**MODEL A FORD CLUB OF AMERICA**

**BOARD OF DIRECTORS MEETING**

**SANTA MARIA, CALIFORNIA**

**DECEMBER 2, 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:** Peggy Gill,Rodger Griffin,Ruth Janke, Doug Linden, Bob Moore, David Rose, Andy Scheer, Tina Shinn, Paul Shinn, Al Stoll, and Bill Truesdell.

9 past presidents were in attendance: Bill Truesdell, Doug Clayton, Bruce Davis, Roger Griffin, Doug Linden, Lyle Meek, Dave Vestal, Al Stoll and Jay McCord.

7 Life Members were in attendance: Doug Clayton, Ruth Janke, Doug Linden, Lyle Meek, Al Stoll, Dave Vestal and Garth Shreading.

**President – Robert Bullard**

The meeting was called to order at 8:00 am Pacific time. President Robert Bullard opened the meeting with the Pledge of Allegiance.

Robert welcomed the MAFCA Board members and guests.

1. A Motion was made by Kay Lee to approve the Minutes of the August 26, 2023 Board of Directors Meeting held by Zoom as presented to the Board on September 18, 2023. The Motion was seconded by Jay McCord. The Motion was approved by a vote of 8-0. (1).

MAFFI

Doug Linden, Jay McCord, Kay Lee, Melanie Whittington, Robert and Elaine Bullard, Bill & Laura DeVore, Will Langford, Paul Shinn and Rick Black and his daughter Shaynee Stevens attended the two-day Model A Days at Hickory Corners, MI. Rick Black was presented as one of the inductees of the MAFFI Hall of Fame. The weather was nice making it a pleasant two days. It was good marketing to have the presence of MAFCA there.

Bob Moore gave an update on the Model A Youth Restoration Award (MAYRA). It has been 30 years since the program was started. Bob thanked Robert Bullard for his support and the Presidents letter in *The Restorer*. Three years ago, the month of May was started as the Model A Youth Restoration month. The idea was to get Model A’s out into the community to try to attract young new members from the parents who have an interest in the Model A’s and to introduce kids to the Model A Youth Restoration Award. The intent was to show them what the Model A was and let them get their hands on them.

Robert informed everyone that he presented, on behalf of MAFCA, a $10,000 check to John Begg at Model A Day for the brick program and for the expansion of the building. This presentation was made at Model A Days September 15 and 16, 2023 by Robert Bullard.

**Vice President – Ed Tolman**

**NATIONAL CONVENTIONS**

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

Ed informed everyone that signing up for hotels came out premature with an unveiling on Facebook by the South West A’s and that the host hotel along with the other hotels filled up within an hour. There are 118 rooms at the host hotel with four additional hotels that most rooms have been spoken for. Ed informed everyone that there are other hotels, etc. available in the area. The website went live November 1 with the registration form available. Sandra suggested that another 80 rooms should be set aside for this convention. As of the board meeting Ed informed everyone that so far there may be over 40 registrations available.

Ed is working with the Southwest Regional Group to get the hotel situation solved.  (Ray Gabaldon confirm later in the meeting that the other hotels had vacancies.) Robert reminded everyone that this is a critical issue for MAFCA because of the money on the table and suggested that every two weeks they meet to ensure everything is up to date. (The Southwest Group is meeting every week.) The final payment to them for $6,990.87 will be made when Sandra returns from the NAB.

**2026 – Contract negotiations with the Blue Mountain A’s of Pendleton, Oregon.**

Ed confirmed with Jack Remillard of the Blue Mountain A’s of Pendleton, Oregon that the agreement for the 2026 National Convention for May 31 to June 7, 2026 has been signed. The host headquarters will be the Pendleton Convention Center

1. A Motion was made by Ed Tolman to approve the Blue Mountain A's Chapter of Pendleton, Oregon to host the 2026 National Convention for the date: May 31, through June 7, 2026. A signed application has been submitted naming the Pendleton Oregon convention center as the host venue. The Motion was seconded by Chester Wojcik. The Motion was approved by a vote of 8-0. (2)

**2028 – open**

Ed reminded everyone that a Chapter or Regional Group does not have to host an event in their own area.

**NATIONAL TOURS**

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

Ed was not able to attend the tour but Robert and Elaine were part of the touring group. Robert Bullard informed everyone that they had a great time spending time in Auburn, Indiana and visiting and touring some great museums. Time was also spent in the Amish country. There was a total of 80 plus registrations. “Backroads to the Classics” had extra funds after the tour and they donated $10,000 to MAFFI.

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

Ed spoke with Trish Evans from the Dallas group which is hosting this tour. This is being done by a group that does not reside in the area where the tour will be held. They are very seasoned at hosting and planning tours. Chet informed everyone that on this tour they will be going through Virginia and near his home. Part of the tour is that everyone is invited for lunch at his house and that his shop will be available for any repairs that are needed. The registration form for this tour should be ready by the end of the year.

**2027 - National Tour – Route 66 West to East and East to West**

This is a proposed tour to celebrate the 100th Anniversary of Route 66.  Ed and Will have been working with several Chapters to host this.  Ed is thinking that this is not going to be as difficult as people think it is going to be because everyone is going to be on their own to make their own reservations because of all the different states they will be going through. It was mentioned that California is the only state that is not preparing for this celebration. Ed suggested that Zoom meetings be held to stay on top of this, by any individuals or groups that may host.

**2029 – Open**

Possibly the National Parks of Utah/Arizona as 2029 is the 10th anniversary of the Kanab tour that was held in 2019. It was the best attended and most memorable tour held. In 2019 it was hosted by a special touring group. Kay suggested that in 2011 there was a tour on the Natchez Trace Trail right up the middle of the United States which is also a great area to tour.

**NATIONAL AWARDS BANQUET**

**2023 – National Awards Banquet – Santa Maria A’s – November 30 – December 2**

Hats off to Curt Warner and Jay McCord and the Santa Maria A’s that hosted the NAB. The weather was perfect and there were some great tours and food. One thing unplanned was a space shot visible to those lucky enough to be outside at the time. There was also Santa Maria’s yearly Festival of Lights held Saturday evening with some beautiful floats. The hospitality room was great with a lot of great prizes and food. There were 77 people registered. The Santa Maria Inn, where the NAB was held, was built in 1917. Hearst Castle was enjoyed by those attending.

**2024 – National Awards Banquet – Utah Valley A’s – December 10-14**

The 2024 NAB will be hosted by the Utah Valley A’s with help from the Beehive A’s and the Salty A’s in Salt Lake City, Utah with many events planned.  The host hotel will be at the Marriot Hotel in Salt Lake City with a good price.

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

**2026** – **National Awards Banquet is open.**

Ed informed everyone that he and his wife are taking a 5-day cruise out of San Diego to see if it is possible to host a Convention on board a cruise ship. Jay informed everyone that the Model T Club of America has their Convention about every five years on a cruise ship. Ed reminded everyone that you need at least two years to plan for a NAB and more for other events. A request was posted in *The Restorer* and the website for groups to step forward to host some of these events. Chet suggested that if something on the Agenda is “pending” this may discourage people looking at those dates to host something.

**2027 – National Awards Banquet**

[problem here – the 2024 NAB was discussed earlier. ]The 2024 NAB will be hosted by the Utah Valley A’s with help from the Beehive A’s and the Salty A’s in Salt Lake City, Utah with many events planned.  The host hotel will be at the Marriot Hotel in Salt Lake City with a good price.

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1. A Motion was made by Ed Tolman to approve the Charter Oak A's of Visalia California as host chapter of the 2027 National Awards banquet to be held December 1-4, 2027 in Visalia, California. The Motion was seconded by Chester Wojcik. The Motion was approved by a vote of 8-0. (3)

Visalia is down from the giant sequoias and is a beautiful area. The Charter Oak A’s are ready to hit the ground running and are on top of things.

Jay informed everyone that Will Langford is working on a Chapter in Hawaii.

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

The A-World put out by Sherry Winkinhofer is a great magazine. Kay suggested to sign your grandkids and great grandkids up for it to enhance the Model A hobby.

**Calendar (Liaison)**

The MAFCA website has a form a member can fill out for notification of events that are being sponsored which is then sent to the Vice President. Ed then forwards it to Andy and Rick to add it to *The Restorer* and the Website.

Rick Black reminded the board that today, December 2, 1927 was when the new Ford was introduced to the public. Doug Linden informed everyone that on that day Henry Ford was not at his office in Dearborn. He spent the Thanksgiving holiday at the Wayside Inn in Sudbury, MA and was still there on December 2 when the Model A was introduced to the public. Special telephone lines were run from Boston so Mr. Ford could get the latest news on the public’s reaction.

**Secretary – Kay C. Lee**

Kay reminded everyone to speak up as the meeting is being recorded. She also asked that you please follow your agenda and pointed out the importance of the Motion form.

Kay reminded everyone about the importance of getting changes to a Policy correct. When a board member makes a change using “Track Changes” to a Policy, he/she sends it to the Secretary (completed). When the Secretary approves the final revisions to a policy, the Word Document is sent to Rick Black. He then prints the Word Document to a PDF file and sends it to the Webmaster for updating the POLICY page in the MEMBERS ONLY area. Rick then uploads the Word document to directors\_only/POLICIES on the website. Rick then revises P0S0 – Policy Index with the date of the revision. It is important that each Policy is done this way. Kay reported that she has found that several Policies were never updated and put in the Members Only file.

Model A Day was held September 15 and 16. Robert and Elaine Bullard attended along with their friends Bill & Laura DeVore. Jay McCord, Will Langford, Doug & Nan Linden, Rick Black and his daughter Shaynee Stevens, Melanie & Terry Whittington, Paul Shinn, and Kay Lee also attended. Melanie presented a lovely Fashion Seminar on accessories for men and women.

Rick Black was nominated by MAFCA and rewarded with a 2023 MAFFI Hall of Fame induction at Model A Days. Congratulations Rick.

Hershey was held October 2-6 with Doug Linden giving several seminars at the MAFCA tent. Attending was Chet Sr., Sandra Aguirre and Kay Lee. MAFCA did not put up their helium balloon again this year as helium is very expensive and Kay later found out that the balloon was about 20 years old and no longer usable. Doug brought two great looking new flags to be displayed at Model A Days and Hershey to help mark the MAFCA spaces. Hershey will be held next year October 7-11, 2024 with the car show again being held on Friday. Chet explained who the “owners” of the six Hershey spaces now belong to.

Robert reported on the Pate Swap Meet in Texas with 10,000 swap spaces.

**Treasurer – Melanie Whittington**

**Financial update**

Melanie informed everyone that she received the full financial report from the CPA which was sent to the current board and will be sent to the new board members. Garth Shredding works with Robert and Melanie on these as part of the Finance Committee. The net assets for yearend are higher than last year by $100,000 which was related to current assets. Unrelated to that $100,000, there was $100,000 in dues that had come in and it is just sitting in the bank. That money was put into the Operating Account in UBS to earn additional income from the higher interest rates. The $100,000 was added to the CD’s and will be available when we need the funds.

The Canyon Land National Tour had an issue with the IRS and has been cleared up. The issue was erroneous and was not due to any wrongdoing by the SIG or MAFCA.

All of the UBS CD’s at this point are at 5% or higher. This has more than doubled the interest rate from previous years. The people at UBS are expecting one more interest increase in the first quarter but they are expecting it to level off and start to go down.

Melanie informed everyone that she will push the Building Fund CD maturity dates out as far as she can to get a good rate for a longer period of time. She tries to stairstep the ones in the Operating Account and with yearend coming, Sandra will have money available for May and June.

The financial position is very secure. Melanie is doing her due diligence by being frugal and resourceful but still follow the mission of MAFCA.

Sandra contacted someone to look at the roof on MAFCA’s building and was told it did not need replacement at this time. A special “THANKS” to Sandra.

**MAFFI (Liaison)**

Model A Days was Sept 15-16. Melanie presented a Fashion Seminar on accessories for men and women. Melanie attends as many MAFFI Zoom meetings she can and will present a Fashion Seminar for MARC in July in Ashville, NC. She was asked to present the topic for new people that may just want to dress and have fun and not be intimidated by everything having to be perfect. Melanie was thanked by several for all the work she does for the fashions for the Model A’s era.

 **Era Fashions Committee (EFC) (Liaison)**

The EFC Facebook page is working well and is very active. There are currently 1,100 members and the administrators are trying to reach people outside the Model A club. Some of the videos they have done on what to expect as a fashion entrant has almost 600 views. Patty Jones-Bernhardt, with her Model A era purses, has almost 300 views. Melanie and Patty will do a seminar at the Convention in Ruidoso, New Mexico for men and ladies hair.

On October 7, the EFC held their one and only 2023 “in person” meeting in Colorado. They finalized two of the three sections of the Fashion Judges Procedure Manual and are still working on differentiating between Fashion Model Judging and Fashion Display Judging. They are working on other sections of the manual fixing the final stages of editing and will be uploaded shortly.

Rick Black has been working with them on converting some of their forms into fillable forms. Melanie thanked Rick for all the help he has given them.

The official announcement article about Fashion Display Judging as a new category is going to be out in the January/February edition of *The Restorer*. It was asked how easy it is to buy era clothing? Melanie informed everyone that it is getting more expensive and the sizes are much smaller than we wear today.

**Chapter Coordinator – Will Langford**

Chapter Updates

1. A Motion was made by Will Langford to accept the application for the Will Rogers Model A Club as a Chapter of the Model A Ford Club of America. The Motion was seconded by Ed Tolman. The Motion was approved by a vote of 8-0. (4)

The Will Rogers Model A Club is located in Oolagah in Northeast Oklahoma, about 35 miles from Tulsa. One of the granddaughters of Will Rogers has signed up to be a member of the club. They are affiliated with the Will Rogers museum. Ten families are currently represented. The current president is Charlie Ramsey who is a police officer.

Potential new Chapters

Will reminded everyone that a new chapter, Palouse Regional Chapter was added earlier this year. Will is also working with a new chapter in Idaho. With these two and the Will Rogers Model A Club, that will make three new Chapters. Will is also working with Chris Foulger from Hilo, Hawaii and a gentleman in South Central Tennessee on forming a new Chapter.

254 Chapters in good standing

10 Chapters 1 year or older with no communication – list getting shorter

Letters sent out to 14 Chapters with 2 Chapters renewing

Will and Sandra worked on this all year long by contacting all Chapters

4 Chapters are 1 year outstanding

This time last year there were over 100 delinquent Chapters.

Newsletter

Will shared with everyone the value of the Newsletters and the concerns of attracting members. Five people in your Chapter makes everything work. Difficult trying to find 5 people to form a club. Chapters are the heart of the club. There were the following Newsletters submitted to Will:

August 68

September 68

October 63

November (MTD) 70

Every month, Will replies to the Chapter Editor thanking them for their submission.

The Newsletter of the year winner with the Rumble Seat Reviewer, David Rose was present for the board meeting.

*Newsletter Of The Year: Rumble Seat Reviewer, David Rose*

Newsletter Of Excellence: Gold Coast, Charlotte Dahlenberg

Newsletter of Distinction: Cowtown A’s, Chuck Nixon
Best Special Interest: Cabriolet SIG, Tom Krueger
Best International: North Island Chapter, Rob Brown

Newsletter of Merit: Wisconsin Chapter, Sue Quam

Newsletter of Merit: Palmetto A’s, Twila Cockerill

Newsletter of Merit: Greater Baltimore, Dave McLeish

Newsletter of Merit: Evergreen Chapter, Sarah Mpare

Newsletter of Merit: Plain Ol’ A’s, Joyce Tweedy

Newsletter of Merit: Santa Clara Chapter, Doug & Kathy Anberg

Newsletter of Merit: White Mountain Chapter, Joyce Vandebogart

Newsletter of Merit: Sullivan Trail A’s, Jim Morris

Newsletter of Merit: Orange County Chapter, Eric Engle

Newsletter of Merit: Stampede City Chapter, Al Friesen

Will designed a red/gold ribbon graphic that the newsletters will be able to display on their newsletter.

Websites

*Website of the Year: Beehive A’s Chapter, Mike Nichols, Jim Baldwin*

Website of Distinction: Capitol A’s, Larry Wittrup

Website of Merit: Pomona Valley Chapter: Jaye Steinbrick

Website of Merit: Napa Valley A’s, Ken Rands

Website of Merit: Pikes Peak Chapter, John Stapleton

Will told everyone that there are a great number of websites.

Service Awards

Service Awards

1 Judy Burrell International Model A Victoria Chapter Service Award

2 Vicky Bartlett Diamond Tread Chapter Service Award

3 John Adam OKC Model A Restorers Group Service Award

4 Frank Delucia Piney Wood Chapter Service Award

5 Allan Glen Lions Gate Chapter Service Award

6 Mary Nelle Singer River Cities Chapter Service Award

7 Peggy Kopf Santa Clara Chapter Service Award

8 Nancy Cheshire Dallas Model A Club Chapter Service Award

9 Robert Mack Utah Valley Chapter Service Award

10 Chris and Katie Rozman Wisconsin Chapter Service Award

11 June Lee Borderland A's Service Award

Constant Contact/Flying Quail Email

Will has used Constant Contact since 2005 and it offers an incredible tool to reach our members. Happy Begg and Garth Shredding put this in place ten years ago. Most important is we see the value in what we are doing as we see our members reactions to what we send them. Will explained how the process works. The number one feature clicked on is Jim Cannon’s Tech Tips. Some modification was made to some of the features to make it easier to read and an easier way to sign up for The Flying Quail. 58 new members have signed up since this was introduced. Currently the list is 1,279 people signed up. Will shared with everyone the process that has been done and the work that needs to be done.

The 2024 Goals for the Flying Quail /Constant Contact are:

Timely Delivered

Target Newsletter Editors

Grow user count – ultimate goal is 2,000 by end 2024

Will put together a Holiday Savings offering with MAFCA products. There was good response to this. A Happy Holiday from the MAFCA Board and the MAFCA Office will go out mid-December.

Doug Linden shared with Will that when he received *The Flying Quail*, he forwards it to all of his Chapter members. Several others in the room agreed with this and these numbers are not being counted as they are not sent directly to the members that were forwarded to. Will stated he can do all the work necessary to get Constant Contact out the door, but he can’t change the processes in place. Will asked that everyone get back to their Chapter and encourage everyone to sign up.

Webmaster (Liaison)

On June 1, 2023 the replacement for Rick Black our Webmaster began. Will reported that it has been a dry spell. Many people were talked to but no one has offered to take it over. Will is talking with a gentleman who is currently developing a 3-page strawman Website and hoping to have this finished sometime mid-January. Advertising on Facebook is being pursued along with *The Restorer*. The Webmaster search continues and analytics continue to be collected for analysis. 5,000 visitors a month. Average time to stay on the Website is less than three minutes. Will is trying to do two things with the website: Try to promote The Model A Ford Club of America and to service our membership. Jay offered a name to Will for a possible Webmaster who is at the NAB. Will encouraged everyone to keep looking for a Webmaster. If something would happen to Rick until we find a Webmaster Gary and Will could fill in. If Gary and Will could not do it there is another backup available.

Will thanked all of the board members on supporting him on the Chapter Longevity Award recognition. 94 bricks will be in place for 2024 for Model A Days. Thanks to Sandra and Melanie for all their help.

**Marketing & Membership – Jay McCord**

MAFCA Board Elections – 5 candidates

Jay discussed the perception that MAFCA is a California club and shared that this year five of the candidates are from California. Chet suggested that the stigma has been around a long time. Some don’t run is because they feel unwelcome and feel that they are going to be blindsided because of that stigma. It is every board members job to try to take that stigma away.

Membership – Event Kit

This year the Event Kit went out fourteen times which is the best it has done.

Membership – Pickup shirt order etc.

Jay put together a promotion package for the Pickup shirts and the MAFCA vests and complete sets of Les Andrews books which went over very well. Jay shared how he suggested it would be a good way to sell shirts by putting pictures on them. MAFCA makes as much on the shirts as we do on the books and are way easier to produce. 48 pickup shirts (open and closed cab) were sold.

Hershey

This year was Jay’s first time to experience Hershey. He was very enthused and had a great time talking to people about the Facebook page which is a good marketing tool. One of the things he suggested was to move the items for sale table from the inside of the tent to the edge of the tent on the isle. Because people were able to see the items better, a lot more were sold.

Facebook page

Jay informed everyone that December 2, 2023 is his 4th anniversary on taking over the Facebook page. 4 years ago, he went to the BOD meeting with 16,000 members on the Facebook page. He was grateful to Happy Begg for getting it started and he agreed to take it over. He started the “Topic of the Day”. This morning (December 2, 2023) it showed 47,000 members on the page. In the last 60 days there were 23,207 people post or comment on the page and at that same time, there were 925,000 people who viewed the Facebook page. Jay recognized Melanie Whittington and Michael Eisenbise helping to make this happen. Jay informed everyone that each post is reviewed before it is posted.

Chapter meetings & Swap Meets

Jay challenged everyone as an Ambassador of MAFCA, to get out and go to Chapter meetings. He shared with everyone the Chapter meetings he has attended. Jay is working with the Southern California Regional group Bob Moore who is now the president of the Southern California Region and are doing everything they can to be like the Central California and the Northern California Region.

MAFCA Office (Liaison)

Thanks to Sandra on the pursuing the office roof repair in La Habra and saving MAFCA $30,000.

Other

Jay shared with everyone his experience of running on the board and that he has done everything he can these last two years to be an effective Director and President. He has had tremendous support from the BOD and from the membership and Chapters. He loves working for MAFCA. He explained the process of the closed meeting that will happen after the board meeting where the new 2024 board will bid on their positions on 2024 board. He informed the new board to choose wisely the position they will be holding for 2024 Being on the board of directors is not about you. It about your service to the membership. You represent MAFCA in all that you do. Jay shared that the Zoom meetings should be the exception. We might save money by using Zoom but you are giving a disservice to the membership by not spending the money on face-to-face meetings.

**Publications/Public Relations – Dave Gill**

*Restorer* Magazine

Dave recognized the great work Andy does on *The Restorer*.

The November/December 2023 issue has been delivered. The January/February issue is virtually complete and ready to go. Andy is already thinking about the March/April issue and looking at Phase 4. Dave asked the entire board as well as the audience for anything they can do with their members or contacts to help Andy to get a slightly bigger reserve on technical articles. Anything you can do to promote a technical article for *The Restorer* would be appreciated.

The mailing issues of *The Restorer* to Australia has shifted a bit to New Zealand. Brenda has done a marvelous job on getting everything there. Dave told everyone that every time the office gets involved, he gets pleasant and happy emails from the overseas customers.

Publication update

Dave stays in monthly contact with Bob Johnson on the electronic versions of updating *The Restorer* thumb drive. Currently Bob is completely focused on working on the new Judging Standards. He will work on the thumb drive but there will not be a completion date at this time.

Dave thanked Bill and Les and the entire crew that is working on *How To Restore your Model A Volume 11*. The front cover is done, table of contents, title pages and 43 article pages are finished. They are looking at it being about 135 total pages. No completion date at this time.

Andy suggested that a small reprint of articles that are on the Facebook pages could be a good potential for sales but did not know what it would cost to print and distribute it. There was a good discussion about the possibility of doing this. Sandra asked about the authenticity of the articles and if they are absolutely correct. Dave stated he and Andy will be looking into this and see if it should be in print or just make it digital.

Insurance (Liaison)

Dave shared that his Insurance Liaison responsibilities is once you learn how the process works it gets substantially less stress inducing. So far this year MAFCA has issued 48 of the General Liability Insurance coverage to different clubs. JC Taylor is wonderful about sending them a letter and are credibility responsive. There was a lot of discussion on insurance. It was decided that if there are questions on insurance, they should call Dave for information. Dave wondered if he should write something up and it would have to be carefully worded embedded by JC Taylor because it is how our insurance stands today. It was decided that this would be good because there is a lot of myth information out there.

Dave thanked everyone for the Literary Awards work.

**Advertising – Gary Price**

Gary reported that a couple advertisers dropped out but there have been several new ones. He reported that Brenda and Sandra always do a great job managing and invoicing our print advertisers. Rick manages all the digital ads (Classified and Commercial) on the Website. Andy manually inserts all the ads in *The Restorer*. Revenue is about $42,000 for 2023 and we are on track for the same in 2024.

Competitive Analysis was completed with the CPA. Also, Gary did Competitive Analysis with the MARC magazine as well as the AACA magazine that stacked up well against the competition in the amount of space we put in for advertising. There are various advertisers that don’t meet our criteria.

He reached out to several advertisers and have 2 new advertisers in the mix. We are trying to reach new advertisers.

Digital Advertising is pretty limited on the website in terms of additional advertising platforms. The web advertising is probably less than 5% of our revenue if that much. Most of the advertising revenue is through the magazine.

Classified Advertising its submitted by the members. Rick works with this on the website and Andy works with it in *The Restorer*. Commercial ads are all created and done manually with limited placement.

Classic Cars of America is a good advertising platform. They advertise in their electronic newsletter which could be an extended digital advertising to The Flying Quail.

Gary suggested we consider potential advertisers from the MARC and AACA publications as a potential new advertiser in *The Restorer*.

**Webpage**

**Social Media (Liaison)**

Starting a year ago there were 32,000 members on the MAFCA Facebook page and now it is at 47,000 about 50% higher for the year. On the Era Fashion Page there were 600 last year and over 1,000 now.

There is not much change in Instagram which is another platform that can be built on.

**Technical Director – Chet Wojcik**

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

Chet reported that there were 96 questions that came across from the Tech email from the last quarter. 84 were answered. 12 were answered but waiting for additional response back. There were 461 for the year of which *The Restorer* had 126 year-to-date questions that were placed in *The Restorer*. There is no additional backlog. This is up from last year. Some of the questions are not tech related but apply to the cars. States different in their laws.

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

Chet submitted the meeting minutes to the board for review.

1. A Motion was made by Chester Wojcik for approval to sanction The Restorers Class for the National Meet in Ruidoso, NM, June 23-28, 2024, by the request of Howard Eckstein. The Motion was seconded by Dave Gill. The Motion was approved by a vote of 8-0. (5)

These two Motions (5 and 6) were brought to the board late because the paperwork was just received three days before the board meeting. Since it is not a Policy issue it was agreed upon to present Motion 5 and 6 so they could go ahead with their plans.

1. A Motion was made by Chester Wojcik for approval to sanction The Restorers Class for the Texas Tour in Nacogdoches, TX, June 13-16, 2024, by the request of Dan Morris. The Motion was seconded by Jay McCord. The Motion was approved by a vote of 8-0. (6)

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

Chet forwarded the JSC meeting minutes to the board. Revision 5 of the Judging Standards is diligently being worked on. There is no firm commitment to date.

Chet attended his Home Chapter and also went to the York Town A’s a couple of times.

**OFFICE MANAGER – Sandra Aguirre**

2023 Membership

Sandra was happy to report that this is the second year our membership has gone up. Total membership as of today (December 2, 2023) is 11,194 members up 121 from the previous year. So far 7,400 have renewed and we are waiting on 3,738 still to renew. People who have not renewed, have received a Membership reminder reminding them that they have received their last magazine unless they renew. It will also have a place where they put their email address and instead of saying “Do you want a digital copy?” or “Do you want to be in the Roster”, it is going to say “Would you like to keep up with MAFCA news?”

Hershey

We did not have a profitable year this year. Several items went up including airfare. Sandra suggested that the new board needs to see if some of the costs can be cut. Perhaps look at Turlock or other swap meets. Chet suggested we could cut things from Hershey utilize it as a membership renewal asset and maybe not sell as many physical items.

Sandra stated that when people come to the MAFCA tent at Hershey, they don’t come to see her. If her expense by not being there would be eliminated, there would be a huge savings. Everyone agreed that people do come to see Sandra as she is the Office Manager and the “go to” person. Jay stated that even if we don’t make money there, the visibility makes a big difference and it is a marketing tool. MARC is in their back yard and can easily bring items to sell. MAFCA has to ship everything there which is a big expense. After all the expenses and income are in, Sandra will give the 2024 board that information to discuss the situation. The MAFCA helium balloon was not used again this year as helium is very expensive. Sandra informed everyone that the balloon was about 20 years old and we no longer have it.

New Merchandise

Sandra sent some of the drawings that MAFCA purchased last year to one of our printers as we no longer have note cards. They will use six of the pictures which will be in a pack of twelve with two of each drawing. This will be in the March/April issue of *The Restorer*.

Sandra thanked Jay, Will and Gary for all the help with The Flying Quail.

There was one complaint letter about the merchandise not having more sporty T-shirts and tank tops for women. Sandra told her they did have a few T-shirts but were limited and that they were form fitting. Sandra sent her one and the lady wrote back a thank you letter and said she would never wear it as it was very form fitting but appreciated Sandra communicating with her.

There was a good discussion about the Model A hats which are made in the USA and the latest new blue hats which sold like hot cakes. The hats are sold for $21 and we buy them for $10.75.

Discussion about the Paper Model A’s was held and Sandra informed everyone that there are still several in stock.

Meeting ended at 1:08 pm Pacific time.

**SUMMARY**

Robert thanked everyone. Membership is strong, finances are strong and a lot of good things are going on with advertising, Constant Contact and Technical questions. It has been a good year. Robert has enjoyed it and appreciates everyone.

Kay C. Lee – Secretary

December 18, 2023

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