

**MINUTES OF THE NATIONAL BOARD OF DIRECTORS MEETING OF THE
MUSTANG CLUB OF AMERICA
January 21, 2006
@ Sheraton Suites Cypress Creek
Ft. Lauderdale, FL**

The meeting was called to order by President Arley Whitsell at 8:30am.

President's Welcome:

Congratulations were conveyed to the new and re-elected National Directors. All Directors terms are for 2006 through 2007 except for Jose Belaustegui whose term goes through December 31, 2006.

- Gary Byrd Columbia, SC
- Elizabeth Cofer Concord, CA
- Dave Curee Goshen, OH
- Edward Hockaday Youngstown, OH
- Tom Kleschka Otto, NC
- Steven McCarley Stockbridge, GA
- Richard Mozeleski Fredericksburg, VA
- Joe Odine Wyandotte, MI
- Merv Rego Lakeland, FL
- Pat Rego Lakeland, FL
- Jim Silverman Brockton, MA
- Laurie Lawson Tucson, AZ
- Jose Belaustegui Duluth, GA

Roll call was taken and all requirements for a quorum were met as follows.

1. Arley Whitsell	Yes	16. Jim Keenan	No
2. Chuck Micele	No	17. Tom Kleschka	No
3. Beverly Bragg	Yes	18. Steven McCarley	Yes
4. Kay Kleschka	No	19. Jim McFarland	No
5. Bill Johnson	Yes	20. Richard Mozeleski	No
6. Jose Belaustegui	Yes	21. Joe Odine	Yes
7. Lark Bragg	Yes	22. Steve Prewitt	Yes
8. Gary Byrd	No	23. Merv Rego	Yes
9. Elizabeth Cofer	Yes	24. Pat Rego	Yes
10. Austin Craig	Yes	25. Monty Seawright	Yes
11. Dave Curee	Yes	26. Ken Signor	Yes
12. Charles Hampton	Yes	27. Jim Silverman	Yes
13. Dean Hillestad	Yes	28. Roberta Silverman	Yes
14. Edward Hockaday	No	29. Laurie Slawson	Yes
15. Joe Horne	Yes	30. Wanda Whitsell	Yes

The President recognized the Regional Directors and Guests present at the meeting.

Regional Directors:

Dave Siegel – Ft. Lauderdale Mustang Club.

Guest:

Dwight Tillman – Ft. Lauderdale Mustang Club

Robert Miller – Ft. Lauderdale Mustang Club

Jayne Clarke – Miramar, FL.
Don Hartman – Grand Island, FL. Former MCA National Director
George Valeri – Worcester, MA. – Regional Club MCCNE

A motion to accept the Secretary's draft of the preceding meetings minutes was made and approved.

TREASURERS REPORT

Kay Kleschka

(Report presented by Arley Whitsell)

- Negative net income (or expenditures greater than receipts) of \$59,201.40 for 2005–
Principal reasons for expenditures exceeding receipts were:
 - Revenue understated (projected amounts did not materialize) by about \$60,000 primarily due to:
 - Underestimated Mustang Times and Web site advertising,
 - Increase in Membership dues from New members did not occur to the extent anticipated, and
 - Accessory sales and royalty receipts being less than projected.
 - Expenditures higher than projected primarily due to payment of:
 - An unbudgeted Federal tax bill on MCA's 2004 taxable income of \$9,300.
 - Board approved capital expenditures of
 - \$40,500 for Membership Interim Management database and Membership Growth Initiative services
 - \$3,000 for two computer laptops and software.
- Mr. Whitsell also discussed the possible need to change MCA's 501 (c) tax status in the future.
 - A question was asked about regional clubs and the Federal tax status issue. Mr. Whitsell will ask the Charlotte, North Carolina Regional Mustang Club to write an article about their experience with the IRS for the Mustang Times.

EXECUTIVE COMMITTEE REPORT:

The following motions were made and recommended by the Executive Committee and approved by the Board of Directors.

- Approve MCA President and National Director Richard Mozeleski travel to Pensacola to document major office procedures
- Authorize Other Club Liaison Committee to hold a services of Conference calls for planning MCA's potential involvement with:
 - Fun Ford Weekend
 - All Ford Carlisle, Carlisle, PA
 - Other Annual Events
- Approve the Head Judges recommendation to expand the Concours Driven, Trailered Class to all National Shows and to the Occasional Driven Class
- Approve the Carolina Regional Mustang Club's request for MCA's sanction of the Club's 2006 6th Annual Performance Driving School.
- Authorize MCA President to commence discussions with Creative Publishing Solutions (CPS) to either assist MCA's current webmaster in administering MCA's Website or serving as MCA's Webmaster if Current Webmaster no longer interested.

ADMINISTRATIVE COMMITTEE

Lark Bragg

- **The Board authorized Mr. Bragg to continue seeking a quote form Naughton Insurance for MCA's 2006 Liability insurance.**
- It is proposed that MCA's accessory contract with CP Genesis Group be renewed for 2006 as offered by the vendor. That is, MCA's royalty percentages and other contract terms would remain the same as per the 2005 contract. The 2006 contract term period will be February 1, 2006 through January 31, 2007. **The motion was made and approved.**
- Creative Publishing Solutions (CPS) and Perry Judd have proposed continuing compiling, publication and mailing of the Mustang Times during 2006 (12 issues commencing 3/06 through 2/07) at the same rates as the 2005 contract terms. The only price increase will be the increase in postage cost as a result of the recent USPS postage increase. **The motion was made and approved.**
- The MCA Office Manager contract for the upcoming year 2/1/06 to 1/31/07 is up for renewal and the contractor has requested a \$100 per month raise in the monthly 2005 ending contract payment. This will increase the contract terms from \$3,200 per month to \$3,300, or an increase of 3.1 percent. **The motion was made and approved.**

BY-LAWS COMMITTEE

Laurie Slawson

- Checking the existing by-laws for any needed revisions. Suggestions from other Board members would be appreciated.

CLUB CHARTER COMMITTEE

Jim McFarland

- Report given by Committee member Steven McCarley
- Three requests for charter club information have been received. One from Kentucky and two from the State of New York.
 - The Club Charter Committee recommended approval of a Club charter for the North Olympia Mustang Club (Washington State). There are no territory disputes. **The motion was made and approved.**

CLUB SUPPORT COMMITTEE

Roberta Silverman

- Contacted all clubs with e-mail addresses to update information on web page, about an 85% response
- Sent regular e-mails with updates on happening in MCA
- Continuously trying to get Regional Clubs to submit articles for Mustang Times-Spotlight
- Promptly responded to all calls and e-mails requesting information or help.

DRIVING EVENTS COMMITTEE

Jim Silverman

- Referred to two Driving Events previously approved by the Board for 2006.
 - Music City Mustang Club's annual event scheduled for May 19-21, 2006.
 - Carolina Regional Mustang Club's annual Performance Driving School June 2-4, 2006
- Proposed approval of the Georgia Regional Mustang Club's request for an open track event at a track in Alabama on May 13. **The motion was made and approved.**

FINANCE COMMITTEE

Kay Kleschka

(Report given by Arley Whitsell)

- Presented the Treasurer's draft 2006 budget report showing basically a roll over of revenue and expenses from 2005 actual amounts. Mr. Whitsell stated that the budget needs to be reviewed in greater detail since some of the 2005 receipts may not be realistic in 2006. For example, the portion of membership dues received in 2005 from membership renewals versus new members was \$219,000. However, out of the approximately 11,000 members at the beginning of 2006 only about 73%, or 7,980, become eligible for membership renewal during 2006. The membership of the remaining 27% will not expire until 2007 through 2013. Thus, with a 70 % renewal percentage only 5,586 of the members whose membership expires in 2006 will actually renew. At membership dues of \$30 each, a total estimated receipt amount of \$167,600 (5,586 times \$30) from membership renewals would be more reasonably expected.
- Requested submission of budget needs for 2006 from all committees.

FORD/OTHER CLUB LIAISON COMMITTEE

Bill Johnson

- In accordance with an expanded role provided in 2005, the Committee is making contacts to get MCA involved in other Clubs/entities' Ford events. The primary purpose of such involvement will be to promote membership in MCA and the Mustang hobby. Four venues have been tentatively selected:
 - Fun Ford Weekend – at least one event where a MCA Chartered Club will agree to host.
 - All Ford Carlisle, PA show – June 4 and 5, 2006. Also based on a MCA Chartered Club agreeing to host.
 - Knott's Berry Farm, Calif.
 - Mid-America Event in Oklahoma.

HALL OF FAME

Dean Hillestad

- Received request from people on how to nominate some one for the MHF but no nominations as of this date

LEGAL COMMITTEE

Ken Signor

- MCA President Arley Whitsell announced that he had appointed Ken Signor as Chair of the Legal Committee.

INTERNET COMMITTEE AND WEB SITE

Chair Position Open

(Report given by Arley Whitsell)

- Since MCA's Webmaster has not returned Mr. Whitsell's calls to discuss her future plans, the Board's approval was requested to enter into an agreement with CPS to serve as MCA's Webmaster during the remaining period of its Membership Growth contract with CPS. There will be no additional cost incurred under the contract. **The motion was made and approved.**

JUDGING COMMITTEE

Jim Silverman

- All Rules have been finalized for 2006 and judging sheets are being printed for the 2006 season.

LONG RANGE PLANNING COMMITTEE

Laurie Slawson

- Plan to go over original document on Long Range Planning point by point to see what has been accomplished. Then a document will be generated for future planning.

MARKETING & PROMOTION COMMITTEE

Austin Craig

- The marketing objective for 2005 was to target high interest Mustang print and internet opportunities for MCA promotional executions. The strategy used to reach objectives was to be very selective in choices of print and internet media.
- The objective was achieved by: placing ½ page ads in publications with large circulations, trading out ads in the Mustang Times with other Ford related magazines with large circulations and including MCA banner ads on Stangnet.com and Mustangsource.com.

MEMBERSHIP COMMITTEE

Chuck Micele

Report given by Mary Jean Wesche

- Membership as of May 31, 2005 – 10,696 As of December 31, 2005 – 11,112
- Renewal program has generated a 70 to 72% renewal percentage as compared to an approximately 25 to 30 renewal percentage the first half of 2005.
- A motion was made to continue incentive membership drive with MCA chartered Regional Clubs for one more year. **The motion was made and approved.**
- A motion was made to have Mike Signor (the developer of MCA's new Show Car Access database) check old MCA's old Membership data base maintained by the MCA Office manager to determine if the database should be updated with the capability to accept electronic downloads and provide needed management reports or a new system developed/purchased. **The motion was made and approved.**

NOMINATIONS COMMITTEE

Pat Rego

- A request was made for suggestions on possible ways to get the MCA membership to vote for National Director Elections. Free ballot return postage was tried for the 2005 election without any success in obtaining an increase in the percentage of members casting a vote.

PUBLISHING COMMITTEE REPORT

Austin Craig

- Provided an overview of 2005 activities
 - Due to change in staff, Creative Publishing Solutions (CPS) assigned Mary Jean Wesche as Editor of the Mustang Times. Her past experience as an owner of numerous Mustangs and as managing editor for Mustang publications like Mustang Monthly has enabled her to continue creating an exciting, educational and enjoyable magazine.
 - A conscious effort has been made to have an interesting array of articles and events from all over the country and world and to keep the MCA membership up to date on the latest news and products from The Ford Motor Company.
 - Many long term advertisers in the magazine have been retained and many new ones added.

SHOW COMMITTEE

Ken Signor

- Five National Shows finalized for 2006 in Pensacola, FL; Johnson City, TN; Sturbridge, MA; Erie, PA; Las Vegas, NV.
- Secured three National shows for 2007 in Louisville, KY; Bay Area, Calif.; Springfield, IL and the Grand National in Augusta, GA. Negotiations are in process for the fourth National Show for 2007.
- Negotiations in process for three 2008 National Shows in Ontario, Canada; Oklahoma City, OK and Ft Lauderdale, FL.

HISTORIAN

Randy Jacobson

Report given by Arley Whitsell

- Randy has completed a mockup of a Mustang Times archives web site database.
- He is missing a number of back issues of the Mustang Times going back to MCA's establishment. Please go to <http://midlife66.com/mt/> for a list of the missing issues and see if you can help him out.

SPECIAL EVENTS COMMITTEE

Steven McCarley/Steve Prewitt

- Presented examples of 30th Event Accessory items.
- Informed the Board that the initial 100 rooms MCA guaranteed at the host hotel for the 30th had already been reserved. Steven McCarley said he was asking for a 100 more and at the Board's request, said he would ask for an additional 30 to be reserved for the MCA National Directors. The National Directors should ask for one of this block of rooms when they call for reservations.
- Plan to meet with Barber Motorsports Park staff and the Birmingham, Magic City Mustang Club officers and members Charlotte NC Regional Mustang Club members who are on the MCA 30th Event Committee in early February 2006 in Birmingham, AL.

Mr. Don Hartman presented a hand carved wooden Mustang to auction off to help defray costs of the meeting. Mr. Lark Bragg was the highest bidder and collected his new "car."

A motion to adjourn was made at 12:30 pm by President Arley Whitsell and Mr. Austin Craig led the committee on a tour of the Steeda plant.

Prepared by: Roberta Silverman and Wanda Whitsell, Acting MCA Secretaries

Reviewed by: Arley Whitsell, MCA President