

MEETING MINUTES
ALBERTA ALL BRITISH MOTORING SOCIETY (AABMS)
DECEMBER 11, 2016

PRESENT: Will Keith (Chair), **(Michael H)** Michael Hrycyschyn (Treasurer), Howard Jewell, **(Mike C)** Mike Connolley, David Connolley, Colin Northcott, Ron Muir.

ABSENT: Dennis Coulthard (Vice Chair) (joined the meeting by speaker phone), Raymond Robinson, Geoff Prince, Don Spence (ex-officio).

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1. INTRODUCTIONS AND GUESTS - Ron Muir welcomed as new member.
 2. APPROVE MINUTES OF NOVEMBER 13/16 MEETING - Approved.
 3. ADDITIONS TO AGENDA - As shown in Item 10, below.
 4. APPROVAL OF AGENDA - Approved.
 5. NOMINATION AND ELECTION OF SECRETARY - Ron Muir nominated and elected as Secretary.
 6. AABMS WEBSITE - Michael H reported on his conversations/actions with Ray. There will be a log-in created on the AABMS website for any AABMS committee member to go to the AABMS planning website. **(ACTION - Ray, Michael H)**. Anyone, including those who are not AABMS committee members, with questions/comments/input for the "Cool Stories" segment on the AABMS website can send it to Howard Jewell (ecscceditor@gmail.com) who will arrange to have it entered onto the AABMS website for an action/response from the appropriate committee member. (ACTION - Howard)
 7. TREASURER`S REPORT - Michael H reported no expenditures or revenues so no change in financial position of AABMS. However, a detailed Treasurer's Report on the 2016 AABFM is still needed: Will indicated that the Treasurer's AABMS Report, along with Don's budget for the 2016 Meet, are required for drafting the 2017 Meet budget. Signing authority has now been changed from Don Spence to Will Keith.

8. BUSINESS AND ACTION PROGRESS ARISING OUT OF THE PREVIOUS MINUTES -

Mike C is the sponsorship coordinator. Anyone with new sponsorship ideas should liaise with MC who will then review with our AABMS Committee to ensure consistency with sponsorship objectives.

Mike C is drafting a letter to send to new/prospective sponsors to clarify AABMS expectations and the benefits the sponsors can expect with

various levels of contribution. **(ACTION - Mike C)**

Dennis reported on his discussions with the sponsors he has worked with on past Meets:

- Hagerty Insurance: He confirmed that Hagerty Insurance are once again confirmed as a sponsor for the Field Meet. Hagerty will provide a "kit" for the People`s Choice Award which includes ballots and a trophy. Hagerty will be placing an advertisement on the AABMS website, which will promote the Alberta All British Field Meet. **(ACTION - Dennis, Howard)**
Hagerty prefers to pay for their advertisement on the AABMS website, rather than make a cash donation for their sponsorship.
Hagerty`s representative, Bryce Walsh, will attend the AABMS meeting on January 15/17 to speak further on Hagerty`s involvement. **(ACTION - Dennis)**

- Competition Insurance: Dennis has approached Competition Insurance about continuing with their sponsorship. Their sponsorship has, in the past, consisted of site insurance, a cash donation of \$500.00, vehicle identification cards, and goodie bags, and they have confirmed that they will once again be providing goodie bags and windscreen cards for the 2017 Meet. Dennis indicates his discussions are ongoing with Competition as to the amount of their financial sponsorship. **(ACTION - Dennis)**

Jaguar / Land Rover Dealer: Michael H. reported that he is working with Sean, his Jaguar Land Rover contact, regarding continuing with their sponsorship, prizes etc. **(ACTION - Michael H)**

Colin indicated he will discuss getting ramps from Jaguar Land Rover for a Land Rover "static display" that demonstrates the offroad abilities of Land Rover. **(ACTION - Colin)**

Mike C has approached the following potential sponsors:

- BMW / MINI Dealer: re. displays, sales presence, prizes. **(ACTION - Mike C)**
- Edmonton Tourism re. a link between the AABMS meet and History Road at the Reynolds Museum, preferential hotel rates, secure parking, AABMS inclusion in the calendar of Edmonton events. **(ACTION - Mike C)**
- Westjet: just early approaches so far. **(ACTION - Mike C)**
- English (St. George?) Society: **(ACTION - Mike C)**
- Scottish Society: **(ACTION - Mike C)**

Echo Cycle: David has approached the following previous sponsor:
Echo Cycle re: the Norton Motorcycle British tie-in and displays, sales presence, prizes. He reports that Echo were pleased with their involvement in the 2016 Meet, and are prepared to be involved in the 2017 Meet. **(ACTION - David)**

Ron suggested allowing some of the dealership sponsors (e.g. BMW, Norton, Land Rover) to offer their new customers a complimentary registration enabling them to

display their new vehicle at the AABMS field meet. Some discussion around whether to do this completely for free or whether AABMS would expect the dealers to pay for the registration. **(ACTION - Mike C to investigate and report back to our Committee for further discussion)**

9. NEW BUSINESS -

A. Road Sign(s) - Will and Don are liaising with the City of Edmonton to determine what sort of signs AABMS will be able to put up in advance of the Field Meet. In conjunction with this, we need to ensure there will be no conflicts or logistical issues with the date and location of the AABMS Field Meet. **(ACTION - Don, Will)**

B. People`s Choice and Trophy - Hagerty Insurance will provide a "kit" for the People`s Choice Award, which includes ballots and a trophy. **(ACTION - Dennis).**

C. Press Conference - Will has talked with John Hanson from CTV regarding setting up an appearance on the CTV Morning Show which would promote the AABMS Field Meet. Along with this, there is a possibility of CTV filming a typical driving experience in some British vehicles.

Either or both of these events might be done with CTV cameramen and/or with GoPro cameras. **(ACTION - Will)**

D. Sponsor Guidelines - See Minute 8, above re: explanation of expectations.

Financially, Michael H explained much of the sponsorship revenue (typically around \$1500 - \$2000 in total) covers the costs of a basic show and shine approach. However, it was agreed that members should continue to pursue sponsors for money, prizes, and activities. **(ACTION - members)**

E. ATB sponsorship - AABMS uses Alberta Treasury Branches (ATB) as our bank, so we will approach them for some sponsorship. **(ACTION - Michael H)**

10. ADDITIONAL AGENDA ITEMS -

A. Colin has been in contact with Sean at the Land Rover dealership and has discussed proper "flags" or banners to be used to direct the public to the AABMS Field Meet. Colin has also discussed with Sean about having handouts for kids. Finally, Sean has confirmed to Colin about their female mechanic who could be prevailed upon to do a presentation, with women in mind, on salient points of vehicle service and repair and how to ensure fair treatment when the need arises to service or repair your vehicle. **(ACTION - Colin)**

B. Registration and Merchandise - It has not yet been finalised who will be the Registration Coordinator. Registration will once again be done on-line. This will also

need to be coordinated with merchandise sales, which will probably be limited to advance, on-line sales only. **(ACTION - Michael H)**

C.Drip Control Mats - It is necessary to ensure there are drip mats under the vehicles for the protection of the grass in the unlikely event that any British vehicles have oil leaks. Geoff Prince has agreed to procure these mats either through purchase or sponsorship. **(ACTION - Geoff Prince)**

D.Featured Marque - Mike C will research the Vancouver All British Field Meet organization to see what they have decided to name as their featured marque for 2017. **(ACTION - Mike C)**

E. PA System - It was agreed that a public address (PA) system is needed. It was suggested that DS had arranged for the PA system in years past and that perhaps he could continue to handle this duty. **(ACTION - DS)**

F.Role of ECSCC - ECSCC will promote the AABMS Field Meet, primarily through the club's newsletter, The Open Road. Howard will publish "Cool Stories", a monthly request for owners' brief stories about British cars for publishing under "Cool Stories" on the AABMS website; and to also ask for volunteers for assisting with the 2017 AABFM on June 10th. Anyone contributing brief articles about their cool cars or wishing to volunteer at the ABFM can contact Howard Jewell, Will Keith or Michael Hrycyschyn whose contact information is included in this monthly request. **(ACTION - Howard)**

H. Food Bank: Dennis suggested that we could consider having the Food Bank at the AABFM. Will will find one of our members to coordinate this initiative. **(ACTION - Will)**

11. ADJOURNMENT - 19:35 hours.

DATE OF NEXT MEETING - JANUARY 15, 2017, @ 5:30pm, ROYAL PIZZA, 9977 178 STREET, EDMONTON.