

## Great Lakes Volvo Club of America

September 18, 2018 meeting

**In attendance:** President David Irvine, Rick Webb, Penny and (acting Secretary) Bill Bailey, Jeff and Gwen Von Holden, Janet and John Mendler, David Riedle, Al Burglin.

**Fund balance:** \$1931.53

**President's report:** President Irvine reports the Volvos at Volo II was a successful event. David is also writing an article for *Rolling* magazine about Volvos at the Gilmore VII and his trip to Scandinavia.

**Member's contract information:** Mr. Irvine to mention contact information will be posted in the new year to all members, including people's names, cars, and email.

**Membership discussion:** Topics included a marketing communications campaign using all the tools available with a special emphasis on youth development. Given younger enthusiasts often participate in impromptu events, David Irvine will contact IKEA about use of their parking lot for a "flash" event and/or coordinating with the Volvo Enthusiasts of Michigan Group.

Dealership marketing: Reaching new member candidates might be best conducted when dealers sell and repair Volvo owner's vehicles. The teams will reach out to service managers and provide them with brief training and a drop card with our club's info.

Rick Webb: Betten; and also explore a contact person for Suburban Volvo

David Riedle: Crippin

David Irvine: Maple Hill

LaFontaine will also be contacted

**Brochure:** Will be updated at next printing.

**Signs:** Unfortunately, our signs went missing after the Gilmore event. Al B. will provide a list of signs, so we can begin replacing them. Donation and sponsorship of the signs is welcome.

**Gilmore post mortem:** 67 attended, but the number that Gilmore reported that paid was about 12 less - we plan to control entry better the next time, July 18, 2020. The skinny version of the event was popular. However, some participants missed dash plaques and also liked the idea of a "people's choice" award. This can be easily rectified at the Volvos at the Gilmore VIII event.

**Spring 2019 Dust-Off:** Early May and detail will be forthcoming. We might partner with a dealer, possibly visit at a member's house for a BBQ, M-1 Cars and Coffee, and visit museums wrapped around lunch.

**Volvo's Across the Mackinac Bridge event:** John Mender suggested a mass crossing of the Big Mack Bridge by Volvo cars. Last year more than 1,300 Mini Coopers crossed the bridge in an attempt to break the world's record for the longest parade. They missed it by about 100 cars and they will try again, August 3, 2019. John is going to investigate some preliminaries with bridge authority and will report.

**Future business:** Provide the Gilmore with Volvo artifacts.

**Next meeting:** Note new day of the week third "WEDNESDAY" of November, which would be Nov. 21, 2018 at 6:00 pm although members can come early at 5:30 to "mingle". Fun activities, lectures, raffle/door prizes may be on the horizon for meetings to encourage larger attendance at our board meetings.

Respectively submitted by,

Bill Bailey, Acting Secretary