



Meeting Minutes

<https://michiganbroncos.club>

Date: Wednesday, February 8th, 2023 7-8pm

Location: Google Meetup

Attendees

POSITION	NAME	EMAIL
Chair	Matt Weaver	mattwings@michiganbroncos.club
Co-Chair	Ken Finney	kenneth.finney@michiganbroncos.clu
Secretary	Jake Covert	jake@michiganbroncos.club
Treasurer	Christal Canfield	christal@michiganbroncos.club
Social Event Coordinator	Jennifer Banks	jennbanks@michiganbroncos.club
Social Media Committee Chair	Aly Dubois	
Ride Coordinators	Jake Foley / Matt Weaver	jacob@michiganbroncos.club mattwings@michiganbroncos.club
Club Promotion Committee	Jennifer Banks	jennbanks@michiganbroncos.club
Merchandise Committee Chair	Robert Dube	robertd@michiganbroncos.club
Media Editor	Bill Turnau	billt@michiganbroncos.club
Vendor Relations	Andrew Farkas	andrew@michiganbroncos.club

Previous Items

Motion to waive reading of previous meeting minutes: **Approved**

Previous meeting minutes: **Accepted**

Treasurer / Finance

Income	\$73.69
Expenses	\$23.29
Balance	\$1162.26

Month of February: year-end reporting; update for march meeting on reporting to IRS.

Although we do need to provide to the IRS, no outside engagement required; treasury committee chair can provide.

Motion to get Robert Dube a Huntington Bank debit bank card linked to our checking account, for the purpose of merchandise purchases: **Approved** (Matt to assist Robert)

Motion to purchase table up to \$150 at Costco: **Approved**

Motion to purchase chairs up to \$110 at Costco: **Approved**

Motion to purchase vinyl banner up to \$150 at "Digital Color": **Approved**

(\$410 in approved expenditures)

Committee Reports

Ride committee

(Jake Foley / Jenn Banks)

A new work-in-progress version of an event calendar was presented.

A need was expressed to separate official MBC events vs. others. Right now all official website events are only MBC events. Jake indicated he could created a badge for "info only, not ours" per se.

Media

(Bill Turnau)

Bill is now connected to the MBC YouTube account (michigan.bronco.club@gmail.com)
We are looking for opportunities for content in various content channels (forums / Facebook / YT). Looking for a story for some of the past events.

Upcoming training event: Bill has some video capabilities. Will reach out to Christal.

Suggestions were made to potentially record / create some handy "How-to type" videos.

A note was made that branding should be consistent across our platforms. (Logo / Font / color / Into video). Youtube provides a great opportunity to increase our audience.

Jake Foley suggested it would be good to attract out-of-State Bronco enthusiasts to participate in some of our scheduled events and rides. Michigan is a premier destination with our beautiful lakes, forests, and natural resources. Our YouTube channel and other social platforms could help promote this.

Two media opportunities:

- * Jayson driving to Montreal Tuning
- * Suspension mods (Bill to follow up with Jayson)

Good for the club and helps promote the training.

Several drone cameras are available by various members.

Robert Dube: Post info about the upcoming training session: March 11th at Rocks and Valleys: 9:30 am. Full. (Claire, MI)

JakeF and Christal will be video.
Matt Regalia will be there, assisting.

Merchandise

License Plate Holder

There was discussion of working with a vendor to create a MBC license-plate holder with our white logo in white at the bottom.

Suggested retail price of \$20-\$25, with \$1-2 of that price going towards a charity. Tread Lightly (treadlightly.org) was mentioned, but it was agreed that Andrew Farkas (Vendor Relations) should determine the best charity for club donations.

Motion to request an RFP: Written proposal provide the MBC plates of cost of \$19, retail of \$25. 10% of that \$0.60 to go to charity. Vendor would provide shipping / handling costs + execution. - **Approved**

It was mentioned that a RFP / Statement of work should be created.

Shirts

Robert sent out request to vendor in Jackson, MI, but has not yet received a response. Alternate sources are being looked at.

Sourcing materials:

Hanes t-shirts were more expensive than expected (\$2376 for 200 shirts)

"Underground Printing" \$100 for the "Gilden shirts" (up-charge for 2XL / extra small (n/a))

Banner

"Digital Color", can create banners: 4.x6 or 3x6 white banner vinyl: \$116, 3 day lead time.

RFP for banner expenditure up to \$150: **Approved**

Events

Motion to purchase table up to \$150 at Costco: **Approved**

Motion to purchase chairs up to \$110 at Costco: **Approved**

Motion to purchase vinyl banner up to \$150 at "Digital Color": **Approved**

Christal to donate tent.

Christal to negotiate cooler donation. ;-)

Event Sponsorship

Andrew offered the idea for potential event sponsorship.

IT

Subscriptions can be implemented by forums:

Stripe account created / linked to Huntington Bank account

Forum subscription tracking ready, but needs a beta-testing / validation

It was suggested we should try and move conversations among staff online to the forums, if possible. (Away from group texts)

Next meeting

Wednesday, March 8th, 2023

Next topics to discuss:

- Need to prepare for membership.
- Prepare for the annual end-of-year financial presentation. *(Can target for April and can forum the date.)*

Motion to close the meeting: **Approved**