



Meeting Minutes

<https://michiganbroncos.club>

Date: Oct 19th, 2022 7:30 pm -> 8:30 pm
Location: <https://meet.google.com/rjc-kicw-ckb>

Attendees:

- ▶ Jake Covert
- ▶ Christal Canfield
- ▶ Matt Weaver
- ▶ Andrew Farkas
- ▶ Aly Dubois
- ▶ Matt Winter (Ford Motor Company)

Agenda

- ▶ Ford Marketing
- ▶ New Roles
- ▶ Elections
- ▶ Website
- ▶ Misc

Ford Marketing

High level goals 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).

Michigan Bronco Club is an inclusive, approachable, authentic group of owners who want to maintain a relationship with Ford and Bronco Nation

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

- Customer advisory opportunities
 - => Opportunity to provide customer feedback when needed.
 - => Enthusiast opinion / feedback potential
- Special Events access (unveils / tour of MAP / etc)
- Event Support:
 - => Opportunity for Ford to represent / appear at MBC organized events.
- Dealer coordination
 - => Opportunity to be local ambassadors to the off-road community.
 - => Dealership provided marketing material, specific to each state, listing local off-roading clubs, such as MBC. Rack-cards with info that could be handed out?
- Website and Forum advisory relationship
- Potential for Ford Performance / Ford parts discounts

New Roles

- ▶ Volunteer Areas (Committee / sub-committee)
 - ▶ Video Editing
 - ▶ Event Planning / Organizing
 - ▶ Trail Maintenance / Tread Lightly
 - ▶ Trail Leader
- ▶ Election Roles vs. Committee Roles

- ▶ What voteable roles do we want and which?
- ▶ Committees do they oversee?
 - ▶ Executive Board
 - ▶ Chairman
 - ▶ Co-Chairmain
 - ▶ Secretary
 - ▶ Treasurer
 - ▶ Board Member
 - ▶ Promotion and Marketing
 - ▶ Club Promotion
 - ▶ Club Marketing
 - ▶ Club Merchandise
 - ▶ Social Media
 - ▶ Video Editing
 - ▶ Events
 - ▶ Trail Maintenance
 - ▶ Trail Ridges

Elections

Date and time of upcoming elections

TBD Election: Dec. 7th: Matt to check dates.

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.

Events

- ▶ Trail Maintenance
- ▶ Trail Ridges
- ▶ Seasonal Events
 - ▶ Poker Run
 - ▶ Adopt-a-Family
 - ▶ Etc.