

Western Carwash Association
Board of Directors Meeting
November 18th, 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
Holly Macriss, Executive Director

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

Staff: Christina Shupe, Admin/Membership Coordinator

Guests: Sharon Deg Moutray, WCIA
Sam Furno, WCIA
Steve Hamilton, ARC President
Len Harrington, WCIA

Absent

Executive: Coy Lindblom, Secretary/Treasurer

Directors: Darrin Baum
Brad Hopper
Sander Romick

Approval of the September Meeting Minutes

MSC: Approved

President's Report

A. Emphasis on Growth

Jerry outlined the decision to select new management for the association and welcomed the new staff. He emphasized WCA's commitment to success and the board's desire to take the association to the next level.

B. Bill Carbonel expressed appreciation for Jerry's efforts during the transition and noted that he invested significant time in the process, going above and beyond his expected duties.

Executive Director's Report

A. Holly reported on efforts to update the existing website and build the new website, with a projected launch date of January 1, 2009. She outlined the budget work performed by staff and presented the board with three versions of the new WCA logo to be considered.

- B. She introduced Lee Adler, a Senior Account Executive and Registered Lobbyist for ARC. Lee will be tracking bills and policy changes that may affect WCA members.
- C. The new Board Roster and Organizational chart were submitted to the board.
- D. Holly introduced Carolyn Tienken, CMP. Carolyn will be the Meeting Planner for WCA working primarily on the Annual Tradeshow.
- E. Holly introduced Christina Shupe, WCA Administrative Assistant/Membership Coordinator.

Committee Reports:

Insurance Committee

- A. Len Harrington provided an overview of WCIA's growth over the past 14 years and answered questions from the board. Income projections for 2009 are "foggy". Premiums will be based on receipts and are unknown. He projects losses due to the economy and that the market will likely force premiums up. Wells Fargo is predicting 15% growth for 2009, while Len feels that 5%-10% is more realistic. The worker's comp market is tighter and 90% of business in WASA will move to OneBeacon. A large percentage of business is with AIG. Wells Fargo is requiring all clients to confirm their choice to stay with AIG.
- B. A written report was submitted by Sam Furno, Vice President/Sales, detailing the results of WCIA's marketing efforts and call tracking software. He reported that getting WCIA's ad in Self-Serve Magazine took nearly 2 years, and that there are no competing magazines to advertise in. After a clean-up of the WCIA database, they are reporting 3,376 "good" individual contacts with limited profiles. If contacts are removed from the e-mail list, they stay on the postal list. E-mail targets owners, postal mail targets locations. Carwash magazine ads are not paying off, but articles written by WCIA and Board members do have positive results. Approx. 60% of WCA members carry insurance through WCIA. Of those, he suspects nearly all are within the 12 state Western region. Loss Ratios have improved dramatically.
- C. A written report was submitted by Sharon Deg Moutray, Vice President/Business Development, detailing the production numbers for the months of July, August, September, and October. With a success rate for quotes sold at 65%-85%, the WCIA closing average is phenomenal when compared to the industry average. The WCIA reputation is solid in the industry. The largest source of new accounts is referrals from existing clients. Policies are currently not offered to vendors.

Program / Seminar Committee

- A. Francis gave a quick overview of the 2008 program budget.
- B. Committee is meeting in Las Vegas on December 8th and 9th and will report back at the February Board Meeting.

Web Task Force Committee

- A. Randy provided an update on the new website and the projected live date of January 1st, 2009. Major highlights will be the new environmentally progressive slant with a member and media user focus. Online membership profiles and online renewals will be integrated. Member records will be revamped and updated. Features include car wash for sale listings, online classifieds, a bulletin board, online video streaming, and an archive of articles and letters. There will be Member and Non-Member sections, a Featured Operator of the Month, links to websites such as the ICA Vehicle Damage Website, and possibly information for New Investor Seminars.
- B. Holly introduced Tracy Brown, Web Designer for ARC and lead on the WCA website project.
- C. **VOTE** – The new website logos were submitted for a vote. Logo #2 was selected with the agreement that the leaf would be in darker contrast to the lettering and the color of the letters would be considered in blue as well as green. President Nix emphasized staff will "fine tune" the logo design selected by the Board and continue to present to Board until final logo is done.

- D. Web Task Force and Full Service Committees will split the cost of producing the educational Videos produced at Conference and that line item will be removed from the Conference budget.

Environmental Committee

- A. Randy will forward Holly Environment Committee 2007 report for review and follow up.
- B. \$15,000 had previously been set aside for developing a direction, possibly by hiring a consultant but was not spent. Committee requests that \$15,000 be allocated in the 2009 budget for the same purpose.
- C. The California Water Resources Board will be used as a resource.

Legislative Committee

- A. Bill and Holly met with Lee Adler to discuss issues affecting the states with larger membership bases. Hot topics are possible sales tax increases, car wash registration and labor laws. Car wash registration is a \$4 million dollar source of revenue for the state of California – future goal will be to revamp the legislation, not eliminate it. Lee will be watching for pertinent legislation and keep the committee informed.
- B. There was discussion regarding the formation of a PAC.

Conveyor Committee

- A. The committee is currently working to develop topics for the 2009 Convention.

Self-Serve Committee

- A. Boot Camp program is up for review

Awards Committee

- A. Beginning the search for nominees
- B. Discussion regarding forms of recognition for past presidents and directors

Membership Growth Committee

- A. Committee Chair not present.
- B. New merchant services companies are being researched as current service provider, Merchant Services Network, has filed for bankruptcy.
- C. Staff recommended allocating \$1,500 in the 2009 budget for a Constant Contact account and provided the board with a sample of the e-mail communication service.
- D. Work is currently being done to update the WCA member database. Over 8,000 contacts were inherited during the transition, but WCA only has approximately 980 members. The assumption is that most of the data is outdated. Staff is creating a new database system that will make the database web based and updateable by the member.
- E. A new member application/invoice is being drafted.

Finance Committee

- A. Committee Chair not present. Report tabled until 11/19/2008.
- B. Holly updated the Board on the 2009 budget process which will be due January 1st and approved by the Board at the February meeting.

Scholarship Committee

- A. The four WCA scholarships are intended for members who have been with WCA for at least 2 years. Member's longtime employees and employee's children are also eligible. It is not advertised and last year there were only 2 applications for 4 scholarships. Neither applicant met the minimum qualifications.

- B. The committee would like the scholarship to be included in the 2009 budget and have it marketed in the e-mail correspondence with membership as well as available on-line.

New Business

- A. Holly brought it to the Boards attention that the current bylaws do not have a section covering the Executive Director. She is reviewing the bylaws for other items as well and will present her findings to the Legislative/Legal Committee for review. There is concern that the attorney may not have been sufficiently skilled in Association issues.
- B. Jerry informed the Board that the ARC contract was approved by the Executive Committee and that the CPI includes a 2%-5% increase.

Motion: Accept the Executive Committee's recommendation on the ARC contract.

Approved

- C. Tour of ARC to immediately follow the meeting adjournment.

Meeting adjourned for evening at 4:42pm.

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Present

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Bill Carbonel, President Elect
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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