

North Atlantic Audi Club
Board of Directors Meeting September 14, 2016 via telecon
Draft 1 Oct 11, 2016

Present: Board members Buddy Gregory, William Ellis, Charlie Learoyd, Paul Belmont, and Bailey Bishop.
Called to order at 8:05 PM by William.

Past Minutes: Motion to approve the July minutes by Buddy , seconded by Paul, unanimously approved.

Financials: Buddy summarized the finances and bank and money market balances, and noted we have received funds from MotorsportReg. Buddy also emphasized that requests for reimbursement of expenses must be accompanied by a receipt.

ACNA Meeting report: not attended

Events:

Vermont Covered Bridge Tour. William will call National Thursday to verify that an insurance certificate had been obtained [subsequently verified]. Buddy will bring waiver forms “just in case”.

October 15 South Shore Winery Tour: Buddy commented that Ian had not answered several questions he had about the event. Buddy will follow up.

KTR Motorsports Tour: Charlie said the event is confirmed for November 5 at 10 AM. We decided on a \$5.00 per person registration fee, via MSR, to cover refreshment costs. Also, the consensus of the board was to hold the event mid-morning to around noon, followed lunch at a nearby restaurant.

2017 Winter Driving Schools are planned for January 28-29 and February 25 and 26. Buddy presented several options as to which course or courses we would use, and the implications on student capacity and instructor needs. Buddy also discussed options for subsidizing the Mountain View Grand and Saturday dinner as we have done in the past. The WDS committee will make recommendations to the board at the October meeting, when things need to be finalized. We will start to publicize WDS in the November newsletter. We also discussed the possibility of support from an Audi dealership, perhaps in return for a pair of school slots. In view of increasing expenses, the board agreed to increase the WDS fee from \$295.00 to \$315.00.

Publicity:

We discussed the results of and lack of response to the mass email to (allegedly) Audi owners in late August and Constant Contact's reaction to the spam returns and that it was not an “opt in” list. Faviana is concerned about how to deal with the vendor that sold us the list, and wondered whether we could get more information from CC. Charlie commented that he felt any further attempts to use the list put us in the “spam” business and had the potential to reflect poorly on NAAC, ACNA and even Audi of America, as recipients may make no distinction among the organizations.

William noted a couple of problems with FaceBook relating to formats differing between browser and mobile applications. Buddy suggested a “past events” page with both the advertising and event report copy from the newsletter.

Bailey inquired whether the ability to view other event registrants names on MSR could be enabled, and whether there is a way to send email to those who have registered for NAAC events on MSR. Buddy will check into both.

Newsletter:

Charlie indicated that in general he needs newsletter copy no later than the 4th of the month.

Old Business:

Buddy asked whether there is a way that members can upload event pictures to use in newsletter/website articles and generally be available for viewing. Apparently such a link exists, we're just not sure where it is. Charlie made the point that there needs to be some vetting and control over the appropriateness of what is available for viewing.

New Business:

Charlie asked about NAAC policy regarding publishing members' experiences with repair shops or dealerships through any club communications (e.g., newsletter, website). We decided that as a matter of policy we will not allow publishing such member "reviews" or recommendations, lest it be construed as an endorsement from NAAC, ACNA or even AofA.

Charlie proposed printing some additional brochures in time for the last Larz Anderson cars & Coffee October 2. Buddy suggested that we ask Terrence if he could spif up the brochure and graphics prior to printing. After some discussion Buddy moved that the board approve up to \$250 if Terrence can update the brochure, and up to \$125 if we need to go with the current brochure. This was seconded by Faviana and approved by the board.

There was a short discussion of the meaning of the color codes in the newsletter event calendar. Historically, different colors were used to highlight different types of events-social, rally, technical, driving, etc. Charlie will investigate reinstating this scheme.

The next meeting will be October 12 at 8:00 PM via telecon.

Motion to adjourn by Buddy, seconded by Charlie and carried unanimously, meeting adjourned at 9:45 PM.

Respectfully submitted,
Charlie Learoyd
Secretary, NAAC