



Meeting Minutes

<https://michiganbroncos.club>

Date: Oct 5th, 2022 8:30 pm -> 9:45 pm

Location: Zoom

Attendees:

- ▶ Jake Covert
- ▶ Christal Canfield
- ▶ Matt Weaver
- ▶ Andrew Farkas
- ▶ Aly Dubois

Agenda

- ▶ Treasures report
- ▶ Merchandise / fundraising
- ▶ Future Events
- ▶ Ford Marketing
- ▶ MBC Marketing
- ▶ New Roles
- ▶ Elections
- ▶ Website
- ▶ Misc

Treasures report

A business checking account has been opened at Huntington Bank, with an initial deposit of \$426. These funds were obtained by selling stickers and trail badges at our trail ride events / Woodward Dream Cruise. All expenditures are sent to info@michiganbroncos.club, which is an alias going to the current executive board members (4). Current account signees are:

- ▶ Matt Weaver

▶ Christal Canfield

▶ Jake Covert

There are three debit cards created, matching the above signees. Checks will need to be ordered; Costco recommended. Christal to follow up on ordering. Only 100 probably needed, budget of under \$60. Christal to come back if over.

Merchandise / fundraising

As we've grown, the club is looking to be good financial stewards, and would like to obtain bids on upcoming merchandise purchases. Definitely want to allow all current and new vendors able to bid.

The club is looking to sell merchandise directly on our own website. The club would order, keep inventory, process transaction, and ship out. All order (income / shipping / ordering / inventory) would fall under monthly treasurers report. Jake to review options (Shopify / Swipe / Clover) and offer recommendations and send to broader group.

Aly has a Cricut machine (able to print / cut out stickers), as does Ken. Receipts for any materials utilized should be submitted for reimbursements of pre-approved club activities.

Club is still considering patches. Potentially creating patches for 6 main trail-rides events, and stickers for smaller events.

Some potential items we could sell:

- * Keychains
- * Windbreakers
- * Metal cup with carabiner handle
- * Buck-buck bronco ducks / horses with tags / cards (with QR codes to website)

Maybe a custom stamps w/ QR codes?

We need to determine how many different shirt sizes / colors to order. A survey to poll interest of various items, which the club could then decide on merchandise, based on popularity / profit margin.

Jake to work on creating a single color silkscreen capability.

Future Events

There were suggestions for a couple of new events:

- ▶ Bronco Day at MRT
 - ▶ Saturday, Oct. 8th at 9am
<https://michiganbroncos.club/site/event/event-bronco-day-mrt>
 - ▶ Poker-off-road run: An off-road trail-ride, where at each stop, you get to draw one of 5 poker cards. At the final stop you all have to lay down your cards and see who wins! Potentially at Holly Oaks. All proceeds would be donations to the club.
 - ▶ Planning: Ken Finney & Matt Weaver to investigate opportunities and take point. Maybe at Holly Oaks, in potential coordination with Tom Salinski. Target spring or summer.
- ▶ Snow wheeling is potentially planned.
 - ▶ Holly Oaks is open once a month during the winter. Let's stick to maybe 1-2 during the winter. Maybe something in the north (St. Helens / Grayling)? Planning involves snow amount / depth: have to really plan with mother nature here.
 - ▶ Type of trails: Any flat / traversable flat trails we could utilize in the snow? Opportunity to potentially do some snow wheeling with the some Ford Focus RS' / Focus ST's.
 - ▶ Planning: Matt Weaver to investigate opportunities.
- ▶ Tread lightly / trail maintenance / off-road training
 - ▶ Ben (BN) has reached out and wants to coordinate with us and Robert Parker, of Bronco-Nation.
 - ▶ Aly is discussing with multiple individuals. Drummond Island cleanup possibilities. Need some spring dates. Let's pick a calendar date, then pick the location, potentially around late April, early May. Maybe 2 clean-up events per year, 1 late spring, 1 late summer: different trails each year. Potential for sponsors to help fund cleanup necessities. Need to get guidance from DNR.

Possibility of having the club cleanup-sponsor a section of ORV and do traditional cleanup (trash / debris / etc).

PR benefits for MBC, plus allows for greater engagement of various vendors, who are looking for ways to contribute.
- ▶ Bronco Nation / Off-Rodeo
 - ▶ Holly Oak: Aly is waiting to hear from Tom. Aly will update when more information is available.
- ▶ Christmas / Charity rides
 - ▶ Toys for Tots?

- ▶ Something social for us to get together maybe? Fill a Bronco with cans / food drive. Various charities might be interested in cooperating.
- ▶ Team will brainstorm, and will bring ideas to the next meeting.
- ▶ MAP Tour
 - ▶ Christal to reach out to Anton at MAP to see about a potential tour.

Ford Marketing

Matt and Jake met with Ford / Bronco Nation marketing managers on Tuesday, Sept. 27th, 2022:

After a brief round of introductions, we started off the meeting by providing a high level overview of the Michigan Bronco Club:

- Promoting enjoyment and generating enthusiasm around Bronco ownership
- Educating members about how to safely "off-road" in various terrain
- Curating a unique portfolio of available Michigan/Adjacent ORV parks and trails focused on "Bronco" capabilities and real world experience of club members
- Organizing trail rides, off road focused education and social events related to Bronco Ownership or Interest (Owning a Bronco is not a prerequisite to join the club).

We emphasized that we were an inclusive, approachable, authentic group of owners who wants to maintain a relationship with Ford and Bronco Nation

Ford explained that they envision Bronco Nation as one of their key community outreach arms, in addition to the "Off-Roads".

Ford asked if we could provide a written list of possible suggestions on how-

- a) What engagement touchpoint we envision
- b) Generalized suggestions for building a sense of community/branding.

Ford was definitely interested in making new Bronco Owners more aware of Off-Roads and by extension, Bronco Nation and Michigan Bronco Club. It was asked if Ford Marketing / Bronco Nation could attend our next leadership meeting, as well as meeting with Matt/Jake again in two weeks, after they've had a chance to meet internally.

The general tone/tenor of the meeting was one of aligned goals and enthusiasm to see a growing organic community of Bronco owners. Ford definitely is looking to engage and support.

Current suggestions for potential requests, or asks of Ford / Bronco Nation:

- Branding
- Customer advisory opportunities

- (MBC input / advisory board input / quality clinics?) Ford is looking for customer input / feedback. Looking to ensure that not *just* enthusiasts are engaged, but can appeal to a broader audience as well.
- Special Events access
- Event support (Ford, BN and or combo)
 - A potential appears at or events?
- Dealer coordination
 - Gateway drug to Bronco Off-Rodeo...
 - Bronco Off-Rodeo: transportation is a bit of a hurdle for many.
 - Could be we be local ambassadors to the off-road community
 - Amy Clouds runs the Texas Off-Rodeo, and is an energetic member of the community we should engage.
 - Maybe some information we could provide to Ford, that *they* could provide to the dealership, instead of us printing / handing out "placards", per se.
 - Template this in a way that other states / clubs could utilize.
 - MBC: Looking for the independence / discretion to associate, or conversely *not* associate with specific dealerships, while still ensuring our general info is made available to all dealership
- Website and Forum advisory relationship
 - Bronco-Nation: maybe feedback on changes
- Ford Performance / Ford parts discounts
 - Maybe a follow-on, but not initially. Don't wish to seem competitive with Bronco Nation. Ford is looking to push accessories, so...
- Insider Info / launch / unveils participation
- Tour of Michigan Assembly Plant
 - Potential possibility. Maybe a raffle of a limited number of slots.

MBC Marketing

- ▶ Instagram:
 - ▶ Johnny_Bronco@michiganbronzos.club
 - ▶
- ▶ YouTube:
 - ▶ michigan.bronco.club@gmail.com
 - ▶
- ▶ Facebook:
- ▶ Buck-Buck Bronco Tags:
 - ▶ Maybe offer PDF on our website

- ▶ Offer something from our website, to help support, with ability to purchase. tags / bronco bucks,

Meeting ended at 9:45 pm before all items could be discussed. The below items will be discussed at our next meeting Oct. 19th, 2022.

New Roles

There are a number of potential new semi-political roles to consider:

- ▶ DNS advocacy
- ▶ Trail maintenance
- ▶ Trail access)

Some extra volunteer positions to consider:

- ▶ Media coordination / video editing
- ▶ Event organization
- ▶ Trail Maintenance / Tread Lightly
- ▶ Dealership Liaison

Elections

Date and time of upcoming elections

Website

A members only page has been created, listing access to our member discounts:

<https://michiganbroncos.club/site/members>

We discussed potentially utilizing Google Workspace / drive as a non-profit, using the MBC gmail account already created. Jake to follow up.

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