

North Atlantic Audi Club

Annual Membership Meeting, March 16, 2019, at Apex Entertainment in Marlborough, MA

Present: Board members William Ellis, Buddy Gregory, Charlie Learoyd, Gerry DiBello, Faviana Olivier, Nigel Tilli-Pauling, Ian Duff and Bailey Bishop (several Board member spouses and two regular members joined the meeting as well)

Meeting called to order at 12:22 PM by William, NAAC President.

Past Minutes: Charlie, former Secretary, summarized the Annual Meeting minutes from March 17, 2018. A motion was made by Buddy to approve and accept the minutes. The motion was seconded by Ian and unanimously approved.

William, NAAC President, presented a President's Report

- Briefly reviewed the past year's events
 - Commented that organizing the upcoming schedule and events well ahead of time is beneficial
- Reviewed the state of the club (NAAC)
 - Financially we are strong and in good shape
 - Need greater participation from members
 - Should improve dealer relationships and attempt to work with more dealers
 - Mentioned that Audi NA sponsors MLS and that we can get New England Revolution tickets that may attract today's Audi buyers to the Club
- Provided an update on ACNA
 - New leadership and team have been assembled under Executive Director Paul Truess
 - Better alignment and communication now with Audi NA as well as the Audi Club Chapters
 - William has connected with an Audi regional tech who supports all the dealerships and is interested in working with and helping NAAC
 - Audi Heritage getting better at supporting older vehicles

Bailey, NAAC Secretary, provided an update

- Past minutes have been archived on a North Atlantic Audi Club Google Drive account that William created

Buddy, Treasurer, provided an update

- Financials in good shape
 - Most events ended up in the black, covering all expenses and providing some additional resources for future events
 - Need to attract more instructors to WDS and perhaps the club should consider financial incentives for instructors

Miscellaneous Discussion

- Possibly coordinate more events with NEQ, a stronger club in terms of member participation
 - Perhaps NEQ could organize an HPDE in our region to attract our members
- Take advantage of access to New England Revolution tickets and think of new events for members who would find this access attractive
- NAAC Committees should meet more often, and perhaps consolidation of some of the committees would make sense
- Matt LeBlanc, a club member who sat in, suggested ways to advertise events, get additional exposure
 - Matt reminded the BoD of an interview that was done with him by Fast Lane at a WDS event that we could recycle and publish on social media etc.

Committees Review

- Governance
 - Discussed reviewing the Club's bylaws to see if there are any areas that could benefit from amendments
 - Review committees for possible consolidation
- Membership
 - The committee has been meeting more regularly
 - Membership went from 395 to 413 over past year (4.5% growth; most chapters lost members)
 - 55% renewal rate (a good number for organizations like ours)
 - 1843 people on our Constant Contact list get our monthly Newsletter
 - 34% open rate (above average)
 - We are the 4th or 5th largest Audi chapter nationwide (NEQ is #2)
- Nominating
 - Nigel, Ian and Bailey up for reelection (March 2019) on the Board
 - The officer terms of William, Buddy and Mike's end March 2019
 - Charlie, Buddy and Gerry's terms expire in 2020
- Promotion/Web
 - Post on website, Facebook, Instagram on a regular basis and remove/move stale content
 - Consider using LinkedIn and Snapchat
 - Consider posting ads/events in print media
 - Have people take and collect photos at events for promotional use etc.
 - Be present on forums like Audizine, Fourtitude
- Social (maybe call it Community Outreach)
 - Consider events that support a cause like Best Buddies, a vocational school or Pack Away Hunger

Election results

- It was announced that Ian, Bailey and Nigel were reelected to the Board of Directors

- Votes collected on MSR did not count if a membership number was not included, but MSR still appeared to allow the voting process to go through without a warning or error message

The Meeting entered Executive Session (non-Board members were asked to leave the room until invited back in)

- The appointment of new officers was suggested as follows
 - President – Bailey Bishop
 - Vice President – Buddy Gregory
 - Secretary – William Ellis
 - Treasurer – Gerry DiBello
- A motion was made by Ian to approve the slate of officers as presented, seconded by Buddy and unanimously approved
- Buddy suggested that approved signatories on our financial accounts will need to be changed accordingly
- Discussed whether the Club's address should be changed; further discussion and decisions recommended

A motion was made by William to end the Executive Session, seconded by Charlie and unanimously approved.

A motion to adjourn the meeting at 2:10 PM was made by Ian, seconded by Bailey, and unanimously approved.

* An informal discussion amongst various Directors continued for about an hour after we vacated the meeting room to accommodate another reservation.

Respectfully submitted,

Bailey Bishop, NAAC Secretary