

## **First Car Show Meeting Tuesday April 21st.**

*Attending: Kurt Meier, Charley Goettsch, Jon Hanas, Matt Stansbury, Roberta and Tom Casey, Pat Bischoff, Doug Schwegman, Jim Mason, Jack and Susan Buecker and Dave Sholten.*

Kurt Meier, chairman of the car show, chaired the meeting. Although typically eloquent one could say he was a little verbose and loquacious by repeatedly announcing that this was the greatest show meeting! All joking aside, it was a very productive meeting and Kurt always does a great job organizing the car show. The meeting covered the following points:

Barb Weech has generously agreed to be in charge of the silent auction and the door prizes.

We talked about the difference between a contribution for a trophy and a sponsor that is not to a specific trophy. The car trophy requires a gift of \$150.00 and with a total of 30 trophies each sponsor will have their name on one trophy. The corporate or individual sponsor will receive recognition but it will not be on a specific trophy and these gifts can be on any denomination with a target of \$100.00. Jack Buecker agreed to back up Doug on the sponsors. Wood Hudson will print around 5000 flyers and more if needed. We need to contact Barbara Boney of Wood Hudson for copies.

Kurt contacted other car clubs to plug our car show and agreed that we would attend their shows. On June 20th the Falls City Corvette Club will have their car show near Louisville. Charley Goettsch will follow up regarding the Xenia, OH car show. Kurt is working on getting part of the street in front of the Hofbrauhaus blocked off to exhibit cars. Jack will contact Arron Cahill to get the parking lot across the street. Charley Goettsch will contact Escort Radar Detector about giving away a radar detector that we would sell chances on that would generate more revenue.

We will try to get exposure on Channel 19 and a radio station.

## **Second Car Show Meeting-Tuesday May 19th @ Walt's Hitching Post**

*Attending: Kurt Meier, Doug Schwegman, Jack and Susan Buecker, Gene Cochran, Pat Bischoff, Jon Hanas & Dan Smith.*

Gene has been getting feed back from car shows and cruise ins he has attended. He was concerned by comments that we lowered the number of trophies from 40 to 30 and raised the admission price from \$15 to \$20. After considerable discussion it was decided to raise the number of trophies to 50 to reflect the higher admission price. The flyer will be modified to reflect this change.

It was suggested that the flyer should show that a portion of the Hafbrauhaus sales for the day of the show will be donated to Wood Hudson. The flyer will be modified to reflect this change.

Much discussion took place regarding sponsors. It was finally decided that we would drop the terms "Trophy" and "Corporate" and just use "Car Show" and that we would strive to solicit 50 sponsors @ \$125 each.

We discussed using Dan Smith's truck instead of a DJ and he said he would look into getting some external speakers. Dan also volunteered to talk to the City of Newport about getting the Show advertised on their electronic bulletin board on I-275. He also said he would look into the school parking lot behind Hafbrauhaus for additional parking.

Jack is going to check on the lot across the street that we used last year.

Kurt was going to talk to Newport about blocking two lanes of the street in front of the Hafbrauhaus but it was decided that the effort involved would not be worth the few extra parking and display spots. It was decided that we would park the club cars in the front row of the lot across the street to attract attention to the show instead of the back row as we did last year.

It was suggested that we contact Channel 9 about getting the show on their Weekend Events show.

### **Third Car Show Meeting Tuesday June 16<sup>th</sup> at Walt's Hitching Post**

Attending: Charley Goettsch, Jim Mason, Larry & Judy Walters, Tom & Roberta Casey, Randy & Marilyn Clark, Bob & Judy Witse, Jon Hans, Jack & Susan Buecker, Matt Stansbury and Kurt Meier.

Barbara Bonney of Wood Hudson told us that Wood Hudson recently received the small non profit business of the year award from the Northern Kentucky Chamber of Commerce. Wood Hudson is one of only 12 independent laboratories working on curing cancer. She appreciated very much our efforts in raising money for Wood Hudson which has increased substantially the last few years. About 3 years ago it was about \$6000.00, two years ago about \$11,000.00 and last year it was over \$17,000.00 and the last two years they benefited from matching grants doubling the amount raised.

Between 95 and 97% of all funds go to cancer research so there is very little waste. Jack felt that we were about one month behind last year so we really need to increase our efforts since the car show is in two months. Larry Walters stressed the need to keep good records while communicating and actually obtaining donations for this event. Jack will check with Barb Weech regarding our agreement to chair the silent auction. Items to be auctioned can be sent to Kurt's office or home. Because the trophies need to be engraved we have only one month to sell them.

Matt needs 6 more judges for the cars and he is looking for volunteers. His cell phone is: 513-662-1886.

Jon will list us under: [www.kentuckycarclubs.com](http://www.kentuckycarclubs.com).

Gene Cochran has some connections regarding media coverage. Charley has a member of the Heritage League with excellent connections and he will explore opportunities for interviews and media coverage.