

## **MINUTES FROM FIRST PRESIDENT'S CALL FOR 2016**

**Thursday, February 11, 2016**

Brian Kennedy started the call at 8 pm. He gave a short introduction of himself. He's been a member of the club for 15 years and lives in Raleigh, NC.

He next thanked Maurice Liang and Janni Cone for their work on the national board over the previous two years.

He then introduced the new Presidents: Cheryl Dlouhy (Crossroads); Bruce Heckman (MCVO); Frank Palazzo (St. Louis); Brian Savage (WV/PA); Jeff Barnes (Carolinas); Beth Sewell (Houston); and Marko Radosavljevic (Nevada).

Brian then welcomed all the presidents to the first Presidents Call for 2016 and thanked them for participating and donating their time.

Brian introduced Randall Arnold, our membership director. Randall indicated that this was his third year as national membership director. He indicated that our 2016 renewal drive had been very successful. We achieved a 75% renewal rate with 1376 members renewing. He indicated that we currently had 1636 members. We provided 33 prizes for the membership drive that ended on 12/31/15. The prizes were provided by Adrian Byrd. In January 45 new members signed up and there were 184 renewals. We are currently 3 weeks ahead of last year's renewals. He is projecting that we'll have 1700 members by mid-April.

Randall also indicated that there will be 1600 member packets mailed out by the end of next week. The packets will include badges, the President's letter and contact information.

Brian suggested that a personal phone call to expired members will often times get them to renew.

There was a question regarding the annual member stickers. Will they have the year on them? The response was that the year WILL be on them.

There was another question about having an additional field for a second email address. Alex indicated that there was a field and that a second email could be added by going into the club portal and adding that information.

Brian indicated that there would be no Presidents Meeting this year. With NVE2 being mid-year, meeting attendance is a concern. The finances typically invested into the Presidents meeting will likely be allocated to the magazine budget which will be discussed later in the meeting. The next Presidents Meeting will be held in in 2017 (April, May, or June) at the NVE3 location.

Brian also indicated that one of the best parts of the Presidents Meeting was always what was called "VOA University". He indicated that he is currently working on putting that information out on the Forums; to help new presidents.

Brian discussed the 2017 Bucket List Events. He indicated that there were currently 4 of them being considered in various parts of the country. Bucket List events are promoted by the national club but put on by a region. Suggested events for 2017 included: The Woodward Dream Cruise (held in August); a New England Lobster Roll; an event in Scottsdale; and another event in Western Canada.

Alex suggested that the various regions submit Bucket List event suggestions to Sandi, who will summarize them and post them out on the Officers Forum for consideration and discussion. It was suggested that the 4 events be held in 4 different regions of the country.

The Financial Summary was cancelled as Brad was ill and unable to be on the call.

At this point, Brian brought up the subject of the Quarterly Magazine. He indicated that Maurice had been donating his time for the past two years creating content, doing the editing and the photography. VQ8 is the last Quarterly magazine he is able to donate to the club.

Brian indicated that there are 5 parts to creating the mag: create content; photograph; edit articles; design the mag; and print the mag.

The club received 3 proposals for a new editor. One for \$13,500 per issue for editing only, which was much too high for the club to consider. Maurice submitted a proposal for \$12,000 per issue which includes content creation, photography, and editing. There was also a proposal from Wilson Printing for \$2,500. However, club members would be required to create content and hire a photographer. After further discussions with Maurice regarding the club's budget, Maurice agreed to adjust his proposal to \$5,000 per issue.

Alex explained that we would prefer to continue with Maurice, however we have to weigh quality against value and what the club can afford. If we hire Maurice, the cost of the mag per year will increase from \$100,000 to \$120,000. That leaves a small budget available for travel expenses for event coverage. Alex mentioned that we have been discussing additional revenue sources for the magazine, but nothing has been finalized.

There was also criticism from several on the call about too much content in the mag Viper relative to new models; and not enough content showing older vehicles.

Discussion continued about the future of the car. One of the presidents voiced his concern about how many club members we might lose when production of the car ceases. Alex shared information he had gotten regarding the possible future of the car from company officials; which was not to be shared with members.

At this point a motion was made to: Have Maurice create content, photograph and edit the next 4 issues of the Viper Quarterly at a cost of \$5,000 per issue. The vote was taken mechanically. Results were: 26 yes and 1 no. The motion carried.

Then there was an update on NVE2. There are currently 646 registrations. The door prize car has been ordered. Ed Bowser gave a short summary about the 3 day event: the NOLA track day (Dodge will be in attendance); an antebellum home tour; and a Gulf Coast Cruise. There was a free night scheduled where regions could set up their own dinner in the French Quarter. There is also a Riverboat Dinner Cruise; the Door Prize dinner; and the Mardi Gras Welcome Dinner. Ed is also planning on having a videographer document all the events. He's also planning on having the videographer capture region caravan arrivals at the hotel and/or arriving in town. There are three levels in the nearby parking garage that will be used for our event. There will be car wash stations provided as well as security during the event. He also indicated that there is no shuttle service for members to the garage. The garage is a short walk from the hotel. However, Ed will check with the hotel to see if there is any way a shuttle system could be set up.

One of the presidents asked how many "non members" had signed up to come to NVE2. Alex indicated that there were currently only 3 non members signed up. Other non members who had signed up to participate in the event had chosen to join the club.

The subject of Dodge requesting that we allow all Viper owners the opportunity to attend NVE2 came up. Alex indicated that Dodge had offered to provide \$250,000 worth of services to the event. They are not providing the club with any money directly, but are providing services only.

Brian then suggested that Sandi give a short summary of the work done up to this point on NVE3. Sandi reported that she and Bob had spent 2 weeks out in Vegas. And that they had developed a measuring criteria for each hotel that included 31 attributes; which they used to evaluate 19 hotels. They measured everything from the distance from the parking garage to the hotel lobby; the quality of the interior appointments; and even the size of the speed bumps in the parking garages. They are confident that they evaluated everything that a Viper owner would consider important for an NVE event. Sandi said that they had also developed some strategies for negotiating with the hotels and the track and are currently talking with the hotels and discussing proposals.

Brian said that additional benefits were being added on the forums for members only. Such as free classified ads. Non members pay. There was discussion about limiting what a non member can do. Also removing non member avatars. It was decided that taking away non member avatars was not a good idea. There was a proposal that stars be added to member avatars for the number of years that the member belonged to the club. Alex said he would check on this issue.

Alex reported that there were 3,482 people signed up to use the forums.

Brian asked that Sandi discuss regional bylaw changes and/or updates and each region's current corporate filing. Sandi gave a short summary indicating that most of the regions had not complied with this request yet. She will continue to work with the regions. At this point, Alex indicated that he had recently redone the Illinois region bylaws and that they were basically generic. If any region needed to create and/or update their bylaws, they could use the Illinois Regional Bylaws and cut and paste their information into the Illinois document.

The call was terminated by Brian at 10:06 pm.

Minutes Transcribed by Sandi on 2/14/16  
Minutes Sent 2/19/16