnel. Wells Fargo is currently working on the request.

• Update on review of HCCA Life Member status.
The HCCA Life Membership was reviewed by Lindsey Jackson and referenced to on-line obituaries to remove Gazette mailings to those whom have passed.

• Update on purchase of HCCA projector.
Jeff Lesher provided an update on the Board approved purchase of a projector, 120" diagonal screen and 20' cable. The items were put to use at the October 2, 2023 Board of Directors meeting and the invoices were forward to Lindsey Jackson.

• Update of printing of HCCA Roster.
Mike Reid reported that 500 copies of the HCCA roster will be available to current members for a cost of $20.00. Several copies have been sold at Hershey.

• Update on new Webmaster.
Mike Reid reported that Peter Gariepy became the new HCCA webmaster with a monthly rate of $1,000.00. Peter now has full control over the website and is making great progress. Mike Reid thanked Brad and Lisa for their hard work and dedication to the hcca.org website. Lindsey Jackson reported that the website will be going "live" in just a couple days.

• Update on Marion Welsh Award.
Andy Wallace reported that he still needs nominations for the Marion Welsh award and has received only one so far. Final nomination date is October 31, 2023. The award will be presented at the March 2024 National Tour & Convention. Andy encouraged Board members to make nominations.

• Update on Art Twohy Award.
Andy Wallace reported that the Art Twohy Award has the same nomination criteria as the Marion Welsh Award except it is at the Regional Group level. Final nomination date is November 30,

2023. The award will be presented at the March 2024 National Tour & Convention. Andy encouraged Board members to make nominations.

• Update on Regional Group Publication Award.
Andy Wallace reported that nominations for this award should not only be from a written product but to also include electronic media. Final nomination date is November 30, 2023. The award will be presented at the March 2024 National Tour & Convention. Andy encouraged Board members to make nominations.

• Update on Museum of the Horseless Carriage.
Mike Reid provided an update on the status of the Museum of the Horseless Carriage in the areas of corporate, organizational, taxes, finance, membership, capital campaign, building, event, touring club, car museum, marketing and immediate future.

• Update on new Datebase.
Mike Reid reported that Mike Findley is continuing to develop the new HCCA database with a projected completion date October 31, 2023.

New Business-Mike Reid
Finance Committee Report-Doug Tomb, Jeff Lesher, Jeff Chattin
Committee reported:
• The current balance in the Club checking account is $66.7K. The current balance in the Club investment account is $178.8K.
• For the first 11 months of 2022/2023 income exceeded expenses by $ 2,043.11
• Revenue when compared with the prior year period, decreased by **6 %** ($13K).
• Expenses increased by **7 %** ($14.3K), when compared with the prior year.

Year-to-Date Total Revenue over Expenses has improved from last month, showing a decrease of just ($27.3K), compared to the same 2022 fiscal year period. Projections indicate we may finish the current fiscal year in the red, with our expenses exceeding our revenues. This is due to a number of factors, the primary one being a declining membership, which has averaged a decline of 3.32% per year, over the past 10 years. Going forward, the Board needs to focus on stabilizing, or increasing, our membership levels, developing a firm foundation for Club revenue from varied sources (other than just membership dues), and bolstering our Regional Groups, which are the backbone and local presence of our club.
• Top areas for current revenue: Membership (67%), Gazette income (14%), Donations (6%), Website Income (5%), Investment Gain (4%), Merchandise (3%), Special Events (1%), Other (1%).
• Top areas of current expenses: Gazette expense (35%), Gazette Printing expense (26%), Other National expense (25%), Website expense (8%), Club Insurance (5%).

The Horseless Carriage Club of America has the challenge of focusing on getting back on an even financial footing, Doug reported. With the potential increased activity and participation post-Covid, we need to re-energize the Club membership, to get them active again, and to encourage new members to join with us. We are the premier Brass Touring Club. With our

depth of experience in getting our brass cars out, and successfully touring with them, the Club has a significant value proposition we can offer to new and current brass car owners in the hobby. Let's build on this advantage to promote our club, and increase interest in Brass car touring.

2024 Budget Discussion – Motion to approve after review.
Motion 1st Doug Tomb
Motion 2nd Jeff Lesher
Unanimous Vote

Activities-Vince Altieri, Kim Simoni, Peter Jakab
Vince Altieri stated that the committee has had several zoom meetings about existing and new merchandise inventory. New inventory has been added and is being managed well. Kim Simoni said that directors should let the Activity Committee know if there are any other items that should be considered to be added to their merchandise supply.

Regional Groups & Registries-Jim Skillicorn, Rusty Berg, Jon Rising
Jon Rising reported that Jim, Rusty and he are continuing to make contact with all HCCA regional groups offering assistance with group membership and activities, establishing open communication, and providing HCCA board member contact information for western states (Jim), central states (Rusty) and eastern states (Jon). Most common issues reported to the committee are recruitment & retention, aging group members, the need for a printed roster, an explanation on the Museum of the Horseless Carriage and how it differs from HCCA, and a real convention at the National tour that should include vendors, classes, public relations and recruiting.

Communication-Russell Holden, Don Plumb, Daniel Case, Terry Cole
Committee reported that Peter Gariepy has suggested we consider moving our Forums page onto the AACA Forum portion of their website. A link would be provided when HCCA members "*sign onto*" the Forum's page which would take them to the Horseless Carriages Pre-1916 page. Peter's thought is the AACA forums pages are much more active than ours and several other clubs have moved their Forums to the AACA site and are experiencing increased activity on their forums after the move.

Strategic Planning-Andy Wallace, Mike Reid, Russell Holden, Doug Tomb
Following the HCCA Board member nominations, nominee approvals and closing of nominations, each nominee provided their personal biography and the 2024 Board member voting ballots were sent out in the last HCCA Gazette.

Outstanding/Other Items
Mike Reid spoke about the BBC Tour which celebrated its 20th anniversary in 2023. The tour was started by Clay Green and ran very successfully over a 20-year period in essentially the same region of the country. The 2023 Chairperson has decided not to run this event in the future. Mike suggested that HCCA define the BBC (Beautiful Brass Car) Tour or ABC (All Brass Cars) as an annual National Tour. This tour would occur each May and would be open to all Regional

Groups across the country to apply to host the tour. This tour could continue as the BBC (or ABC) but would move around the country as approved and hosted by various regional groups.

Jeff Lesher stated that now through May 2024, he will be looking at the ABC name and the first annual tour would be held in York County, Pennsylvania. The regional group has a mailing list from the past ten years but the tour information won't make it into the next HCCA Gazette.

Open Communications/Round Table-All
Andy Wallace mentioned a November 9 regional tour inviting all to attend.
Don Plumb thanked Russell Holden for the work with the website committee.
Jeff Chattin thanked the Board for a good meeting and is looking forward to Chattanooga.
Russell Holden spoke about 4 items; the 2024 HCCA International Tour May 26 – June 1, Tweed Valley, NSW, Australia; the Spring 2024 National Tour in Chattanooga, Tennessee; the Massachusetts Early Cadillac Registry; the National Tour fliers.
Terry Cole spoke about the Detroit Old Car Festival. Many brass cars were in attendance but many of the owners were not part of the Horseless Carriage Club of America. There was Board discussion about HCCA supporting events like this and other premier automotive events around the Country, such as Laguna Seca in California, for the purpose of public education and membership recruitment.

Future HCCA Board Meetings
Monday, November 30, 2023, 5:00PM MST, Zoom
Monday, January 8, 2024, 5:00PM MST, Zoom

Motion for Adjournment-Mike Reid
Motion-Jeff Lesher, 5:57PM