

# **Alberta All British Motoring Society**

## **(AABMS)**

### **April 15, 2018 Meeting Minutes**

**PRESENT:** Harry Midgley, Colin Northcott, Mike Leedham, Dennis Coulthard, Neil Rogers, Raymond Robinson, Michael Hrycyschyn, Will Keith (Will had to leave early in the meeting due to a home emergency.), Howard Jewell, Ron Muir. (David Connolley arrived later when the meeting was already underway).

**ABSENT:** Don Spence (ex-officio).

#### **INTRODUCTION OF GUESTS AND SPEAKERS:**

**David Connolley** attended the meeting.

#### **1) REVIEW AND APPROVE MINUTES OF MARCH 18/18 AABMS**

**MEETING:** The March 18/18 meeting was primarily for the purpose of finalizing the re-drafted AABMS BY-LAWS and, as such, the "minutes" really were comprised of notes and revisions made to the draft by-laws. The finalized By-Laws are considered to be the minutes of that meeting.

**(PROCEDURAL NOTE:** At this point, Will Keith had to leave the meeting due to a home emergency and Dennis Coulthard took over the reins as the meeting Chairperson)

**2) ADDITIONS TO AND APPROVAL OF AGENDA:** Done. Four items added. See Items 5a) to d).

**3) TREASURER'S REPORT - MICHAEL HRYCYSCHYN:** Since January, the AABMS bank account grew by \$500 when Edmonton Jaguar and Land Rover paid their 2017 sponsorship and then approximately \$450 was paid out for the

"static cling" windshield decals so the bank balance now sits at approximately \$6500.

#### **4) PROGRESS REPORT ON 2018 AABFM "TO-DO" LIST:** Dennis

Coulthard went around the table and received progress reports from each member on their responsibilities.

##### **Howard Jewell -**

- advised that there are two **food trucks** lined up to attend the AABFM. They are **Cali Mexico** and **Fat Franks**.
- agreed to be the coordinator for receiving any **prizes** to be awarded at the AABFM. All members are advised to turn in to Howard any goods and/or services which may be donated from the various sources in the remaining time leading up to the AABFM. In this regard, he received two coupons, each for a free meat pie from "**Meat Street Pies**", a food truck.
- is procuring a trophy for the "**Longest Distance**" award.

##### **Ron Muir -**

- has completed procurement of **static-cling windshield decals** which promote AABMS and the AABFM. These are now being distributed to individuals who have British vehicles, for mounting on their windshields.

##### **Harry Midgley -**

- confirms that the **Edmonton Food Bank (EFB)** will be in attendance at the AABFM. They will need a table but they will bring their own tent/shelter. They expressed thanks for our promotion of the EFB in various ways on our website and AABFM posters.
- confirms that **St. John's Ambulance** will not be attending the AABFM.
- will bring **water and ice** to the AABFM.

- advised that **Meat Street Pies** is a new food truck business. They are unable to attend the AABFM but they are interested in promoting it by sponsoring a club run on May 30th to their Wednesday evening location in Sherwood Park. They propose a mini "show and shine" of a few of our vehicles and they will sponsor a draw for prizes of free products from their food truck.

#### **Colin Northcott -**

- has obtained prices for **sponsorship banners** which can be printed for \$50 each (x two = \$100). Also, two more 2.8 metre tall "**feather**" **flags** (total cost of \$412, for two) to draw attention to the AABMS/AABFM. This expenditure was approved.
- has talked with the woman who attended the 2017 AABFM as a **guest mechanic**. She probably will not be able to attend this year due to scheduling conflicts with ongoing learning obligations. After discussion, it was decided that the guest mechanic is a good feature of the AABFM and we want to enhance the profile of it. Therefore, Colin will seek a replacement mechanic for the 2018 AABFM.

#### **Mike Leedham -**

- Now that the AABMS revised **By-Laws** have been submitted to the Provincial Companies Branch, Mike had nothing further to report until we hear that the new By-Laws have been reviewed, accepted, and filed.

#### **Neil Rogers -**

- advised that **Meguiar's**, the vehicle esthetics company, has been dodging his phone calls so we are to assume that they will not be attending the AABFM.

## Raymond Robinson -

- has created a "**drop-off**" **card** for the AABMS that can be left with drivers of relevant vehicles to make them aware of AABMS/AABFM. This card will also be used by our members to leave in their own vehicles, not only for promotional purposes but for a respectful "Look But Don't Touch" message as well.
- has had talks with **Fluevog Shoes** who will be providing two \$50 gift cards to be won by draw from the names of those who vote for their favorite car at the AABFM. The relationship of Fluevog Shoes and the AABMS could be symbiotic because Fluevog is highly recognized for excellence in design, not only in their products but generally as well. The tie-in with AABMS is that John Fluevog, the founder, is a big fan of British vehicles, owns a Jaguar, and attends car shows. Raymond's conversations with Fluevog have made him aware that other Whyte Avenue shops may be interested in the AABFM.
- has created some new interactive features for the **AABMS website**, namely:
  - About My Car
  - Brand Ambassador for British vehicles. This is someone who can be contacted for questions about British vehicles. A Brand Ambassador could be called upon for a complete range of conversations regarding British vehicles, for example, buying one, parts, restoration, maintenance service companies, clubs, events, networking, etc. Brand Ambassadors could also be a liaison with manufacturers and other international organizations with British vehicle involvement.
  - Recommended Books, related to British vehicles, or any vehicles, or anything else interesting

- Discussion ensued, where it was suggested that perhaps Raymond could send out an **electronic reminder** to former attendees of past AABFMs. Raymond advised that, for a hip, happening "e-dude" like him, this would be mere child's play and that we can consider it done.
- The designs for the **2018 AABFM poster and brochure** are now complete. Hard copies will soon be available for AABMS members and volunteers to distribute them far and wide and comprehensively. As a specific example, it was agreed that we should get posters and brochures to **Fat Frank's, Cali Mexico, and Meat Street Pies** so they can display them on and around their food trucks, effective immediately and until June 9/18.

#### **Michael Hrycyschyn -**

- confirmed the agreement and direction from the AABMS Board to procure an appropriate quantity of **dash plaques** for the 2018 AABFM. This year's dash plaques are to have a British Racing Green (or close) background and should have the words "30 Years" added, in recognition of the AABMS's 30th Anniversary.
- advised that he and Neil Rogers will soon complete this year's **letter to sponsors** to clarify our monetary expectations and the benefits they will receive in return.
- was reminded to increase the number of **chairs and tables** to be rented so we can accommodate people in the cafe-like area around the food trucks.

#### **Dennis Coulthard -**

- advised that he will speak with **Competition Insurance** regarding their sponsorship participation in light of the fact that AABMS now has SVAA insurance coverage for the AABFM.
- will also speak with **Miles Import Car Center** regarding sponsorship.

## **5) ADDITIONS TO THE AGENDA:**

### **a) David Connolley -**

**David Connolley** attended the meeting and was introduced to those who did not already know him. David has agreed to join the AABMS. After some discussion, David stated he would be joining as a "Member-At-Large". As a "Member-At-Large", David is not expected to attend every meeting as are the Board Members. This will give David the flexibility to attend meetings at his convenience as he lives a considerable distance from Edmonton.

David agreed to take on recruitment of motorcycle attendees, specifically, Echo Cycle as a sponsor. Of course, David is also encouraged to promote participation in the AABFM by any and all who may be interested and interesting.

In addition, David will be participating at the AABFM as a principal photographer. David has helped the AABFM in these roles, and others, in the past and he is enthusiastically welcomed in his return.

### **b) AABMS BY-LAWS -**

It was noted that the revised AABMS By-Laws have now been submitted to the Provincial government for review, approval, and filing.

Ron Muir noted that there appears to have been some sort of attempt to incorporate some "politically correct" pronouns in the By-Laws, to the detriment of proper rules of English grammar. Ron wishes to have it recorded that he does not endorse this current fad and disavows any participation in, or responsibility for, incorporating these words in the revisions to the AABMS By-Laws.

### **c) FLAGS -**

See minutes in item 4, above, under Colin Northcott's responsibilities.

**d) SPONSORSHIPS -**

See minutes in item 4, above, under Michael Hrycyschyn's and Dennis Coulthard's responsibilities.

**6) NEXT MEETING** 5:30 PM Sunday May 13, 2018 at Royal Pizza West, 9977-178 Street NW, Edmonton.

**NOTE:** Ron Muir will be absent from the May 13/18 meeting so Howard Jewell has kindly agreed to record the minutes of that meeting.