

**MODEL A FORD CLUB OF AMERICA
BOARD OF DIRECTORS MEETING
LA HABRA CALIFORNIA
MAY 5, 2018
AGENDA**

President – Doug Linden

1. Call to order
2. Pledge of Allegiance
3. Welcome & Introductions
4. Approval of February 3, 2018 Minutes
5. Liaison Reports
 - a. EFC
 - i. P3S04 Fashion Judging Certification Program – Policy change
 - b. Insurance
6. Bylaw Committee Report
 - a. Proposed Bylaw Changes
 - i. Article III Section 1 (New Member Class), and Article V Section 3 (Re-election term change)
7. Other

Vice President – David White

1. National Conventions
 - a. 2018 – Reno Nevada
 - b. 2020 – The Alamo A's
 - c. Open

2. National Tours
 - a. 2019 – Canyon Lands, Kanab, Utah
 - b. 2021 – Lakes Region Chapter, NH
 - c. 2023 – “Possible” Dearborn, MI
3. National Awards Banquets:
 - a. 2018 – Tucson Model A Ford Club, AZ
 - b. 2019 – “Possible” Pomona, CA
 - c. 2020 – Open
 - d. 2021 - Open
4. Discussion and Motion to amend the National Events/MAFCA contracts to include a free, 1 page ad in their event booklet for the next like National event.
5. Other

Secretary – Kay C. Lee

1. Agenda issues
2. Sign-up sheet for Reno
3. Victoria News Letter/book
4. Model A car pattern booklet
5. Gilmore – Alex, Jay and Kay 9/15/18
6. Tucson BOD meeting 11/29/18
7. Pinmar, Largo, FL
8. Other

Treasurer – Alex Janke

1. Budget
2. Photographs from *The Restorer*
3. Upholstery Book Scans
4. Embroidery Project - Ruth
5. Other

Chapter Coordinator – Garth Shreading

1. Review and report on Social Media
 - a. Facebook
 - b. Constant Contact
2. Chapter Renewals
3. Policy Revisions
 - a. P2S05-F
4. Other

Technical – Jim Cannon

1. Summary of recent Technical Q & A activity
2. Website Liaison update
3. Other

Marketing & Membership – Jay McCord

1. Total Membership to Date
2. Renewals:
 - a. Regular
 - b. Free
3. Free Membership Program
4. Chapter Ambassador Program – Update
5. Blue Oval Program – Member to Member Program Update
6. Member Moment in Restorer – Update

Marketing:

1. Goal - 15,000 Members for 2018
2. Event Kits – It’s working – 6 events covered as of 4/15/18
3. Vendor Fliers
4. MAFCA Attendance at Major events each month–supply
5. Restorers National and Chapter Involvements
6. Facebook outreach 100 Plus new members
7. Recruiting 3 levels
8. Focus on 100 Joint MARC-MAFCA Chapters
9. Come on Back – Last few years of non-renewals
10. New Promotional Fliers, etc.
11. Election Nominating Committee Report – Mark Smith
12. Five Potential Candidates
13. Other

Publications/Public Relations – Doug Clayton

1. Move to approve the JSC nomination of Tom Rut as the JSC Chairman for the 2018-2019 term
2. Update of MAFCA Publication sales using Excel spreadsheet
3. Status of digital edition of *The Restorer*
4. *The Restorer* Editor
5. JSC Liaison
 - a. Update on March 17-18 JSC meeting in Stockton, CA
 - b. JSC Skype Meeting April 2, 2018
 - c. JSC Seminar at 2018 NAP in Tucson
6. Other

Advertising – Dan Foulk

1. New Ad Copy
 - a. Brattons Antique Auto Parts
 - b. Grundy Insurance
2. New Ads
 - a. March/April – TP Tools & Equipment – Page 53
 - b. May/June - Thomas Hirschak Auction Co.
 - c. May/June – Expert Model A Mechanical Service – Larry Shepard
 - d. May/June – Creative Solutions (LogoLites)
 - e. July/August – Rusty Lugs
3. European Classic Tires pulled for May/June – resume in July/August

4. Product of the Month for March, April and May
5. Worked with Old Cars Weekly to place our ad on their August 2019 Calendar
6. mafca.advertising@gmail.com – working to my satisfaction
7. Worked with David McArthur to place a classified ad for his book
8. Discussion with and regarding potential new advertiser
9. One Issue for discussion
10. Other

Office Manager – Sandra Aguirre

1. Membership
2. MAFCA Merchandise
3. Other