



## Board Meeting Minutes Saturday, December 8, 2017

**PLACE:** Doug & Barb Bailey's Home, Roswell, GA

**TIME:** 1:30 p.m.

**PRESENT:** Doug Bailey, Mark Nichols, Michelle Anderson, Tom and Linda Di Nucci, Sandy Partridge, Lucille O'Neill, Lee and Mary Jean Dunn and Sandy Barth

**Quorum present:** YES

### President's Remarks:

2018 has been an exciting year for PSCLC! 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.

At last year's Board Meeting we set 3 goals for 2018: **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 — which won the 2018 CLC Website Excellence Award, emails, birthdays, social media news, prospect and new member outreach, etc. **3). Involvement in charitable causes.** Continue to increase participation in more charities — not just our own events. Doug was involved in Make a Wish Foundation (Atlanta), fundraiser for vets and the Children's Christmas Parade on Dec. 1st.

PSCLC continues to grow and we are financially solvent.

### Membership Director Report:

119 current Members in good standing

24 Supporters (do not belong to the national CLC group)

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143 Total

PSCLC has members in 10 states plus the UK. 2 are lifetime members in the National Club (Art and Stan). Michelle has been updating PSCLC list against the National Directory. PSCLC branded emails or letters will go out to CLC members listed in the directory from Georgia who are not PSCLC members, inviting them to join us. Lee Dunn, Doug, Michelle and Sandy P. will work developing prospect outreach strategies, tactics and execution.

*SEE ADDENDUM FOR ADDITIONAL MEMBERSHIP ACTIVITIES*

### **Treasurer's Report:**

Taxation filing is not required. Balance in checking account effective 12/7/2018: \$15,934.91. Money market balance is \$15,031.07, divided into two accounts: Wells Fargo CD1: \$7010.51; Wells Fargo CD2: 8,032.61. Total Revenue: \$7,073.71. Total 2018 YTD expenditures: \$2,199.61. Net Revenue: \$4,874.10. No questions being asked, the financial statement was accepted by acclimation.

### **Activities Director:**

Tom notes that participation in club events has been solid with a decent turnout Although most are older, existing members. Lee and Mary Jean will work with Tom on ways to attract new members.

Members essentially get their money back by participating in events. Non-participants support active members. With a healthy surplus in the bank, we would like to 'give back' to members through more club events, food, social gatherings, etc. We will also promote these value-added tactics so PSCLC members and prospect are aware of the benefits of membership.

*SEE ADDENDUM FOR ADDITIONAL ACTIVITIES*

### **Secretary's Report/National Director**

Board minutes from 2018 were accepted by consensus by the board.

### **Communications Director:**

PSCLC is 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: 30 ballots were returned (as of 12/5/18), electing the following board members:

- President – Doug Bailey
- Vice President – Mark Nichols
- Treasurer – Michelle Anderson
- Membership Director – Lucille O'Neill
- Activities Directors – Tom and Linda DiNucci
- Secretary – Sandy Barth
- Communications Directors – Lee and Mary Jean Dunn
- National Representative – Martina Butler

Lee and Mary Jean Dunn are our Communications Directors and the club appreciates all their 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 – All web pages have now been optimized with keywords. 270 unique visitors (week of Board meeting); Last 30 days: 2,958. Top active pages are Contact Us, Upcoming Events and Past Events. Goals: add SSL certificate to mitigate hacking; ensure we continue to tick off all web criteria mandated by CLC for website award, use small image of membership form that links to real form, create more CTA buttons to encourage leads. Create an email blast to encourage members to send in photos for Member Page. Fill out gallery and use silhouette head/shoulder image for folks who are missing?

Social Media – Continue to post announcements and event image on our Facebook page. Begin to build out YouTube channel with short videos (2 min. max) and encourage members to create content. Contact Bill Marsh about car walkarounds, His car museum, featured automobile, etc. Add keywords such as Classic Cadillacs, Vintage Cadillacs, Cadillac mechanics, etc. 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