

CALL TO ORDER

The Board meeting of the Mustang Club of Central Pennsylvania was called to order at 1:30 p.m. by President Charlie Boyd on January 25, 2015 at Duke's Riverside Bar & Grille in Wormleysburg, PA. Present: Charlie Boyd, Paul Bellis, Max Remington, Bill Schiel, Erin Boyd, and Mike Cole.

Treasurer's Report

Erin Boyd reported that end of year balance after final reconciliation was \$3,562.35, as compared to the previous year's balance of \$3,352.00 It was noted by Erin and Charlie that MCCP advanced \$1,400 for the Banquet, and that \$500 was recouped with members contribution from Banquet. All agreed that the Banquet was a success and everyone had a good time.

Erin reported MCCP's current membership is 146, renewals will be mailed soon. Existing members will remain current until April 15 cut off date. Erin reported that new membership for 2014 was 77 as compared to 25 for '13 and 26 for '12. MCCP more than doubled it's membership last year. Also MCCP has 400 likes on Facebook Page and when MCA shared it increased to 1,000 likes.

Membership Report

All agreed that MCCP has outgrown L.B. Smith Ford, and would discuss in greater detail later.

Max suggested we have a survey for members. Max will make up a list of survey questions for board approval and look into the cost of an online survey. All agreed that MCCP should survey members as to what kind of events they prefer to attend so that MCCP can better plan these events. Discussion ensued on how to survey members, email, hard copy sent with President's letter and possible membership renewal. Also discussed renewal/new membership on line, possible credit card scanner from cell phone, or setting MCCP web site up for Paypal. The Paypal idea met with most support, Max will look into it.

New Business

Erin reported she has started looking for a meeting place for the three General Planning Meetings to be held in February, March, and April. She had passed a Lions Club in Wellsville but had only sketchy information. Paul volunteered the use of his Church for these meetings and that all requirements could be met. Tentative dates are 2-7-15, 3-7-15, and 4-4-15. Paul will finalize availability.

There was a discussion on participation points being awarded to members during the year with winner(s) receiving free membership. Erin noted she needed to print new Tri Fold Brochures and Business Cards. Paul suggested jpeg scan code on business card, Erin will look into a new supplier. Charlie and Erin suggested a static cling window banner with logo and web site. Also discussed were antenna flags. Paul has looked into spiral note pads with MCCP info on front to replace key chain. This would couple nicely with pens of various colors for matching cars. New members will still receive a Mug. The free bottles of water were a big hit at Ford Nationals, and we will do this again this year. The importance of MCCP label was questioned. Paul put forth idea of tire pressure gauge/key chain as promotional item, it was well received. Max suggested discounted memberships for multiple year paid memberships.

The Board has not decided to partner with Project Share this year. A new charity will be discussed at the MCCPA planning sessions. Bill Schiel will contact Cumberland Perry Vo Tech to start their process in selecting a candidate for this year. Appalachian Harley Davidson has extended an invite for MCCP to participate in their show.

Liaisons for the Club: Charlie for Carlisle; Erin for Berks Mustang Club and Valley Forge Mustang Club; Max for Maryland Mustang Club.

The first General Meeting for MCCP will be March 19th. The Board agreed to keep our relationship with L.B. Smith, and will ask Terry W. for help. Max suggested we could set up electronic interactive meeting and/or call in for members who lived a distance to increase participation and not outgrow the physical space at L.B. Smith.

The Board agreed that it will need membership participation in following areas: liaisons for corporate sponsors; picnic planning for Ford Nationals; website calendar administrator; help in processing new member's packets.

Cruises/Shows/Other Events

The Board agreed with Mike Cole's suggestion that the first cruise (Grumpies) would be on 4-18-15 and would visit America On Wheels in Allentown.

Mike will need help with organizing the Covered Bridge Cruise along with arranging motel reservations for out of towners. The Board agreed that an entry fee to make a donation to a charity of Mike's choosing is a great idea. Mike also suggested that Dash Plaques could also be added.

Paul will look into a full size flag that can be mounted to the MCCPA tent for use at shows.

The next Board Meeting will be 3-14-15 at L.B. Smith Ford.

We adjourned the Board Meeting at 3:30 p.m.

Respectfully submitted,

Bill Schiel
Secretary