**MODEL A FORD CLUB OF AMERICA**

**BOARD OF DIRECTORS MEETING**

**LA HABRA, CALIFORNIA**

**FEBRUARY 25, 2023**

**MINUTES**

**Directors Present****:** President, Robert Bullard; Vice President, Ed Tolman; Secretary, Kay C. Lee; Treasurer, Melanie Whittington; Technical Director, Chester Wojcik Jr.; Advertising, Gary Price; Chapter Coordinator, Will Langford; Publications/Public Relations, Dave Gill; Marketing & Membership, Jay McCord.

**Staff Present:** Office Manager, Sandra Aguirre.

**Guests Present:** Ruth Janke, Dave Vestal, Elaine Bullard, Peggy Gill, Bill Truesdell and Kay McCord.

**President – Robert Bullard**

The meeting was called to order at 8:50 am Pacific time. President Robert Bullard opened the meeting with the Pledge of Allegiance. Robert acknowledged three past Presidents present: Dave Vestal, 2000; Bill Truesdell 2020-2021 and Jay McCord 2022. Robert thanked them for their leadership and for attending the Board meeting.

This in-person board meeting was the first since the beginning of Covid, that was held in La Habra, MAFCA’s headquarters. Robert thanked Bill Truesdell and Ruth Janke for attending the Board meeting since there was snow in the mountains and they we unable to use the pass and had to go around thus extending the trip from 6 hours to 10 hours.

1. A Motion was made by Kay Lee to approve the Minutes of the December 6, 2022 Board of Directors Meeting held in Golden Colorado as presented to the Board on December 27, 2022. The Motion was seconded by Ed Tolman. The Motion was approved by a vote of 8-0. (1)

Robert thanked Kay McCord for all of the great cookies she baked and brought to the Board.

The next board meeting will be a pre-budget meeting on Zoom, Friday, May 19, 2023 if needed. The regular board meeting will be on Zoom, Saturday, May 20, 2023 beginning at 8:00 am Pacific Time. Invitations to the Zoom meeting(s) will go out shortly before the meeting(s).

Robert informed everyone that the Business Recovery Plan is currently in process. The complete Business Recovery Plan will be presented at the next Board meeting.

Robert acknowledged Al Stoll for all of the work he has done for MAFCA. Al has been a volunteer on the Finance Committee for the past 10 years and has decided to retire. This committee is made up of the Treasurer, the President and Al Stoll. Garth Shredding has agreed to take Al’s place on the Finance Committee.

Ben & Nancy Hardeman from Bryan, Texas donated an original Newspaper Ad from the San Francisco News from November 28, 1927. It is an ad announcing The New Ford Car by Henry Ford. It was framed by Roberta Weber and is now on display in our La Habra Headquarters.

Robert thanked Ed for arranging dinner February 25, 2023 at Don & Ann Long’s. He also thanked Sandra for arranging our lunch and Elaine, Peggy, Kay (McCord) and Ruth for helping.

**Vice President – Ed Tolman**

**NATIONAL CONVENTIONS**

**2024 – Southwest Model A’s Chapter – Ruidoso, New Mexico – June 23-28, 2024**

Ed spoke with Ray Gabaldon who informed him that the Southwest Model As chapter is meeting monthly. Ruidoso is at a higher elevation, 6,000 - 7,000 feet and is a nice area with low humidity. The members who drive their Model A’s will need to remember to adjust their carburetors.

**2026 – open**

The 2026 National Convention is still open. Ed has been in contact with several Chapters including the San Diego Chapter and also the Central California Regional Group. CCRG has had experience putting on several local and regional events.

**2028 – open**

2028 is still open. Ed asked for any suggestions.

**NATIONAL TOURS**

**2023 – National Tour – “Backroads to the Classics” - July 16-21, 2023**

Happy Begg is the lead contact for the “Backroads to the Classics” tour and as of Feb 16 there are 48 registrations. The “Backroads to the Classics” starts and ends in Auburn, Indiana and tours through Michigan and back for 6 days. There is a video on MAFCA’s website. They will max out at 200 participants due to limited hotel availability.

**2025 - National Tour – Virginia Battlefields - June 16-20, 2025**

Ed has been in contact with Arlen & Trish Evans, chairs of this tour and members of the Dallas Chapter. They will make a presentation of the Virginia Battlefields tour at the “Backroads to the Classics” tour.

A suggestion for a future tour on the Natchez Trace Trail which starts in Nashville, Tennessee was made.

**2027 - National Tour**

The 2027 National Tour is pending. Ed has been talking to Josh Ferguson from the Temecula Valley Chapter. A discussion about the tour in 2027 which is the 100th anniversary of Route 66 and was signed by the Federal Government to be an official Route in November of 1926 with all sections started in 1927. A lot of discussion about different Chapters meeting at different locations throughout Route 66. This would be a tour to discover America again like our great grandparents did in the late 20’s.

**NATIONAL AWARDS BANQUETS**

**November 30-December 3, 2023 – Santa Maria A’s, Santa Maria, CA**

The Santa Maria A’s Model A club will have a flyer in *The Restorer* giving the details on this NAB. The Santa Maria Inn was established in 1917. It was a stopover for those people heading to Hearst Castle. A contract will be signed February 28 for the bus tours. The Hearst Castle and a Danish Village are two of the tours that will be offered. There are several ways to get to Santa Maria. One is to fly into San Luis Obispo (45-minute drive); fly into Santa Barbara (1-hour drive); fly into Burbank (2.5-hour drive) or fly into Los Angeles (3-hour drive). Or drive via Highway 101 to Santa Maria.

Dick Przywitowski put together a final report comparing the last 5 years of the National Award Banquets which showed that they did not always have a large attendance nor did they make money.

**202**4 **– National Awards Banquet - open**

Ed reported that the Utah Valley Model A Club will host the 2024 NAB with Howard Eckstein Chairman, perhaps December 3-7 or December 11-14 with assistance from the Salty A’s and the Beehive A’s.

1. A Motion was made by Ed Tolman that MAFCA accept and appoint the following Chapter as host for the 2024 National Awards Banquet with Howard Eckstein as Chairman…Utah Valley Model A Club (with assistance from the Salty A’s and the Beehive A’s.) The Motion was seconded by Jay McCord. The Motion was approved by a vote of 8-0. (2)

MAFCA Policy P3S08 states the NAB’s are to be held between November 15 to January 15. It was discussed that this is an expensive time to travel and is around the holidays for family time and Chapter Christmas parades and parties. Weather is also a factor in some locations. Ed will look into this.

**2025** – **National Awards Banquet is open**.

It was stated during the Board meeting that the Evergreen A’s are interested in the 2025 NAB.

**A-World & Youth Groups (Liaison)**

Ed informed everyone that the A-World newsletter is great.

Ed talked to Bob Moore about the Youth Group. This is their off year as they present their awards at the National Conventions. They set aside the month of May as **Model A Youth Month**. There will be an article in the May/June *Restorer*.

**Calendar (Liaison)**

Ed receives several emails from Chapters and various events hosting car shows, etc. He diligently goes through each and disregards the ones not focusing on Model A’s. The ones he keeps he sends to Gary and Andy to use for information on the website and in *The Restorer*.

**Other**

Ed informed everyone that it seems like every Chapter has to reinvent the registration form when they take on a tour, Convention or a NAB. Sandra informed everyone that the 2022 Chairman had a good program they used and would share it. Ed stated that in 2019, Clairmont also had an Excel file that worked great. Gary reported that there is a good product called Google Sheets. Google Sheets is free whereas Excel they must have the Microsoft-compatible program. Dave Vestal can trace down the one that they used in 2018 in Reno which worked very well. This will be discussed at a future board meeting.

**Secretary – Kay C. Lee**

Kay asked that when you are sent email, please send back an acknowledgement that you received it even if you send a thumbs up.

Kay asked that the Board to please use the Motion forms when making a Motion (previously received). There are two, a fillable one and a non-fillable one. Rick Black updates this form when a new board member is added and at the end of the year. The policy calls for a motion to be sent to the Board at least two weeks before the Board meeting so they have time to review it.

Kay gives you notification 3 weeks before the Board meeting that your agenda is due in one week. The final agenda is sent out to the Board two weeks before the Board meeting.

I am the Policy Liaison and inherited that Dec. 20. Previously the Secretary never did Policies. I am learning this job and am getting help from Rick Black. (More information was sent about using Track Changes after the Board meeting.)

A of the Day puzzle was discontinued but is now available.

After the discussion about the A of the Day was discussed, Kay suggested that there is another side of the Model A’s that are never covered in A of the Day and that is the fashions. The website is open to all things related to the Model A’s. The A of the Day has been around since 2007 and everyone enjoys working the puzzle. Gary explained the process of loading the pictures to be a puzzle and that it was time consuming and a different website than ours. It was suggested that on the webpage it states that we are going to have an A of the Day Fashion puzzle 2 times a month. Kay and Melanie will discuss this and get back with Gary.

**MAFFI – Model A Day - Sept 15-16, 2023**

Model A Day at Hickory Corners is September 15-16, 2023. There is nothing in the budget for next fiscal period. Kay has a tent that was purchased last year and will bring it. Jay always brings the Event Kit. Any items that are needed for the table Sandra sends to Kay and she brings it along with the tent. Elaine and Robert will also be there and some of her friends will help us at the table like they did last year with free memberships, etc. As of the Board meeting, the following are planning on attending: Robert, Elaine, Melanie, Jay and Kay. Melanie will be presenting a fashion seminar.

**Hershey – October 2-6, 2023**

Chet told everyone that his dad, Chet Sr., has volunteered to give the seminars at Hershey this year on distributor rebuilding and possibly water pump rebuilding. Chet and his dad have spaces next to the MAFCA tent and if needed, Chet Jr. and Kay can help out. Ruth volunteered any of Alex’s seminar information can be used. No expenses will be turned in from Chet Jr., Chet Sr. nor Kay. Doug Linden has hotel reservations for Chet Sr., Chet Jr. and Kay. Ed suggested that in 2026, a presentation be made for the Route 66 tour at the tent. As of the Board meeting, the following are planning on attending: Sandra, Chet Sr., Chet Jr. and Kay.

Policies (Liaison)

**Treasurer – Melanie Whittington**

**Financial update**

Melanie reported she has been working with Sandra on the budget and they don’t anticipate a shortfall. UBS, because of the interest rates going up, are being put on a 3 months cycle with all above 4%. Timeframes are adjusted so some come due at the end of the fiscal year timeframe if needed for the Operating Fund.

The Building Fund is staying as is.

Money in the Building Account will be moved into a CD next week.

Melanie informed everyone that the timeframe they are using for CD’s is 3 to 6 months.

The new finance committee consists of Melanie, treasurer. Robert Bullard, current president and past president Garth Shredding.

**MAFFI (Liaison)**

The Gilmore at Hickory Corners will be September 15 – 16, 2023 and are showcasing open cars.

**ERA Fashions Committee (EFC) (Liaison)**

The Era Fashion committee held their first meeting of the year January 5 reviewing Policies & talking about the Awards Banquet.

The Facebook page is growing with 960 viewers. Several people outside of the Model A hobby have been viewing it

Advertised 15% off on three of the fashion books in the publications area for the month of February.

**Policy P3S07**

1. A Motion was made by Melanie Whittington to recommend accepting changes to ERA Fashion Committee policy P3S07. The Motion was seconded by Ed Tolman. The Motion was approved by a vote of 8-0. (3)

Most of the changes was adding plurals because we are looking at adding the Fashion Display Category so if we have enough judges, we can have one for each section.

**Policy P3S22**

This change was made to make distinctions between the Fashion display and the Fashion entrant with a category for Fashion Display added.

1. A Motion was made by Melanie Whittington to recommend accepting changes to the Fashion Awards P3S22. The Motion was seconded by Chet Wojcik. The Motion was approved by a vote of 8-0. (4)

**Policy** **P3S24**

These changes were made to add more information to the form and to add wording for Fashion Display Judging.

1. A Motion was made by Melanie Whittington to recommend accepting changes to the MAFCA Sanctioned Meets P3S24. The Motion was seconded by Jay McCord. The Motion was approved by a vote of 8-0. (5)

Melanie informed everyone that a Chapter can have an unsanctioned event without the Era Fashion Committee permission.

**Chief Judge acceptance**

Motion 6 is to accept Peggy Gill as Chief Judge. (Peggy was in attendance.)

1. A Motion was made by Melanie Whittington to recommend accepting MAFCA Fashion Judging sanction for 2024 National Convention with Peggy Gill as the Chief Judge. The Motion was seconded by Dave Gill. The Motion was approved by a vote of 8-0. (6)

**Policy P2S05-L**

The Marshall & Veta Lewis Award change is to clarify fashion entrant judging and to ensure it wasn’t part of the Fashion Display Judging.

1. A Motion was made by Melanie Whittington to recommend accepting changes to the Marshall & Veta Lewis Award P2S05-L. The Motion was seconded by Ed Tolman. The Motion was approved by a vote of 8-0. (7)

**Policy P3S04**

These changes are to put the required verbiage in for Fashion Display judging and to give the judges a faster and easier path to work through the level of judging. Fashion events are getting fewer and it is taking more time to get to be a Master Judge. Discussion about sanctioned events being held including ERA Fashion seminars, MAFFI, articles in *The Restorer,* etc. The MAFFI event or Hershey was never sanctioned by MAFCA but that is being expanded. They are trying to make it so people can move through the ranks faster because they don’t have enough judges.

1. A Motion was made by Melanie Whittington to recommend accepting changes to the Fashion Judging Certification Program P3S04. The Motion was seconded by Kay Lee. The Motion was approved by a vote of 8-0. (8)

**Marketing & Membership – Jay McCord**

Jay informed everyone that only one complete application for a candidate for the 2024/25 MAFCA Board of Directors has been approved by the Nominating National Committee and that is Jill Barrett from the Santa Valley Chapter.

1. A Motion was made by Jay McCord that the candidate Jill Barrett, approved by the Nominating Committee, be approved as official Candidate for the 2024 Election for the MAFCA Board of Directors. The Motion was seconded by Gary Price. The Motion was approved by a vote of 8-0. (9)

The window for candidates for the 2024/25 MAFCA BOD ends June 15. Jay informed everyone that he had six interested people but two have dropped out. Three letters of recommendation for Jill were from: Kay Lee, Secretary, Al Stoll former President and Roger Griffin former President. There are four vacancies for 2024

**Membership Incentives**

The Free Membership program is still in effect for people who have never had a MAFCA membership. Before giving a free membership, make sure they are going to join after the year is up. The form is on the Directors Only site.

Jay introduced a new program called the MAFCA Star which is very similar to the Blue Oval trophy that was in effect for two years in 2019/20. This “star” will go to people who sign up a new MAFCA member and will be “static cling” to put on your windshield. After much discussion about the application form not showing who the recruiter is, it was agreed upon that this will be added to the form. After complete, Jay will add this to the Marketing & Membership turnover file in Directors Only.

1. A Motion was made by Jay McCord that the Board approve the Membership initiative called MAFCA Star Program as introduced. This program will reward our members with a static cling sticker for their windshield in recognition of bringing a new member to MAFCA. The cost will be approximately $1 per star including postage. Administrated by office staff. The Motion was seconded by Ed Tolman. The Motion was approved by a vote of 5-3 with Ed Tolman, Chet Wojcik and Gary Price voting no. (10)

**Event Kit**

The Event Kit comes with a blue tablecloth, fliers and other handouts. As of the Board meeting, Jay has 10 stops for the Event Kit so far this year.

KD Kanopy in Denver, Colorado 303-650-1310 is the supplier making the blue tablecloth which fits a 6-foot table. These fit one of the folding tables that are sold at Costco.

**Motions**

Jay’s motion is to dedicate the month of May 2023 as Model A Youth Month. This initiative will support the Model A Youth Restoration Award and Model A Youth Scholarship programs through encouragement of youth activities, publication of articles in Social Media and *The Restorer* Magazine. Upon further investigation, it was mentioned that the Board had adopted that motion last year (2022) and it was intended to be carried forward. The Motion was withdrawn.

1. A Motion was made by Jay McCord that the MAFCA Board dedicate the month of May 2023 as Model A Youth Month. This initiative will support the Model A Youth Restoration Award and Model A Youth Scholarship programs through encouragement of youth activities, publication of articles in Social Media and *The Restorer* Magazine. I further purpose that MAFCA contribute $500 to each of the mentioned groups. The Motion was withdrawn. (11)

**Purchase of Fred Mertlich Artwork**

In 2022 3 pieces of art made by Fred Mertlich from Utah was purchased which were used to produce three Christmas cards. Fred contacted Jay and wishes to sell MAFCA exclusive rights to 27 more of his pictures to be used as we like.

Jay will contact Fred to ensure we have exclusive rights to these 27 pictures if we purchase them. Jay withdrew the motion and will bring this back to the next BOD meeting.

1. A Motion was made by Jay McCord that MAFCA purchase the rights and access to 27 Original Model A illustrations for use in Christmas cards, note cards, etc. from Fred Mertlich of Utah for the sum of $500 as presented to the Board at the 2-25-23 BOD meeting. The Motion was withdrawn. (12)
2. A Motion was made by Jay McCord that the P1S07 MAFCA Obituary and Death Notice Policy be revised as per presented in the 2-25-23 BOD meeting. The Motion was seconded by Ed Tolman. The Motion was approved by a vote of 8-1 with Chet Wojcik voting no. (13)

A discussion was held about adding additional people to this policy that would get mentioned in *The Restorer* magazine. When this Policy was written there was not a Restoration Class committee and this change would bring it up to date and addressed that past editor(s) be added. The emphasis for the original Policy was in 2007 the problem had gotten so serious with members wanting their family member name, etc. in *The Restorer*, that the Board and the President found themselves having to deal with all sorts of subjective issues about who gets screened in and who gets screened out. This was done to try to bring objectivity to the question whose obituary should be published in *The Restorer*. Regardless of the policy, the Board always has the option to override it or amend it.

MAFCA Office (Liaison)

Jay introduced to the Board that the month of March be MAFCA truck month with the introduction of a green Roadster Pickup shirt to increase revenue. Most pickup trucks coming off of the assembly line were green unless special ordered. The artwork for the pickup is already available. A polo shirt, a T-shirt and a short sleeved with a pocket will be available.

1. A Motion was made by Jay McCord that MAFCA proclaims the month of March to be MAFCA Truck Month. The shirts presented at the BOD meeting will be presented for sale via Facebook, Website, Flying Quail and MAFCA on the Road during March. Orders will be taken and paid for during the month. At the end of the month, the shirts will be produced and shipped. This will allow us to produce new product without the expense of maintaining stock. This will allow us to produce new items without the cost of additional inventory. The Motion was seconded by Will Langford. The Motion was approved by a vote of 8-0. (14) (The shirts were not available for the Board meeting due to shipping problems.)

The company the shirts are coming from does not charge for setup costs. Orders will be taken with the customer knowing there is a lead-time for delivery. Once the orders are placed, Sandra will contact the supplier with the exact number of shirts already paid for and spoken for. There will never be any inventory. The sample shirts were to be delivered in time for the BOD meeting but were delayed. In that package was also the information for the cost of the shirts. When the shirts arrive, Sandra will work with Jay on pricing them.

**P1S14 Ethics Policy for Board Members and committee Members**

Before the Board meeting, Jay sent everyone the revised P1S14 Ethics Policy.

1. A Motion was made by Jay McCord that the additions and corrections to the MAFCA’s Ethics Policy P1S14 be accepted. The Motion was seconded by Ed Tolman. The Motion was withdrawn. (15)

Several comments were made about the changes in the Ethics Policy which has been in place for only a year. Some of these changes has to do with we now have a webmaster that is also now a member of the BOD. Previously Rick Black was the webmaster. He resigned as webmaster to serve on the Board in 2003-2004. Then when his board term was over, he came back as webmaster, never holding both positions. Robert informed everyone that there was a discussion after this policy was originally passed that you have a Board that is doing governess and you have committee members, webmasters and an office manager that are doing managerial function. Traditionally those people in managerial functions don’t have approval or authority for their actions provided under the governance of the Board. That is why the separation of the two is necessary.

Bill Truesdell informed the Board that he and Happy Begg build this policy and they intended it to embrace all committee members. The current Board has the option to make changes if it wishes. The important thing is to separate the 2 functions.

It was agreed upon that Will, Chet and Dave will review the Ethics Policy and come back to the May 20, 2023 BOD meeting. Jay withdrew the motion.

**Advertising – Gary Price**

**Old Business**

**2023 Membership Roster Advertising**

Gary thanked Brenda for all of her work. There is a total of 16 advertisers for the 2023 Membership Roster with $3,200 advertising revenue. There are six advertisers fewer than 2022. One went out of business and the other five are advertising in *The Restorer* and will not advertise in the Roster.

**New Business**

**Advertising**

There was a discussion about there being a lot of advertisers in *The Restorer* and a concern that perhaps there is too much advertising space. Currently 37% of *The Restorer* is advertising with 13 ½ % for shirts, patches, pins, merchandise, etc. Gary informed everyone that Advertising is “moving along” with the help of Brenda and he is going to work on a campaign in May to attract new advertisers.

There are 25 advertisers on the website who do a bundle with the website. The way the website advertising works today is basically on the home page and also on the Puzzle page.  Digital advertising and revenue were discussed.  Almost 100% of the website advertising is from bundling with*The Restorer* ads.

**MAFCA Website**

Gary made a presentation on suggested changes to the website which was previously sent to the Board for review.  (This presentation is attached to the end of the Minutes.)

The goal of making website changes is to increase member growth, increase member retention, and increased engagement of our members along with the goal of increasing MAFCA revenue.  We could also use the website for event management of both chapter activities as well as the Regional or National meets.

A new website could also expand our on-line payment system and increase non-dues revenue through a more robust online store and improved digital advertising.

Gary informed everyone that the more we can increase the technology platform the more likely the members will renew their membership. 38% of all nonprofits see an increase in renewal rates when an automatic annual credit card renewal option is available.

The current website has a performance grade of 63% (Grade: D) because of its slow load time due to the high number of hard coded links on our home page.  He also noted 75% of our monthly traffic is new visitors and only about 25% return month over month so a lot of people visit our website one time but don’t return. Also, the number of mobile users on our website is very low due to not having a good user interface on the existing site for mobile users.  Gary also said that we currently have a labor-intensive website update process in place that is prone to human error and the technology that we have to update and maintain the website is not current.  He also said that we have thousands of files on the public facing website that are internal documents and should not be there.

 Gary suggested that MAFCA do the following:

·        Hire a professional website developer to implement the next version of the MAFCA website.  He obtained 3 proposals from 3 professional developers to do the work over the next 6 months.  Continuing to have the website done by volunteers is not sustainable and there are a number of new laws and regulations that must be followed.

·         The new website (implemented as MAFCA.org) could be ready for launching at this year’s National Awards Banquet if we moved forward quickly.  We could then transition the existing website (MAFCA.com) to the new website over the next 18 months.

·         Gary recommended Cascade Valley Designs to do the work outlined. The cost of this would be $13,731 (for the first year).

Discussion about the cost of this and if the company is reputable were some of the concerns.  Chet stated, “so in general, designing a new website we would have to get 270 members to break even the first year.”  Will explained that the foundation of what we have in a website today is cracking and that needs to be fixed.  Will went on to say that maintaining the current site in its current implementation is not sustainable.

Bill Truesdell informed everyone that he and Gary had an agreement before approving Gary’s appointment as webmaster with one of them being we are not going to do any website development this year.  It is not in the budget.  The second agreement that we had was the first thing that we should do in development is the webstore.  A business plan needs to be presented and Gary committed to working on one as a first step.

Bill also informed the Board that in the state of California there is a law called the California Consumer Privacy Act adopted in 2020 and it guarantees that consumers in California can sue anybody who has breached their records.  MAFCA’s membership database is not on the network.  The only one that has access to it is Sandra.

The presentation presented by Gary created a lot of comments and concerns at which time Gary withdrew his motions concerning the website and of creating a role for a MAFCA Chief Technology Officer to look at all of our technology offerings and services.

After several ideas and suggestions, Robert asked that a committee be put together and come up with a plan.  A lot of these issues can be addressed by taking a step back by addressing all these issues and providing all of the answers and creating a runway of where we want to go and a map of how we are going to get there.

The committee consists of: Robert Bullard; Gary Price; Chet Wojcik; Melanie Whittington and Will Langford as Website Liaison.

 Motions withdrawn for consideration at this meeting are:

1. A Motion was made by Gary Price to implement the project plan as presented by Gary Price at the Feb. 25, 2023 BOD meeting by hiring a professional development team to create a new MAFCA website in parallel to the existing site (@mafca.com), adding the membership data base to the site in order to make it more engaging/useful for our members, and rolling out the new site at the 2023 National Awards Banquet in Santa Maria. Gary Price will lead the website redevelopment project with the guidance of Will Langford, Website Liaison. Gary Price will continue to maintain the existing site until June, 2024, when it will be retired when the new site has been available and promoted for 6 months (or more) prior to launch. Cost to develop new website not to exceed $5,000. Annual software cost to maintain website not to exceed $10.000. The Motion was withdrawn. (16)
2. A Motion was made by Gary Price to hire or appoint a Chief Technical Officer for the Model A Ford Club of America to better integrate and use the current disparate technology resources being used by the club. These include the club website, email marketing resources, data bases, IT technology, etc. The Motion was withdrawn. (17)

After discussion on Motion #16 and it being withdrawn, Gary also withdrew Motion #17.

**Social Media (Liaison)**

Gary asked Jay McCord to speak on behalf of the social media team.  Jay noted that we have over 30,000 followers on our Facebook page and that he is very active in keeping it updated. Melanie also noted that the Era Fashion Facebook page was going well.  Gary did not have a report from Doug Linden on the Instagram page.

**Technical Director – Chet Wojcik**

**Tech Q&A for *The Restorer***

As of Feb. 5, 2023 there were 62 total questions for *The Restorer*. 23 were issued to *The Restorer* for this month issue and 36 were answered and are in the queue for future use with 11 waiting for answers. Those on the committee are: Bob Guimarin, Les Andrews, Rick Black, Chester Wojcik Sr. and Chet Wojcik Jr.

**Restorers Class Committee (RCC) (Liaison)**

Chet previously submitted the Meeting Minutes of the RCC to the Board for review with the JSC Members names and information: Bob Hess, Evaluator Coordinator; Tom Jeanes Convention Chief Judge and Judges Cert. Director; Bob Johnson, Librarian; Tom Rutt; Chairperson; Chet Wojcik, Sr. Recorder; Chet Wojcik, Jr. JSC Liaison; Doug Clayton, Technical Reviewer; MAFCA, MAFCA Office; Chuck Christensen, Senior Advisor.

Meeting Minutes previously submitted to the Board.

Committee Members previously submitted to the Board.

**Judging Standards Committee (JSC) (Liaison)**

Chet informed the Board that he sits in on the JSC committee and has a motion to extend the current JSC committee for one year to wrap up Revision 5.

1. A Motion was made by Chet Wojcik, Jr. to approve the 2023 Extension of the Judging Standards Committee Contract for the Revision 5 until April 30, 2024. The Motion was seconded by Kay Lee. The Motion was approved by a vote of 8-0. (18)

This is a contract between MARC and MAFCA and there is a line item in the budget for the JSC which will be resubmitted again this year with this motion as well.

Chet informed everyone that they are very close to the end. The hangup is not US automobiles - it is the Canadian and European automobiles as Canada cannot find drawings that line up with each other, consequently multiple drawings on the same part numbers. But now they have access to the Ford Museum which was closed for 2 years.

One of the items is to submit articles for *The Restorer*. It was suggested not do that and concentrate their effort on Revision 5. There are a number of articles in process now to cover the articles.

Currently the sticking point to finish it off is Canadian, Double A and Station Wagon. The Double A is fairly simple but the Station Wagon has a lot of changes. This is not an update. This is a full revision of 279 pages. The challenge is not only the MAFCA side but the MARC side has to concur and the concern is who is going to pay for this. Because the contract runs through April of next year (2024), there needs to be a budget line item for next year. Their contract goes until June 30, 2023 so we do have to place a budget item and this will be done as part of the budget presentation. After this full revision is complete, they can either dissolve the JSC or scale it back to a once-a-year committee rather than a every month committee.

Meeting Minutes previously submitted to the Board.

Committee Members previously submitted to the Board.

On March 24-26 the JSC’s will have a face-to-face meeting at Doug Clayton’s place. There is an expense trip that is already in the budget. Chet has been asked to attend that meeting personally.

(After the Board meeting: Chet stated it would be better served to be there via Zoom as he plans not to attend and leave the money in the operating funds and remove the line-item cost.)

**Chapter Coordinator – Will Langford**

**2023 Chapter Renewal Status**

**Update on 2023**

Currently there are 270 MAFCA Chapters/special interest groups. $12,350 was received from Chapter insurance as of 2-25-23. Last year at this time insurance money received was $9,975 which is an increase of $2,375 over last year. Deadline for registration forms to be returned is February 28, 2023. Sandra will work with Will and send a certified letter to each according to our Bylaws.

**Newsletter**

In January Will received 38 newsletters via email. In February, he received 54 and so far for the month of March 10. The office also receives dozens of newsletters that come in via mail. Will shared with the Board that one of his first MAFCA communications contained an extra piece of “computer virus”. He shared with us a way to save this virus from spreading.

When Will receives a newsletter from an editor, he always thanks them for their submission. He also updated the Newsletter of the Year graphics by adding the MAFCA logo to it

**Service awards**

Will and Robert signed all of the Service Award certificates.

3 = 25 years

9 = 30 years

3 = 35 years

7 = 40 years

3 = 45 years

7 = 50 years

4 = 55 years

8 = 60 years

4 = 65 years

48 = Total

A good discussion about these “certificates” and what happens to them and if a “certificate” is enough recognition for 25 years or more with MAFCA. Jay informed everyone that his first year on the Board they bought several bricks for $100 each from MAFFI. These bricks were individually printed with a Chapters name. A lot of Chapters do not have an individual MAFCA clubhouse to capture these certificates. Most are put in the Membership Directors folder and taken home with him/her. After much discussion a committee was put together addressing Service Awards: Will, Melanie, Jay and Sandra.

**Webmaster (Liaison)**

Motion was withheld. (See Number 17 under Advertising, Gary Price)

**Publications/Public Relations – Dave Gill**

***Restorer*** **Magazine**

Jan/Feb 2023 issue of *The Restorer* has been sent to the printer and the Mar/Apr is scheduled to upload on Feb. 14. The May/June issue, according to Andy, has several of the articles already approved.

Doug Linden has agreed to Index the prior year’s articles in *The Restorer*.

**Publication update**

Bob Johnson is working on Volumes 1 to 65 *Restorers* thumb drive. Bob has been busy on the JFC and probably won’t get back on this until June. Dave will call him monthly to check on the progress. Between now and May, Dave will see how close he is so it can be added to the budget if necessary.

Bill Truesdell explained that once Bob has that thumb drive compiled, he will reproduce or duplicate the thumb drive as many as Sandra tells him she needs. He is doing this without charge. Discussion at the May board meeting will be on how to advertise, how big of a drive is needed, how to handle the exchange, cost, etc.

**2022/2023 Membership Roster**

Rick Black has been working hard on formatting the Membership Roster and is almost finished. They are hoping to have it done the end of April or May. Andy has the front and back cover pages finished.

Privacy issues were discussed about the Roster. People who do not want their phone numbers mentioned can ask that it not be added. Before a Roster is sold, Sandra makes sure they are a member of MAFCA. They will be sold for $20 again this year as the Policy states we sell them for basically what it costs.

Several of the Rosters are already presold.

**How To Restore Your Model A Volume 11**

Les Andrews has been working on How To Restore Your Model A Volume 11. He has all of the articles he wants to compile the book. He then takes these previously written articles and reformats them and compiles a book. This new book will be in color and is a very good seller for MAFCA.

**Model A World**

Dave has looked at the Model A World newsletter and shared with everyone what a stunning product Model A World is. The last time an article was written about Model A World was in the 2006 *Restorer*. Dave contacted Sherry Winkinhofer who writes it and she has agreed to put together and article for *The Restorer*. Dave also spoke to Andy and Andy will find room in one of the upcoming *Restorers*.

**Publications sold**

Some of the publications sold this fiscal year are: 22 of the 50 Years USB drive; 834 of the 2020 Roster; 482 presold of the 2023 Roster; 333 of How to Restore your Model a Volume 10 (this number is less than a full fiscal year); 99 of the (red) Mechanics Handbook Volume 1; 153 of the Paint and Finish Guide; 127 of Tiny Tips 2.

**Insurance (Liaison)**

Dave informed everyone that he responds to at least 4 or 5 questions about insurance a week. He has had a great conversation with JC Taylor and their Chief Underwriter so he better understand what is covered. 15 certificates of General Liability Insurance for requests were issued for swap meets, parades and some Chapters to get insurance when they rent a facility. Dave complimented JC Taylor for getting back to him with any problem he has. All issues have been solved.

Previously MAFCA talked about looking for another Insurance Company but after a lot of consideration, decided they are going to stay with JC Taylor

**Other**

Volume 67 Issue 1, which is the May/June 2022 of *The Restorer,* was shipped to the New Zealand club and got lost. There are 37 members in New Zealand and only 19 magazines are available to send to them. Dave asked if any of the Board members or their Chapter members have an extra one, to please send it to Sandra so it can be shipped to New Zealand.

**OFFICE MANAGER – Sandra Aguirre**

**2023 Membership**

As of Thursday, February 25, 2023 there were 9,410 US members, 236 International members and 187 free memberships for a total of 9,833 members. There are 1,844 that have not renewed. We are 140 from where we would be last year. Over 50% of our free members have renewed from last year. Sandra is going to send a reminder to those who have not renewed. The last couple of years, 65% renewed. Jay will work with Sandra on a reminder for those people who have not replied.

**Merchandise**

Sandra has had some concern from 2 members that are upset about the woman’s apparel that we have. They would like to see more shirts with a logo, etc. for women. Women’s apparel has not gone over well in the past. The last time we ordered woman’s wearing apparel was in 2018 for the Reno Convention. It was suggested that the ones in storage be taken to Gilmore/Hershey. Elaine Bullard shared with the group about her experience ordering T shirts made in sizes that would sell and it was a disaster. It was agreed upon that nothing would be done at this time.

**Shopping Cart**

The Shopping Cart to date is about $30,000 vs $24,000 last year so we are about $6,000 more than last year. Sandra will ask Melanie to put money in the budget for a Shopping Cart.

Sandra uses Merchant Services and shared that the Shopping Cart information is manually entered. Our current non-qualified fee is 4% and we are in the process of a rate review to lower all of our fees. Check scanner has a minimal fee of $15 monthly.

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**SUMMARY**

Meeting adjourned at 4:35 Pacific time.

There were 6 Policies approved during this board meeting:

P3S07 – Era Fashion Committee

P3S22 – Fashion Awards

P3S24 – MAFCA Sanctioned Meets

P2S05-L - Marshall & Veta Lewis Award

P3S04 – Fashion Judging Certification Program

P1S07 – MAFCA Obituary and Death Notice Policy

Kay C. Lee – Secretary

March 20, 2023



On March 13, 2023 it was brought to the Board’s attention that P1S06 had not been updated on the Directors Only site from the December 6, 2022 MAFCA Board meeting. Kay Lee had a discussion with Rick Black who found the problem.

As per Rick Black:  
“The P1S06 policy updates approved at the 12/6/2022 Board Meeting included an incorrect header.   The header should have said "Supersedes 12/01/2017" instead of "Adopted 01/22/2005".

The original Word document was also updated and was uploaded to Directors Only.”

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