

Western Carwash Association
Board of Directors Meeting
November 19th, 2008
ARC Yosemite Board Room, Folsom, CA

Minutes

(The minutes are a complete recording of the day and may not have necessarily been discussed in the order as recorded below.)

Present

Executive: Jerry Nix, President
Bill Carbonel, President Elect
Randy Cressal, Past President
Coy Lindblom, Secretary/Treasurer
Holly Macriss, Executive Director

Directors: Bud Abraham
Chris Buscaglia
Doug Christ
Rick Diehl
Scott Gray
Herschel Kilgore
Kirk Kuzmanic

Staff: Christina Shupe, Admin/Membership Coordinator

Guest: Steve Hamilton, ARC President

Absent

Directors: Darrin Baum
Brad Hooper
Sander Romick
Francis Tenggardjaja

Meeting called to order at 1:00PM

Committee Reports Continued:

Finance Committee

- A. A written report was submitted by Coy Lindblom on the value of WCA's investments.
 - a. Vanguard
 - i. November 17th, 2008 = \$227,091
 - ii. September 9th, 2008 = \$224,506
 - b. Wachovia
 - i. November 17th, 2008 = \$196,373
 - ii. September 9th, 2008 = \$277,155
 - iii. December 31, 2007 = approx. \$437,000

Motion: Accept the report on the investments, CD's, and mutual funds and make no changes in strategy at this time.

Approved

- B. Coy suggested a Year End Audit would be an appropriate follow-up to the management transition.

Motion: Approve 3rd Quarter Financials as submitted.

Approved

Motion: Have an Audit as soon as possible after year end. Staff will solicit bids from auditors and present proposals to the President and Treasurer for approval.

Approved

- C. Holly submitted a copy of Form 990 for the board's review. A motion on the form will be sought at the next Board meeting.
- D. Holly and Coy are working on the 2009 budget. Committee Chairs are asked to submit any budgetary items to Holly by middle of December. The 2009 Budget will be discussed and up for approval at the next the next board meeting.

Membership Committee

A. Retaining and Building Membership

- a. Several suggestions were advanced to meet the challenges presented by the worsening economy: Offering a payment plan to members, providing a stripped down membership for hardship cases, seeking out volunteers to work with the membership. Providing a discount for exhibitors who made multi-year commitments was also suggested.
- b. Holly wants to improve outreach to all members and to let members not in California know that their local issues are just as important.
- c. Marketing should also reach out to gas station owners, as their car wash operations are a significant profit center for them.

B. Membership Meetings

- a. A schedule for new member meetings is a priority. The next General Membership meeting was scheduled for April 28th, 2008 in Southern California, to coincide with a Board Meeting on April 29th.
- b. If budget and time allow, Holly will travel to regions and hosting "Meet & Greet" networking events to promote WCA and introduce membership to the new Executive Director. May be promoted as a "Breakfast with Holly" or "Lunch with Holly". Board members in the regions served will attend the event as well.
- c. Staff will be utilizing mailing list software provided by ARC (an included benefit to WCA) to determine which locations will best serve the greatest number of members.
- d. Additional meeting topics suggested included "Survival Kit Trainings" and bringing in speakers from the Water Resource Board. Delivering the message that small businesses need to band together to survive in hard times and that joining WCA is an excellent way to accomplish that.

C. Convention

- a. Holly reported that Nancy at GES felt that WCA did not want the Conference to grow in prior years. Suggestions for improving the tradeshow space included a Pavilion on the exhibit floor for educational presentations by vendors, assigning space via lottery, and utilizing a new floor plan in 2010 to facilitate traffic and drive customers to booths. Staff will present the new floor plan suggestions at the December Planning Meeting.
- b. It was suggested that the international community, such as Mexico and Canada, receive be included in Conference marketing plan.
- c. Members should be surveyed to determine what they would like to see at Conference. Attendees draw exhibitors, so the marketing focus should be on attracting new attendees and encouraging past attendees to return.
- d. The move from Hilton to Bally's to MGM should be addressed in marketing as a response to the "growth of the Conference".

New Business

A. Future Meeting Dates

- a. Planning Committee meeting in Vegas on December 8th & 9th

- b. Next Board Meeting on February 17th & 18th in Folsom at the ARC offices.
- c. General Membership meeting in Southern California on April 28th. Staff will research areas (Downtown LA, Pasadena, El Segundo) with greatest concentration of membership and car washes and report back to the Board in February with meeting location suggestions. Meeting will include a Cocktail Hour from 6pm-7pm, followed by dinner. Will possibly incorporate a tour of the El Segundo car wash location and/or have the car wash host the meeting. Francis and/or Brad will be the point of contact for the tour. Staff will research speakers for the meeting. WCIA will be on the agenda.
- d. The Car Care Conference is being held January 26th.
- e. Board Meeting on April 29th, to coincide with General Membership meeting.

Meeting adjourned at 3:27pm