2023 Horseless Carriage Club of America
Board of Directors Zoom Meeting #3

Monday, November 20, 2023

The 3rd 2023 Horseless Carriage Club of America National Board of Directors meeting was held via Zoom.

Call to Order
Mike Reid, 5:10PMPM MT

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

Approval of October 2, 2023 Minutes
Motion 1st-Don
Motion 2nd-Kim
Unanimous vote

Approval of November 20, 2023 Agenda
Motion 1st-Rusty
Motion 2nd-Terry
Unanimous vote

Old Business

• Wells Fargo Account

Doug Tomb has been added as an Executor on the HCCA Wells Fargo account with Lindsey Jackson.

• Website

Peter Gariepy is requesting to have the hcca.org website maintain the database of members. Also, to download the changes daily to the new database that Peter is providing to the club for office use. Peter's new database will replace to old database which will be easier to update and utilize. HCCA's forum page has been added to AACA's forum and labelled Horseless Carriage Club of America.

• BBC Tour (to be renamed the ABC Tour – All Brass Cars)

Jeff Lesher spoke about the future of the BBC Tour which will be hosted by a different HCCA regional group each year. Jeff said the 2024 ABC Tour will be hosted by Georgia. Kim added that the date should be announced soon so people may start planning their attendance, as the BBC Tour was a popular event and the ABC replacement will most certainly be a sell-out.

• On-line Board of Directors Meetings' Minutes

Kim Simoni spoke about the minutes from Board of Directors meeting. Kim said that the minutes from all meetings, in-person and Zoom, should be made available to HCCA general membership through the "members only" section of the hcca.org website. Additionally, the dates and times of all upcoming in-person Board of Directors meeting should be made available.

New Business

Committee Reports/Chairperson

Finance

Doug Tomb-Chairperson w/ Jeff Lesher, Jeff Chattin

• The end of fiscal year balance in the Club checking account was ($70.6K). The end of fiscal year balance in the Club investment account was ($180.9K).
• For the 12 months of 2022/2023, income exceeded expenses by $ 5,292.75
• Revenue when compared with the prior year period, decreased by **6 %** ($14.8K).
• Expenses decreased by **9 %** ($23.2K), when compared with the prior year.
• Our End-of-Year Total Revenue over Expenses has improved from last year, showing an increase of (**$8.4K**), compared to the 2022 fiscal year.

Doug stated, we finished the 2023 fiscal year in the black, with our revenues exceeding our expenses. This is due to a number of factors, the primary one being a decline in expenses. We still have a decline in membership of 3.32% per year, over the past 10 years, to contend with.

The Board can 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.
Doug added that the top areas for Fiscal Year 2023 revenue were as follows:
Membership (67%)

Gazette income (14%)
Donations (6%)
Website Income (5%)
Investment Gain (5%)
Merchandise (2%)
Special Events (1%)
Other (1%)

Regional Groups & Registries
Jim Skillicorn-Chairperson w/ Jon Rising, Rusty Berg
Jim, Rusty and Jon continue to contact all regional groups' points of contact/lead persons following Lindsey Jackson sending established committee notification email to all regional groups, and Tracy Lesher and Lindsey Jackson providing current regional group contact information. Committee advises regional groups of:

Jim-western states
Rusty-central states
Jon-eastern states

There was quite a lengthy discussion, led by Jon and Vince, about assisting all regional groups with recruitment by providing many copies of the existing HCCA tri-fold brochure to each regional group. Jim spoke about his personal experience with his own regional group's participation and the benefits of handing a new prospective club member the brochure. Mike made a motion to initially dedicate $1,000 to printing additional HCCA tri-fold brochures that Lindsey would send out to all regional groups. Additional funds could be dedicated as needed.

Approval of Spending $1,000 for printing additional, new HCCA tri-fold Brochures and mailing to all Regional Groups
Motion 1st-Mike
Motion 2nd-Jon
Unanimous vote

The group conversation moved into the topic of supporting those HCCA regional groups who have premiere car events in their respective areas. Such as, as Jim spoke about, Rolex Monterey Motorsports Reunion is held each August, during Monterey Car Week, at Weathertech Raceway Laguna Seca that hosts 90,000 spectators just at that one of many events during car week. Each year, the Salinas Valley Regional Group is invited to provide a club recruitment and public relations booth at the event, along with displaying, driving and providing rides in brass era cars. The "Ragtime Racers" attend this car event and provide race demonstrations on the actual raceway. This has been a wonderful partnership between Rolex Monterey Motorsports Reunion and the Salinas Valley Region of the Horseless Carriage Club of America where not only the Salinas Valley Regional Group attracts new club members, but because this event has international attendance, many people from throughout the United States and other countries make inquiries about how to join the Horseless Carriage Club of America; many of whom already own brass era cars and want to get involved.

Other premiere car events spoken about were:
Amelia's 29th Annual Motoring Week, February 2024
Celebration of Brass IV, July 2024
Detroit Old Car Festival, September 2024
Hershey, October 2024

It was agreed by all that there are many premiere car events throughout the United States that the Horseless Carriage Club should participate in or with. Mike Reid suggested that a committee needs to be formed, to identify premiere car events, and make recommendations to the HCCA Board on which events should be supported by HCCA for the purpose of membership recruitment and public information about the Horseless Carriage Club of America. And, identify which regional groups would be the host region at these premiere car events. Jim and Kim will begin work on this and make recommendations to the HCCA Board of Directors.

Communications
Russell Holden-Chairperson w/ Don Plumb, Danny Case, Terry Cole
• Web Report
Russell stated that there have been many requests for the Gazette to be online. Also, there is a need for old gazettes to be donated for the purpose of indexing, available in member's section.

Activities
Vince Altieri-Chairperson w/ Kim Simoni, Andy Wallace, and Peter Jakab
• Hershey
Kim and Vince spoke about the tent, setup, takedown, equipment, banners, porta johns, merchandise, personnel scheduling, BBQ, ice, generator, etc. that was managed for the Hershey, PA event. They thanked all who participated with the various tasks.

Although Andy was not present at this Board meeting, he providing the following:
The tent at Hershey this year was very well managed by Vince and Janice Altieri with help from Andy and Tricia Wallace following a sudden, unexpected, late departure from this responsibility by the planned managers. With the help from many club volunteers, the tent activities, the merchandise sales, and the Barbeque were all very successful.

Strategic Planning
Andy Wallace-Chairperson w/ Mike Reid, Russell Holden, Doug Tomb
• Marion Welsh Award
There are four nominees for the Marian Welch Award this year. Andy have sent these out to all board members for voting to be submitted to him by email or USPS by January 15, 2024. To be awarded March 2024.

• Art Twohy Award
There is one nomination for the Art Twohy Award, and Andy awaiting additional nominations. The submission deadline is November 30, 2023. To be awarded March 2024.

- Publications Award

Publication Awards nominations are collected and tallied by Alex Huppe. The submission deadline is January 1, 2024. To be awarded March 2024.

Conversation and Letter; Mike Reid and Andre De Montigny, Quebec Region

Mike Reid read:

As you are aware, the Ontario Region conducted a tour in Quebec, last July, which was put on by a couple of the HCCA members in Quebec. The event was very successful filling up almost immediately. Since that time, I have had a number of discussions with Andre De Montigny who was one of the organizers of the Quebec tour about the potential of re-forming a Quebec Regional Group.

Andre De Montigny's response:

I am able to let you know what could be my vision as a suggestion for Quebec. As of now the Quebec membership shows as 17 HCCA members. Last year we were more or less 5 prior the last summer activity in Saint-Jean-Sur-Richelieu. After reading the By Law Article XIII: Regional Groups, it is much too early to create a formal chapter in Quebec, due to low HCCA membership at this time. My suggestion to you is to act as the Quebec "representative" and be the main contact for the HCCA club and for Quebec actual and future members in English and in French; increase HCCA membership in Quebec; promote and increase HCCA club visibility and values thru varied local activities and meets; establish a Quebec membership contact link thru email and or Facebook for our local communication; prepare a minimum of 1 time a year local road trip as an activity for our members and or be joined by other local antique car clubs; and share as much as possible road trip activity with other HCCA chapter groups around the Quebec Province.

Mike-Question to the Board

Members who no longer own a car, because of age, should they be allowed to continue as "active members" and be allowed to vote? Doug and Don spoke about the bylaws that support older members status and the approval of their continued voting rights. This issue, and "lifetime members" was referred to the bylaws committee for additional review.

HCCA Crest

Mike said that he has received a call from Joe Anino, of the Northern California Regional Group, and they are having their 75th anniversary this year. They have a full size HCCA Crest and were wondering if the National would like to have this. It is approximately 9 feet high and was used at two previous conventions the Regional Group ran. Kim suggested the Museum of the Horseless Carriage may be interested in it, but to wait and see what works out there. Don Plumb and Terry Cole both stated that they would accept the HCCA crest for storage. This is to be worked out between the two.

Paid picture ads for club members
Mike Reid said that he received a phone call e-mail from HCCA member, Ed Archer: Ed wonders whether we are taking the right approach in charging for photo ads – the HCCA site should be the site where early cars are advertised and where new hobbyists are attracted to them when looking for early vehicles.

"Hi Mike, the more I thought about the fees currently being charged for online HCCA classifieds, the more I felt maybe I should follow up with more of my thoughts. First off, I'm not pursuing this because I want free ads. I've got plenty of places that I can advertise stuff when I have something to get rid of. And I fully understand a charge for ad's that are to be placed in the magazine. Production of a magazine is expensive and the more pages the more expense. But even the fee for that should be kept at a minimum for members because classifieds are one of the important parts of our magazine. I think when the Gazette arrives most people initially sort of thumb through it, but stop at the classifieds to see what's for sale and wanted, then seriously read through it after that. To my knowledge electronic ads cost the club nothing except some volunteer labor, and as I mentioned when we talked, they can be the best free publicity that you can get. We all want the HCCA to be the pre-emanant club for early car owners/collectors. Among the many things that can be done to accomplish it, especially in todays world.....classifieds! Word spreads quickly. "Wow! have you seen the HCCA classifieds? Pages and pages of stuff for sale and wanted. If it ain't in there it doesn't exist! Go take a look" And you can't sell anything without pictures. Print is okay but if you really want to sell something, add a picture. Pictures suck you in, get you excited/enthused. I'm pretty typical when it comes to that. A couple of cars that I own and numerous parts, would not be mine were it not for the "sucker" pictures. Our hobby can become very expensive purchasing and maintaining these early cars, and as a member of a great club I sure don't want to have to add money to the item I'm selling due to the cost of my ad. Thar's just a defeatist mentality. We want our club to be the first thing that comes to mind to any early car enthusiast worldwide. We're the only club that has stayed true to the pre 16 thing, so we're on the right track, but there are other pieces to the puzzle of pre-eminence. Let's continue to try and get all those pieces together. Ed Archer"

A considerable amount of time was spent discussing this topic. The hcca.org website gets approx. 55,000 views, both in 2022 and in 2023, 80% of which is in the classified area. Don added that he wants to see more classified ads in the Gazette. Doug agreed. Rusty stated that it is too expensive for the online hcca.org, compared to other online advertising, and scammers are often involved preying on the seller as potential buyers. Russell will start a committee to look into this issue.

Round Table
Each director present was provided the opportunity to openly address the Board.
Don-Thanked all the Board members and was complimentary about how Zoom was working.
Doug-Thanked all the Board members for a productive Zoom meeting.
Jon-Mom & Dad's 1905 Model F Cadillac, they purchased in 1980, was back on the road.
Russell-Spoke about Tweed Valley Intl. Tour, March 2023 Chattanooga National Tour.
Rusty-Insights about restoration.
Mike-Thanked all Board members for a good meeting.

Future HCCA Board of Directors Meetings
Monday, January 8, 2024 5:00PM MT, Zoom

Adjournment
Motion 1st-Doug
Motion 2nd-Rusty
Meeting adjourned 6:28PM MT