

## **2014 Fall Board Meeting Minutes**

The 2014 Fall Board Meeting was called to order at 12:00 MDT. This was a WebEx Conference Call meeting.

In Attendance

NW: Barbara Grayson, Carole Borgens

NC: Bob Metajek, Gary Kincel

NE: Peter Crespin, Dennis Eklof

SW: Jack Humphrey

SC: Gary Vaughn

SE: Dick Maury, George Camp

Jaguar Cars-Fred Hammond

Legal -Rob Thuss

Admin-Deanie Kennedy

Membership-Greg Huelsman

PTS-Ed Avis

Sec-Steve Kennedy

Rally Committee-Jay Hixson

Slalom-Tom Wright

JJ Advertising-Judy Ferring

**2013 Fall Board Meeting Minute** Approved

**2014 Spring Board Meeting Minutes** Approved

**2014 AGM Minutes** Approved

2014 Unfinished Board Meeting Items:

NB-2a Keeping club addresses current on the JCNA web site

President of JCNA contact each club president as discuss keeping their club contact information current. Follow-up at the spring board meeting

NB-2f Auction Houses that Trade on the JCNA Name and Concours Program

Rob says that letters have been sent to the major auction houses as a courtesy. The response has been that they have said they will tighten things up.

Gary Cobble has just become the new chair of the Concours Committee and has not had time to review the following:

NB-3a - 1st Place ties in North American EOY Standings

NB-3b Golden Growler Award-

NB-3c Combine Concours Classes

NB-3d JCNA Entrant Numbers and Score Entries

NB-3e Chapter III, D,2 Instructions and General Rules for the Judges

Follow-up should be available by the AGM.

CR-4d Regalia Report

A suggestion was made to look for Jaguar car ties, shirts with lots of Jaguars printed on it. Those found were \$35 each. Fred said he would see what was available from Jaguar Cars.

CR-5a Regional Director Election Results

Suggestion that each director make a video that would be posted on the JCNA web site so members could identify with them better. Follow up at the AGM board meeting

CR-8 Business/Insurance Report

Basic agreement with JCNA and Jaguar Foundation, which is separate charitable foundation. It is a basic agreement for JCNA and the Foundation to agree that they have some common goals.

No questions or comments

CR-19b Jaguar Journal Committee Report

Peter is trying to find someone from Jaguar Cars to provide articles about, not the newest Jaguars but those that have recently gone out of warranty.

If anyone knows of someone that Peter can contact for technical information, please let him know.

Discussion Items (DI)

**DI-1 Membership Reporting Numbers –**

Effort to find out exactly how many actual members JCNA has. This would help when selling advertising because potential advertisers like to know how much exposure they are getting. The discussion covered automating the new JCNA web site more, having clubs submit actual members per membership, and adding a column to the master file retaining these numbers. Estimated readership is 16,000, not circulation. Diane says the circulation is the actual number of journals mailed. It is taken times 2.5 to calculate the number of people it reaches. Deanie recommends using the number of 1.7 to estimate the numbers of JCNA members. Barbara asked if Deanie could ask, when sending out renewals, how many are in the household. Deanie says it would be basically the few who have children at home.

**DI-3 PROPOSAL To Conduct The Challenge Championship (CC) With Consistency And Quality**

Fred says we used to have an Event Coordinator to help coordinate between the clubs and Jaguar Cars.

Gary K says this would help both with the coordination between the club and JCNA corporate for funding and communication. In the past JCNA loaned clubs money for startup for WS, CC and AGM.

Dick says Lynn Cunningham would be interested in taking on the position of Event Coordinator.

**DI-4 Proposal to Rename Western States and the Challenge Championship**

Barbara said she contacted all 17 western clubs asking if they had a problem with renaming the event. Only 6 clubs responded, 4 for, 2 against.

Carole says it was the consensus of opinion of the Vancouver club that they are satisfied with the present names and feel the Western States event is and has been operating well as is. They saw no benefit to it becoming an official JCNA event.

Jack Humphrey says that since both the WS and CC are very similar events, they should be named the same. They should be equally supported by JCNA. Carol says the Vancouver club says they do not have a feeling either way on the name change. Fred Hammond has a question about naming, is it just a regional event or a national event. If it is regional, then the money should come out of Jaguar Cars regional money and not the money Jaguar Cars gives to JCNA. "International Jaguar Festival" was one recommendation.

## **Corporate Policy**

### **CP-1 Change to Administrative Policy A-0100-105**

Change the administrative policy for handling problems with clubs to a dispassionate party. This would be just for determining if any action should be taken. Legal would not be making the final decision, just recommending to the Executive Committee whether or not any action should be taken. Barbara G made a motion, seconded by Gary K to have this be a change to the corporate policy.

## **Committee Reports**

### **CR-1 Jaguar Cars - JCNA Liaison Report**

Fred said that Jeff Curry, Senior Vice President of Jaguar Cars, has left Jaguar. Kim McCullough, former VP of Brand for Land Rover, is now the VP of marketing for both Land Rover and Jaguar Brands, leaves the responsibility for the Club unassigned at the moment.

### **CR-2 JCNA - Jaguar Cars Liaison Report**

Gary K. has reached out to the senior vice president at JLR. He returned a response that Yes, we would love to get together with JCNA. Peter asks if Gary can set up some kind of interview that Peter can put in the JJ. Peter would even like to meet with the new EVP. Gary will see what he can do.

### **CR-3 JCNA Financial Report**

#### **CR-3a P & L Comparison over 2013**

No questions or comments

#### **CR3b Balance Sheet**

George says we owe Phil Taxman a big Thanks as he is investing JCNA's money very well.

#### **CR-3c Administrative Management Report**

No questions or comments

#### **CR-3d Membership Committee Report**

George says we have a lot of new members that own or are buying new Jaguars. One of the largest clubs in JCNA is Member at Large. JCNA and Jaguar Cars needs to be aware of this demographic.

#### **CR-3e Membership Committee Presentation**

Greg Huelsman, Membership Committee Chair says there should be some major changes and recommendations coming in the next year.

#### **CR-3f Membership Survey Summary**

No questions or comments

### **CR-4 Publications /Trophy/Regalia Reports:**

#### **CR-4a Publications Report**

**Item #3 on the publications report should be addressed with the new web site.**

3. JCNA publications. While the BOD of JCNA and the President have been asked numerous times to protect the JCNA proprietary materials (IE Judging guides) this has not been done. These were and still are in high demand and are touted with links for free download on many other forums. In effect we are giving our property away. When I assumed the role of publications manager I did so only if the shoppe took care of all expenses. Due to market saturation, vendor failure, and an open boarder policy re: JCNA material that is no longer true.

**CR-4b Trophy Report**

No questions or comments

**CR-4c Auth, Tools, Helpline, etc. Report**

No questions or comments

**CR-4d Regalia Report**

There was a discussion about use of the old versions of the Jaguar Leaper logo. Rob Thuss said he did not see a problem with it.

**CR-5 Nominating Committee Report**

Jerry is concerned about someone who is newly elected to the board wanting to run for either president or vices president. Jack Humphrey agreed to run for VP.

**CR-5a Regional Director Election Candidates**

No questions or comments

**CR-5b JCNA Officer Candidates**

To be presented 60 days before the AGM. Note: Nominations are also taken at the AGM Board Meeting.

**CR-6 Election of Officers**

Taken at the AGM

**CR-7 Membership Outreach Efforts: PTS/ Membership Committee Reports**

Ed has put in a lot of hard work on this effort. Ed has a number of requests from both Minneapolis and the Florida panhandle for clubs.

**CR-8 Business/Insurance Report**

Gary K has two items for discussion. Insurance: One of the affiliate clubs asks about increased liability coverage. Gary has asked JC Taylor and they will not give a One Event coverage. Gary asked JC Taylor asked about increasing the overall coverage for about \$500 per million. The Board decided it was not in the best interest of JCANA to change the insurance coverage at this time.

PayPal expenses-The annual cost is \$4000 and this is due mostly to new members. Concerns are that clubs would back out of accepting PayPal and that would hurt both the local clubs and JCANA. The Board decided to continue absorbing the PayPal costs for now.

**CR-9 Legal Counsel Report**

No questions or comments

**CR-10 Special Awards Committee Report**

No questions or comments

**CR-11 Protest Committee Report**

No questions or comments

**CR-12 JCRC Concours Rules Committee Report**

No questions or comments

**CR-13 Concours Scoring, Archives Yearly Concours Results**

No questions or comments

**CR-14 Rally Committee Report**

Jay says the biggest problem is when someone enters scores using a nick name or non-matching name for the JCNA number

**CR-15 Slalom Committee Report**

No questions or comments

**CR-16 Publicity Committee Report**

No questions or comments

**CR-17 JCNA Web Page Update**

Gary says the web site is clean and fresh but they are having trouble importing the data. Rob is working with the company creating the new web site. They seem to be staying reasonably close to the budget and time line.

**CR-18 JCNA Face Book Report**

Ginger has a very nice site and has submitted a great report. With the new web site, Face Book and Twitter will be integrated in it.

**CR-19 Jaguar Journal****CR-19a Jaguar Journal Report**

Everyone thought the Jaguar Journal was a very nice change and had many improvements. George asks if Peter has any ideas how to retain the interest of new members and MALs.

Jack Humphrey asked what happened to the option to download the latest JJ from the web site. Ed Avis is concerned that having the current issue free on line would affect membership. He says it would be better to have issues 2 or 3 issues old on the web site. Dennis Eklof asked if there would be a way to control access to the JJ to members only. Peter asks, "Do we want to restrict viewing of the JJ" or would increase, or decrease membership for it to be free on the web site. Dick says there are two issues, one is for PTS use, the other is, he can make the cover of the current Journal active where it can be opened and viewed. This will be discussed further with the integration of the new web site.

**CR-19b Jaguar Journal Committee & Website Advertising Report**

Judy says the JJ will need to have more than 18 pages of advertising to break even. Right now we have 12 pages of advertising. The Philadelphia club has provided several Travel articles that have been very helpful.

**CR-19c Archive Report**

Fred says the digital images available are around 2000. There should be an inventory available as to what pictures are available. Right now it is a mix of Jaguar, MG, British Leyland and others. There is a new Heritage Certificate coming 8 1/2 x 11.

**CR-20 AGM Host Status Report**

From their report, it looks like they are making good progress.

Thank you to Bob Matejek for making the Webex meeting possible and hosting it.

Meeting adjourned 4 pm MDT