

CCA Meeting

July 6, 2017

The meeting was called to order by Marge Rhode at 7:00. 58 members were in attendance.

Board Members Present: Marge Rhode, Jim Kerber, Bob Swanson, David Edgington, Roc Campise, Bob Logan, Mike Terrey

Secretary: Board Minutes were read, in abbreviated form, by Denise Lott

Minutes were accepted unanimously.

Treasurer: Report from Garry Mion was read by Marge Rhode.

Checkbook balance: \$13,834.80

MMT deposits: \$6,059.50

Working balance: \$7775.30

Membership: Bob Swanson presented new members John & Cec O'Boyle with their welcome packet and introduced guests Brian Lund, Kat Bitney), & Steve & Cynthia Rhoads,

Activities: Jim Kerber

Tonight we will dine at Rosati's after the meeting, and next month at Serrano's before the meeting.

Upcoming events:

July 24, Potluck & Game Night at Lotts

Aug. 26, driver to Flagstaff by Logans & Palmers

Sept 22-24, MMT by Campises & Rhodes

Oct. 14, Oktoberfest by Mundys and Marshes

Nov. 4, Chevys in Park

Oct. 14 & Dec. 14 – Tribute Band Concerts by Lotts

Because of the time involved in presenting the Future Committee's recommendations, the following updates were skipped:

NCCC (Mike Terrey); Members at Large (Bob Logan & Roc Campise);

Webmaster (Howard Katz who hopes to have the privacy policy ready by Sept meeting

Old Business - None

Committee Reports

Future Committee

Committee members were given a huge task to “evaluate the opportunities, advantages and disadvantages of various paths open to the club.” Opinions were diverse and there was some major discord about sponsorship and membership issues. One member resigned after the first meeting and was replaced. Later others became inactive. Two resigned after the last meeting and the 3 remaining members finalized the proposals.

Focus should not be on the committee itself but rather the question: Are these recommendations good for the club?

Sponsorship Recommendation (See Addendum One)

After the Nov show, you heard a lot about some of the problems that seemed to arise from the Earnhardt Chevy Stampede. The current recommendation goes more into the history of that to relate the true story.

Marge read the full recommendation. (See Addendum One.)

Recommendation passed unanimously.

Membership Recommendation (See Addendum Two)

13 member households wanted to limit membership, but very few put down a hard number. 18 member households did not want a limit. Two responses were unclear.

Current membership is 121. We started with 103 in January.

The recommendation is not to cap it at 150, but rather that the Board should again review this when the club approaches that number.

There was a question about a pattern for how the club grows. It has never been consistent on additions and resignations. 9 new couples have been added since January of this year. In 2016, there were 5 couples & 2 singles. We do not have the number on hand for how many dropped out.

VOTE: 1 email vote against it, 58 present members unanimously approved this.

New Business

IRS Issues

Marge requested both the secretary and the treasurer search all club documents in their possession for any documents dealing with the IRS or the Articles of Incorporation.

Nothing was located. Marge talked with Frank Hagan, a member since 1979. He agreed that there seems to be nothing we have done with the IRS. We found one handwritten note with what looks like an EIN but nothing comes up on the website.

In August Marge plans to go to the IRS. One suggestion was made to change the club name slightly and start fresh as a new corporation. Samantha Hagan has offered to help as needed.

Buy – Sell:

Rob Deacon found one drink holder for C7 that keeps water bottles securely in place. It is for a Chevy Trailblazer and is available online at Amazon for \$11.

Raffles

50/50 was \$59, won by Scott Feck. Mark Godina won the gas card.

Meeting adjourned at 7:57 pm.

Respectively submitted,

Denise Lott

Acting Secretary

ADDENDUM ONE -- SPONSORSHIP

TO: Board of Directors

FROM: The Future Committee

SUBJECT: Earnhardt Chevrolet Sponsorship of CCA

DATE: June 21, 2017

As part of the Futures Committee assessment and planning process, the committee is addressing the question of Earnhardt Chevrolet's sponsorship of the Corvette Club of Arizona.

The committee's final recommendation is based on our review of the following:

1. CCA had an excellent and long-standing relationship with Thorobred Chevrolet. In June 2016, Thorobred Chevrolet was purchased by Earnhardt Auto Centers (EAC) and the dealership was renamed Earnhardt Chevrolet (EC). At the July 7, 2016 Membership meeting, EC pledged to continue sponsorship of CCA and also offered Employee Pricing on new vehicle purchases from all EAC dealerships for CCA members
2. With the financial backing of EC, the All-Chevy Car Show was renamed Earnhardt Chevy Stampede and was held at the dealership on Nov 5, 2016.
3. The car show was not as successful for CCA as previous fall car shows due to low attendance of both participants and attendees. The car show was a costly project for EC because of having to move inventory to clear the lot, and the amount of money spent for additional lighting and security. CCA members and EC staff began to question the continuance of the fall car show.
4. A meeting to review all aspects of Earnhardt Chevy Stampede was held on January 18, 2017 with representatives from EC and CCA. However, the GM and Earnhardt Marketing people were upset that a CCA member told an EC staff person the poor results were Earnhardt's fault. This set a very negative tone to the meeting and prevented an open discussion of concerns. At the end, two questions remained to be answered: does CCA want to hold another fall car show, and if so, does EC want to participate as a sponsor?
5. The CCA Future Committee was appointed on January 19, 2017 to "evaluate the opportunities, advantages and disadvantages of various paths open to the club." One of its first projects was to conduct a financial analysis to determine if CCA could operate effectively without a sponsoring entity. The committee concluded it could do so, including operating two car shows annually, with minor adjustments to some costs.
6. On April 20, 2017 the CCA Board of Directors approved the recommendation from the Future Committee to move the fall car show to Downtown Chandler. The show is the property of CCA and the club has complete control of its operation, including the ability to expand sponsorships for the show with EC, the Downtown Chandler Community Partnership (DCCP) and/or other entities as CCA membership sees fit.
7. On April 28, 2017 two members of CCA met with Jason Gourd, the GM of EC, to advise him of CCA's recommendation to move the fall car show to Downtown Chandler. The GM was very supportive of the move and offered to support the show in any way the club might want EC to help. Jason also mentioned he had received another report of negative comments about EC made by a CCA member.
8. At the General Membership meeting on May 4th, club members unanimously approved the recommendation to move the fall car show to Downtown Chandler. Discussion before the vote also brought up the question of EC's sponsorship of the club.

Future Committee Recommendation:

The Future Committee finds adequate reasons to continue Earnhardt Chevrolet's sponsorship of the Corvette Club of Arizona. Sponsorship holds many possible benefits for the club including car show support, financial support, marketing and advertising, Employee Pricing across all Earnhardt brands, and other benefits that might arise in the future. The relationship with EC is a work in progress and CCA has the opportunity to define the sponsorship to fit club needs and wants going forward.

The Committee recommends the CCA Board of Directors:

1. Continue to endorse Earnhardt Chevrolet as the official sponsor of the Corvette Club of Arizona.
2. Direct the Webmaster to post the name, phone number and photo of Earnhardt Chevrolet's GM in the Members Only section so members can inquire about Employee Pricing on new vehicle purchases.
3. Encourage members to be responsible and professional regarding comments made about EC or the Earnhardt brand. If a member is dissatisfied or has a complaint, it should be communicated to a CCA Board member for review.
4. Submit the recommendation of the committee to the CCA General Membership for approval.

Sincerely,

The CCA Future Committee

As approved by the CCA Board of Directors on June 29, 2017.

ADDENDUM TWO – MEMBERSHIP

TO: Board of Directors

FROM: The Future Committee

SUBJECT: CCA Membership Plan

DATE: June 21, 2017

The Corvette Club of Arizona has successfully adapted to changes in club demographics and membership size since its inception in 1975. In looking at the changes over time, as the club grew in membership, it became financially stable, significantly increased the number of activities and events held each year and increased the level of participation among members of all tenure levels.

In recent years the club has experienced an increased interest level and corresponding growth in total membership. Factors impacting the growth are related to the club and its core values, the rapid growth of the East Valley and the decline in membership of neighboring NCCC Corvette clubs.

The larger membership size brings challenges to the club, especially in offering activities for large groups. And yet activities are the very heart of the club and members have clearly expressed to the Future Committee how much they enjoy the club and its social aspects. Also, the committee's second survey confirmed that the majority of members do not want to limit membership. Therefore, the goal of the committee is to recommend a membership plan that retains the positive aspects of the club, yet can continue to accommodate a growth in membership. Moving forward, the club must continually seek out new options, methods, management and tactics for operating the club while retaining its core values.

Future Committee Recommendation:

The Committee recommends the CCA Board of Directors:

1. Redefine the "Activity Chair" position on our Board of Directors. The new position will be created with the 2018 elections and establish the position of "Activity Director". (Bylaw and SRP changes required).
2. Redefine the two Member-at-Large positions from the Board and replace them with elected Board member to serve as "Activity Coordinators" in direct support of the Activity Director. The new positions will be created with the 2018 elections. (Bylaw and SRP changes required).
3. The role of merchandise coordinator will become a volunteer position beginning with the 2018 elections. (Bylaw and SRP changes required).
4. No new "Reciprocal Memberships" will be approved by the Board until further notice. Current reciprocal Members and those currently seeking application to CCA can be grandfathered as reciprocal members. (No change to Bylaws or SRP required).
5. The Prospective Member process in CCA will continue as currently described in our Bylaws and SRPs. CCA will not actively recruit but only welcome anyone who attends our meeting or activities as a prospective member until further notice. (Update to SRPs)

6. The club and its members will continue to seek out new and potential meeting locations and dining options on an on-going basis. (Add to SRPs).
7. The club or event hosts will continue to place limits on the number of club members who may participate in a specific event, based on space available. (Add to SRPs).
8. Prospective Members will be invited to attend a club function or event no sooner than seven (7) calendar days following priority notification to our Full Members. (Add to SRPs).
9. The first notification of a club event or activity with attendance limits will be sent to Full Members during evening hours. (Add to SRPs).
10. An open suggestion box (website) will be made available for members to suggest club activities, events or potential opportunities they see as options for our club to pursue. (Add to SRPs).
11. If, in the event, our club outgrows our current meeting location without the discovery of a suitable replacement venue, or membership reaches 150 members, the Board of Directors will have the option to curtail new membership approvals. (Add to SRPs).
12. Full Membership or potential membership for part-time Arizona residents will carry no additional restrictions or requirements compared to full time residents. (Add to SRPs).

Sincerely,
The CCA Future Committee

As approved by the CCA Board of Directors on June 29,2017.

