

CAR SHOW MEETING MINUTES:

The meeting was at Walt's Hitching Post Restaurant on April 22nd.

Kurt Meier chaired the meeting. Others present were Jon Hanas, Jack and Susan Buecker, Pat Bischoff, Jimmy Mason and Charley Goettsch. Kurt showed the flyer that Greg Lloyd send him with the update for this year's car show. He will send it to Jon to make some changes and Jon will email it to all members. Kurt will have at least 500 copies printed to be passed out at the car show this Sunday in Sharonville.

We discussed the cost of the entrance fee for the exhibitors and at this point it will be left at \$15.00 each. Jon mentioned that another car show charged \$25.00. We talked about the need to get information out to the members to sell sponsors for the trophies that would be given out at the show. Kurt mentioned that we should also offer corporate sponsors at three levels of \$100.00 for Gold, \$75.00 for Silver and \$50 for bronze. Jon mentioned that we need to try first to sell as many trophy sponsors first.

Jimmy Mason and Charley Goettsch will work on publicity for the car show. Charley will work on coordinating with Wood Hudson to release publicity to various publications and Jimmy will work on media publicity. Information will be sent to Pat Bischoff by email.

Charley will also work on sending information to the approximately 300 members of the Northern Kentucky Heritage League. The Ft. Thomas Corvette Club will send information on the upcoming Art Show to its members.

Doug Schwegman was unanimously approved as Chair of Corporate Sponsors and he will be in charge of working with the Hofbrauhaus to get a larger donation for the event.

Kurt will check on getting a street banner hung up in Newport about a month before the event to advertise the car show. He will get the cost and see if we can't get Wood Hudson and Hofbrauhaus involved in asking Newport's permission.

The meeting was at the Hofbrauhaus in Newport May 7th.

Those present were Doug Schwegman, Jack Buecker, Jon Hanas, Kurt Meier, Gene Cochran and Charley Goettsch from the Ft. Thomas Corvette Club plus John Ellison (jellison@hofbrauhausnewport.net) from the Hofbrauhaus. We discussed putting up two banners in front of the Hofbrauhaus. John will work with Sal Warheim about including information on the car show on the electronic sign off I-471. Charley Goettsch will look into what was necessary to hang a banner on the 4th Street Bridge connecting Newport and Covington since this is where the Northern Kentucky Heritage League has a sign for the forthcoming Art Show this Sunday at George Rogers Park at the foot of the Suspension Bridge this Sunday, Mother's Day, May 11th. Last year 20% of the revenue at the Hofbrauhaus for those that attended the car show and presented their coupons went to Wood Hudson. John confirmed in a telephone message to Charley late the same evening that this year they will raise this to 25%.

John will work on providing employee parking for our event, possibly at Steinhauer Parking Lot. He will provide beer at about 10:00 AM as was provided last year. He will work on an ad on their web sight. Their bands will mention the event after playing music so people are aware of the upcoming event. He will put up a sign in the entrance area promoting the event. We emphasized that the Wood-Hudson Cancer Research Laboratory should be stressed as this is the beneficiary of the event.

We talked about putting information of the event in the Show & Shine Book. Jon will do two Voice Shots to those that exhibited last year to remind them of the event.

We talked about putting a list of the different donation levels for the different sponsorships to be handed out at the next meeting Tuesday May 13th at Walt's Hitching Post so that our members could effectively promote the event. Charley stated that we need to emphasize that the event benefits cancer research and that every sponsor will receive a letter from Wood Hudson acknowledging their contribution. We talked about getting copies of the flyer on the car show to those attending the Bud's Chevrolet Car Show this weekend so that they could hand it out at the this event.

Charley is working with the new communication director of Wood-Hudson, Barbara Bonney (bbonney@woodhudson.org), to coordinate promotion of the car show. He has also spoken with Dr. Julia Carter and Allison Foertsch, but the main work will be done by Barbara who will start full time on June 1st in this new position. Barbara will be exploring all kinds of media promotion utilizing her ideas and those that Charley proposed. The intention is to get greater awareness of the event to encourage greater participation and thus raise more money for cancer research.

Although the club raised a record of over \$11,000.00 last year for cancer research, which because of a matching grant resulted in \$22,000.00, our goal is to increase the amount this year. Almost everyone has either experienced or knows of someone that has had cancer. Wood Hudson is one of the most important independent laboratories doing cancer research and needs all the support we can raise.

The meeting was at the Hofbrauhaus Restaurant on June 24th.

Kurt Meier, Doug Schwegman and Jack Buecker chaired the meeting. Others present were Susan Buecker, Gene Cochran, Randy & Marilyn Clark, Bob and Judy Wiltse, Pat Bischoff, Charley Goettsch, Larry & Judy Walters, Jim Syphax and Barb Miller Weech. Kurt thanked everyone for their dedication to making the car show a success every year. He mentioned that we currently have commitments for circa \$4000.00 from corporate and individual sponsors and that the goal was \$6000.00.

If each of those attending the meeting would just bring in a single sponsor for about \$100.00 we would come close to making our goal. For \$125.00 a sponsor will be on two trophies and for \$100.00 a sponsor will be recognized as a car show sponsor.

Last year we made circa \$5000.00 from the silent auction. Kurt suggested we try to get friends to bid on the items in the silent auction at the car show. At the July 8th meeting at Kerry Chevrolet we will again push for our members to try to obtain more contributions. Kurt will contact the manager of the Hofbrauhaus to obtain approval to eliminate the tickets for food during the car show.

We still need more gifts for door prizes. There will be a total of 40 trophies with two large ones from Sterling Cut Glass for Best of Show and Wood Hudson award. Everyone entering a car and paying the \$15.00 entrance fee will nominate 3 cars and the top 40 will receive a trophy. This includes our members paying the \$15.00 even though we will not judge our own cars. This will eliminate the need for judges and it will open the possibility of including our cars for trophies next year.

The plans are to have about 50 silent auction and 50 door prizes for the car show. Everyone needs to try to find items that can be uses such as certificates for oil changes, Reds Tickets, car wash, fast food, Go Cart Racing, round of golf, etc.

Judy Walters suggested selling tickets for \$1.00 or 6 for \$5.00 to generate more money instead of giving them away.

Jon Hanas needs to contact past individuals that exhibited their cars at our show by email and Voice Shot to remind them of our show.

At the July 4th parade those attending should wear club shirts and they can throw candy during the parade. Charley will contact Wood Hudson to determine if they can provide young adults/kids to pass our flyers of the car show during the parade. He will also determine if they can provide a banner to be displayed.

The meeting was at the Walt's Hitching Post on July 22nd

Kurt Meier chaired the meeting. Others present were Doug Schwegman, Jack & Susan Buecker, Gene Cochran, Brad Bartlett, Pat Bischoff, Barb Weech, Charley Goettsch, John Hanas, Larry & Judy Walters, Randy & Marilyn Clark, Melinda Lloyd, Jay Deerwester, & Jim Mason.

Kurt gave a review of the status of our fund raising and mentioned that we have about \$5200.00 so far toward our goal of \$6000.00. Kurt mentioned that the club spent \$175.00 for a banner which will hang in the beer garden. Another banner inside would be a good idea. Flyers of the car show have been placed at the Hofbrauhaus so that guests can be aware of this event. He will work with Barbara Bonney to get our event posted on the electronic billboard since our event is already part of the summer schedule of events. He mentioned that we should try to get the owner of the 'Bat mobile' to show his car at our event.

The national Porsche Club will have a car show at Miami University in Oxford, OH this Saturday. Anyone going could pass out flyers of our show. There is also a large car show at Saylor Park this weekend.

On the day of the event the club cars will be parked across the street from the Hofbrauhaus. We need to remind members of this. Gene Cochran has a sign that points where cars should be parked. We need Walkie-Talkie Two Way Radios to communicate with members at the show and several plan to bring these devices to the show. Kurt mentioned that Kentucky Motor Service, Eagle One and Safety Kleen will have their vehicles at the show. Gene got 40 trophies 36" high at Custom Trophies at a much better price than what Kurt had gotten in the past! He also got 100 dash plaques but we may need 150 so Melinda can use them with pictures that she sends to the sponsors of the car trophies. There will also be two crystal trophies.

We need probably 8 tables with about 32 chairs. Wood Hudson may be able to furnish these. Kurt will arrange for a large board with the name of the sponsors to be placed on an easel. He will also follow up with the Hofbrauhaus to confirm if they will agree to eliminate the food certificates to make the event easier. Pat Bischoff will follow up with the Blue Grass Corvette Club to get information to them so that their members are aware of our event. The DeLorean Cars will be returning but will not be judged. Kurt asked us to tell our friends that the event is free to attend if you are not exhibiting a car and that there are great items to bid on and it will be a lot of fun.

Doug thanked all those that attended this meeting and both Doug and Kurt thanked all the individuals for their efforts in making this event a success every year. What makes our club unique is that we have this event which raises money for a very worthwhile cause of curing cancer.

Last year we made circa \$5000.00 from the silent auction. Kurt mentioned that we need a lot more gifts and that they do not have to have anything to do with cars. We need these gifts by August 9th so that there will be sufficient time to package the gifts for the show.

The next meeting will be on August 12th which is only 4 days before the car show.

The meeting was held at Walt's Hitching Post on August 26, 2008.

Attending were: Doug Schwegman, Jim Bischoff, Gene Cochran, Tom & Bert Casey, Bob & Judy Wiltse, B Weich, Randy & Marilyn Clark, Larry & Judy Walters, Jay Deerwester, Jack & Susan Buecker, Jon Hanas, Kurt Meier, Charley Goettsch & Marshall Hutcheson.

Doug Schwegman started the meeting and thanked everyone for their contribution to the most successful car show ever. We raised over \$16,200.00 vs. about \$11,000.00 last year and the number of cars increased from approximately 140 to about 180. Kurt Meier as chairman of the car show followed Doug and again thanked everyone for such a successful car show. He then asked those attending the meeting to give their comments.

Jon Hanas mentioned that he has about half the email addresses of the participants but he has telephone numbers of all so that it would be easy to again do a Voice Shot to alert past attendees of the next event. His area involved registration, judging and trophies. There were about 100 cars that arrived before 10:00 AM which caused a little problem with registration. He heard some complaints about the method of judging but everything was finished by 3:10 PM so the judging went smoother and faster. It took a long time to give away 40 trophies and he thought we might want to consider 25 next year. The silent auction was again great and the corporate gifts of over \$3000.00 compared with none last year. Jon suggested that the survey being handed out be part of the registration so it would not be necessary to look in the 'goodie bag' for the survey.

Jack & Susan Buecker spent countless hours preparing for the silent auction and were complimented for their hard work. The silent auction generated about \$2700.00 in '06, \$4800.00 in '07 and over \$6300.00 in '08! A challenge is that many of the gifts always seem to be received the last week before the car show and everyone seems to want to pick up their gifts at the same time. In spite of announcing the end of the silent auction there were some complaints that people did not realize the auction was closed. It was suggested that this information be shown on each bid sheet.

Larry & Judy Walters did a survey of the show which is on a separate document. Some interesting comments from the participants were:

41% heard of the show from our flyer
96% thought the registration process was good or excellent.
94% thought the parking space was good or OK.
96% thought the trophies were good or OK.
96% thought the silent auction was awesome or OK.
The new judging system was rated 20% poor, 39% OK, 36% good and 4% excellent.
74% said they would come back next year.
86% said they would pay \$20.00 to attend next year knowing that the money goes to Wood Hudson.

Some additional comments were the music from the ice cream truck interfered with the DJ and we should give all those Corvette owners attending application forms for membership which Larry did during the show. Another comment was to ask them to fill out a post card when they attend to be used as a reminder for next year.

Randy & Marilyn mentioned that getting rid of the tables was a problem.

Marshall mentioned that there were more club cars than ever, the top prizes went to the top cars and that we should give out a thank you letter when the cars leave or during the show.

The hard work of many individuals resulting in profit from the Hofbrauhaus going from \$480.00 to \$1834.00. It helped that we were given 25% instead of 20% on the food.

Barb mentioned that someone asked about coffee and another asked about handicapped parking. Kurt's Key West Condo went for \$1150.00 and he already has it sold for next year so he will offer an extra week for a total of two weeks.

Jim and Pat Bishoff mentioned that when no one comes up to accept a winning item that we should draw another number. The new voting system is still controversial but it is simple and not time consuming.

Charley mentioned that everyone he talked to made compliments of the show. He suggested we try to contact the same sponsors early in the year for donations for next year's show. He feels that it is important that Wood Hudson and the club send out letters thanking those that donated as soon as possible. Once there is a good data base for the letters we will only have to keep them current and both Wood Hudson and our club can use the same data for the letters.

Barb Bonney mentioned that she felt the face painting and the ice cream truck were good ideas, especially for the kids, the canopy over their table was greatly appreciated, the location of the Wood Hudson Table was excellent and they were impressed with the enthusiasm of the club members.

On the negative side it was difficult to hear what was being said on the PA. The generic letter used for requesting money was a big improvement.

Kurt mentioned that the goal for next year was \$20,000.00. He hoped that Wood Hudson would be able to get another matching grant as they did last year. He feels we should try to get a news anchor to help promote the show. The vacation home was a big attraction and Tom & Bert will offer their home next year for the auction. We want to make certain that Wood Hudson can accept payment by credit cards. We also need to do a larger ad in Show & Shine instead of the small \$10.00 one this year.