



Board Meeting Minutes Sunday, November 12, 2015

PLACE: DiNucci's Pub, Waleska, GA

TIME: 2:00 p.m.

PRESENT: Doug Bailey, Mark Nichols, Michelle Anderson,
Tom and Linda Di Nucci, Rory and Lucille O'Neill and Sandy Barth.

Quorum present: YES

President's Remarks:

2017 has been PSCLC's BEST year yet! People join the club because they find us friendly, inviting and ready to share our extensive knowledge of classic Cadillacs. Rather than hold club meetings, we create events instead. And unlike other clubs, we have anniversary memberships — so members enjoy a FULL year for their dues. We also use Facebook and our website as ways to engage members and prospects. PSCLC has earned more respect and attention this year by winning the Norm Uhler Award.

In November 2017 we set 3 goals for this year: **1) Financial accountability** – Michelle has been doing a great job in this area along with putting a process in place for timely membership renewal updates, which ensures cash flow. Keep improving communication so members know what happens to their dues. **2). Communication: TAILFIN website, emails, birthdays, social media news, etc.** **3). Involvement in charitable causes.** We would like to participate in more charities — not just our own events. Doug was involved in Make a Wish Foundation (Atlanta), fundraiser for vets and at-risk youth at Cadillac of Lake Lanier (Oct. 14th) and the Children's Christmas Parade on Dec. 2nd.

PSCLC continues to grow and we are financially solvent.

Membership Director Report:

113 current Members in good standing
8 current Members are late with their dues
23 Supporters (do not belong to the national CLC group)
5 current Supporters who are late with their dues
149 Total

Michelle has been updating PSCLC list against the National Directory. Letters will go out to CLC members listed in the directory from Georgia who are not PSCLC members, inviting them to join us.

Treasurer's Report:

Taxation filing is not required. Balance in checking account effective 11/11/2017: \$8,296.65. Money market balance is \$15,031.07, divided into two accounts: Wells Fargo CD1: \$7007.01; Wells Fargo CD2: 8,024.06 (approx.. \$20 in CD interest for 2017). Total 2017 revenue YTD: \$11,360.34. Total Revenue: \$3,585.33. Total 2017 YTD expenditures: \$1,824.39. Net revenue: \$1,760.94. Expenses for Christmas party

subsidies, awards, printing, mailing of invitations, etc. are not included here. Michelle has successfully transitioned accounting to QuickBooks. No questions being asked, the financial statement was accepted by acclimation.

Activities Director:

Participation in club events has been excellent. New events were added for 2017. Michelle suggests we have more hands-on Cadillac clinics as some people mechanical-focus vs. events. We need to actively be looking for garages that will host our Cadillac Clinics.

As of November 12th, PSCLC has held 19 events so far plus 5-6 events with other clubs (like cruise-ins). 5-6 people were involved in 3 or more events. There is a 3-way tie between Dunn, Friedman and Smith/McCall – each attending 10 events. We added approximately 12 new memberships and lost 8. **59** PSCLC members are actively involved, compared to most regions that only pull around 30 active members.

Members essentially get their money back by participating in events. Non-participants support active members. We will determine how much money was 'given back' to members through events, food, etc. and post on website to represent this added value that PSCLC provides.

FYI, miles will only count for cars older than 10 years, but keep track of your miles from earlier trips as they will be counted once your car is old enough to qualify and you have submitted the forms. Make sure your car's forms are stamped, too.

We will continue to sell member coins at \$12 each at Christmas Banquet and 2018 events.

There are 6 major events (split in different directions) and 6 minor events — all encourage participation, fun times and build momentum for future involvement, fundraising, new members, etc. We will plot where major events are on a map and market majors to everyone. Tom will create a list of critical events (eg: driving tours, Christmas banquet) and non-critical events (eg: parades, winery, etc.). Once 2018 events are plotted, consider building a Mailchimp (or SurveyMonkey) survey for member feedback and to encourage event ideas that would support local Atlanta area charities.

Secretary's Report/National Director

Board minutes from 2016 were accepted by consensus by the board.

Communications Director:

PSCLC has discontinued mailing the TAILFIN to members who don't have access to a computer. We are corresponding with members via email, cards and letters. Lucille is posting Facebook greetings and updates. She is also sending out sympathy cards and notes plus phoning members to keep in touch.

NEW BUSINESS:**President:**

Notes from the National Board Meetings are posted on the web.

2018 Elections: 10 ballots were returned (as of 11/27/17), electing the following board members:

- President – Doug Bailey
- Vice President – Mark Nichols
- Treasurer – Michelle Anderson
- Membership Director – Sandy Partridge
- Activities Director – Tom and Linda DiNucci
- Secretary – Sandy Barth
- Communications Director – Lucille O’Neill
- National Representative – Martina Butler

We welcomed Lucille O’Neill as our Communications Director for 2017 and appreciate all her hard work in keeping a pulse on membership (e.g., sick, deaths, etc.) with condolence cards, calls. All PSCLC should be channeling information to Membership and Communications.

Website – Strong results on organic searches. 254 unique visitors (week of Board meeting); 1,019 page views (same week). Goals: add SSL certificate to mitigate hacking; share analytics quarterly; add keyword optimization on every page; ensure we tick off all web criteria mandated by CLC for website award; make membership form more visible / less buttons and link more images to the member form. Add keywords such as Cadillac mechanics and Cadillacs in videos.

Determine costs to create a branded newsletter via Emma or Weebly (President’s Message and other club emails).

We will increase the visibility of the club through ongoing use of Facebook and Twitter. These same social media links appear on the website along with a blog for SEO and integration of a Google Calendar for news and event updates. Sandy will reach out to Nick Osgood to see if he is interested in running, or regularly contributing to, our social media efforts.

ADJOURNMENT:

Meeting adjourned at 4:30 p.m.

Respectfully Submitted,
Sandy Barth, Secretary