

Upper Midwest A-C Club
Board Meeting Minutes
Saturday, January 23, 2021 @ 10:00am - Edina
(Rescheduled from January 16, 2021 @ 10am)

Call to Order: Meeting called to order at 10:02am

Roll Call: Present: Todd Grams, Lori Miller, Joan Paulson, Cody Hager, Scott Overgaard & Joe Graunke.

Present by Phone: Darrell Grams, Tom Foss, Lynn Bushard

Others Present: Bob Paulson & Arlene Bushard (by Phone)

TREASURER'S REPORT:

ASSETS

Checking = \$ 34,814.61
Building Fund = \$130,890.00
Money Market = \$102,344.80
Scholarship = \$ 9,292.44

SUB TOTAL = \$281,341.85

LIABILITIES

Sales Tax Payable \$ 36.99
Mortgage = \$ 91,400.47

SUB TOTAL = \$91,437.46

TOTAL = \$189,904.39

****All accounts were balanced and reconciled to the bank accounts as of 1/18/2021.***

Club Liability Insurance Renewal was sent 12/10 & Secura policy was received.

Scott had a question about Long Term tractor & peddle raffle ticket income applied in 2020. Lori explained that any income received in 2020 will be applied in 2020 and will continue to show in 2020 because we run a cash book. Meaning we cannot allocate that income from 2020 to 2021. So we will just have to know that we didn't have a show that year and that is why the amount is small.

Scott makes motion to approve treasury – Seconded by Cody. All in favor – Motion carries.

SECRETARY'S REPORT:

Review & Approve 9/15/2020 Conference Call Minutes.

Corrections needed to 9/15/2020 Conference Call Minutes

– Show directory catalog: Farm Collector has a show guide that people can purchase and we can place a free ad or we can purchase a picture ad – depending on size. Cost is dependent on size. Scott will look

into this and get circulation numbers for their magazine. We will leave it up to Scott to determine size of ad but all agree if it makes sense we should have an ad for the 2021 show.

Printer Vendor – Correction/clarification to Lori’s comment about Southdale Mini Print’s quote. Lori eliminated that comment altogether from the minutes as it was missing context and didn’t make any sense.

Darrell Makes Motion to approve minutes for the 9/15/2020 Conference Call once the above edits have been done. Joe Seconds – All in Favor – Motion Carries.

Review & Approve 11/8/2020 Conference Call Minutes - Tom Makes Motion to approve – Todd Seconds – All in Favor

Review & Approve 11/11/2020 Conference Call Minutes – Scott Makes Motion to approve – Lori Seconds – All in Favor

Minutes from 7/25 were approved and sent to April but still haven’t been posted. Why? April was told not to post them – no idea from who or why. – Darrell confirms he has given April the go-ahead to post these on the website.

Important upcoming dates:

January – Donation letters to all 2020 donors (this was done in December).

Feb 1, 2021 – Newsletter Deadline

Jan/Feb – Club Financials to Michael Crowe (CPA) – In progress

Jan/Feb – Golf Carts ordered for upcoming show (In progress)

March 1st – City of Hutchinson Advertising grant

March 18 – 20th – Owatonna Farm Show

April 23 – 25th - LeSueur Swap Meet – 44th Annual Pioneer Power

Tri-Folds – Lori has a full box of 2021 Tri Folds – Lori will mail 100 of these to the Allis Connection Show on Father’s Day Weekend. Scott will get Lori the name and address to ship to.

Advertising in Newsletters – Lori sent invoices to all advertisers and we have received many renewals back already. Nixon Auctioneers has decided NOT to renew but Lad & Laddie Benes have signed up with a business card sized ad.

Lori should send an ad email to Bonnie Mohr & toy vendors.

Website & Facebook Updates:

Statement for website with 2021 show plans – Darrell has gotten calls from people asking if we are still having the show. Darrell would like to get something written and posted on the website that we ARE planning on having a show and will comply with all safety precautions that we can. We will state that if you don’t feel comfortable we ask that you stay home. Making plans to move forward. State Fair is full

steam ahead (with caution). Joe said Farm Tech is still going. Lori and Darrell will get together and come up with something for the website and will also post that state on Facebook.

Need to update the website to show upcoming features. Scott sent April the toy flyer and the raffle tractor, pedal tractor and show feature info. We still need to get Golf Cart Rental, Tractor Pull Rules and Scholarship Form, etc.

Archives: PDFs of Newsletters & Flyers, ads, etc.

Lori wrote a short paragraph for the newsletter and sent a Thank You Card to Mrs. Jerome Orbeck, 29603 Sauk Valley Rd, Paynesville, MN 56362-9729 for donating the box of newsletters, flyers, buttons and other items to the club's archives in memoriam of her late husband Jerome.

Lori sent a thank you to Carol Spies for photos she sent to us.

* We also still need to get all of the files that are being stored at Larry Karg's. We want to make sure we keep this on the agenda as an action item.

Scott said we need to decide what features for 2022 and 2023 – Darrell thinks we should put this on agenda for Spring meeting to get membership input.

Email addresses: See attached list of OrangeSpectacular email addresses. If you want to use these you can but you certainly do not have to. These new addresses could be posted in Newsletters and/or website. Lori will put together a list of addresses needed and communicate to April who the forward should go to.

Discussion – Todd makes motion to approve using these addresses – Tom seconds – All in favor – Motion carries.

Club's PayPal is up and running and we got our first payment via PayPal in December!!

Address for PayPal is OrangeSpectacular@gmail.com

Todd makes motion to approve the Secretary's Report – Scott seconds – All in favor. Motion carries.

Review & Approve 1/23/2021 Board Meeting Agenda. – Scott makes motion to approve the agenda – Tom seconds – All in favor – Motion Carries

MEMBERSHIP REPORT:

401 Total Members

78 Past Due - Expirations (67 are July 2020 Past Due)

322 Paid Members

Friendly Reminders mailed:

129 on 11/30/20; 14 Mailed on 12/03/20 -- Total Cost: 143 @ \$0.35 = \$50.05

Results: 2020 17 sent 2-year renewals; 7 sent 5-year renewals

Results: 2021 5 sent 2-year renewals; 1 sent 5-year renewal; 1 sent 4-year renewal

Total Membership thru Friendly Reminder Renewals: \$1,780.00

Arlene wants direction on what to do with those still past due from not having July show. All agree that 2020 was a mess and we will hopefully get these people caught up in July.

Owatonna Farm Show is coming up March 18th – 20th. Bob will take the raffle tractor, raffle tickets and membership forms again this year.

Lori makes motion to approve membership report – Joan seconds – All in Favor – Motion carries.

PRESIDENT'S REPORT:

Spring Membership Meeting & Elections – April 10, 2021

Darrell talked to Randy Starke at the fairgrounds. Randy said he would put out as many tables as we needed to keep social distancing and to adhere with all mandates that are in place at the time of the meeting. Darrell said he thought about delaying to the end of the month and that won't work because farmers will be planting. We all agree to proceed with the 2nd weekend in April, which is 4/10/2021. Easter is the 4th so the 10th of April should work. Darrell wants us to write something up for the newsletter that anyone with symptoms are asked to stay away and to use caution in coming but we need to have a membership meeting. Joan will order boxed lunches from CashWise.

Property Tax Exemption/Relief Application/Status:

Property Tax Exemption – Darrell has a lawyer that will work on our property tax exemption for us with McLeod county. Darrell is putting together what is needed and will work on this.

Jim Pessek compensation for plow day video – Darrell thinks we need to somehow compensate Jim for all of the great work he did on the plow day videos. Scott talked to Jim and asked him how we can compensate him for his work and he was more than happy with a year membership. Todd makes motion to give Jim a 5 year membership – Scott seconds – All in favor – Motion carries. Arlene has made this note on Jim's membership already. There are links on our website to the YouTube videos that Jim did.

Arlene informed us that she spoke to Carol Spies and let her know that we would love to have her back taking pictures at the show. Carol was delighted to be asked and said she would be happy to. Carol said she would like direction from the board on what specifically we would like her to get photos of. Lori thinks we could highlight items on the show guide. Darrell thinks we should include her in the early morning board meetings so we could communicate to her. She told Arlene she and her husband Brent would also be there two days in advance to help set up. The banners they used to help hang-up before the show belonged to the club.(Lori - these are the banners are currently being stored at Scott's.

Brian Baxter – GOTO video

At the 25th Anniversary we had Brian Baxter do a DVD for \$5,000 and it is still playing on RFD TV – Do we want to do this again for the 30th. Lori thinks just for our own preservation of history is good to have.

Scott agrees that it is very good long-term advertising. Lynn makes motion to proceed along those lines – Lori seconds motion – All in favor – motion carries.

Michael Crowe told Darrell he has an Allis Chalmers running gear with a hoist that he will donate to the club. Darrell said he would bring it up to the board. Scott said we should get it. Bob said he has an Allis Chalmers hoist to put on it if this one doesn't have one. Board agrees to pursue this. Darrell said he would pursue getting this for the club.

Lori makes motion to approve Presidents' Report – Scott Seconds – All in favor – Motion carries.

COMMITTEE REPORTS:

Building Committee: Not much to report here. The soil engineer came and tested the new proposed plot to the west of the driveway where we could remove the top soil down to clay and then add fill for the new building pad. He didn't see that there would be any problem if we did that in getting our approval with the City. Darrell thinks he punched about 10 holes. Darrell talked to Brad Grams and Brad said in the spring he would be able to get equipment from Minnesota Roadways and get started but the board would need to decide if we needed to rent a big dozer or not. The builder has us on the schedule that within a week after we have the pad ready they would be ready to start building. Builder said that building product materials have gone up in price about 10% but he suspected that they will come back down in Spring. Darrell talked to our donor and he is on the same page that we are at the mercy of getting approval to begin building and we are moving as fast as we can at this point.

Nomination Committee: From minutes of 3/29/2020 interested individuals were Norm Grams and Steve Eggert – Any new nominations? Chad Stradtman from St. James had expressed some interest last year but no one has talked to him recently. John Hoff is from Hutchinson and is on the school board and Township Board – expressed interest in the future.

Darrell said he talked to Steve Eggert – he said he would not be able to ever help out at the show because his wife is a vendor and he helps her.

Darrell asked that Arlene refresh her notes and that she and Cody get in contact with those they talked to before.

Scott said he will get something written for the website about nominations.

Bob Paulson said he would run. Tom and Joe both said they will not run for re-election.

Lynn said he has no intention of running again when his term is up. We again discussed the situation we were in last year where we had 4 people up for election. The board had decided that because we couldn't hold any meetings and elections that we would all extend our terms by 1 year. So this year (2021), the positions that are open are Joe, Tom, Scott & Joan. Whoever receives the fewest votes this year will receive only a 2 Year Term to get the elections back to 3, 3 & 3 each year. Next year (2022), Lori, Todd and Cody are up for reelection. Lynn would now not be up for reelection until 2023. If Lynn resigns prior to

2023, the board would have to appoint someone to fill his remaining term. Darrell also said he would most likely not run for re-election when his term is up in 2023.

Scholarship Committee:

Board Member to Chair the Committee: Darrell asked if maybe we could find another board member to help out with the scholarship committee duties. Ken Holtz backed out this year and is no longer helping. Cody called Dale Heinze this morning and they all feel it still has to do with the field demo fiasco. Darrell wants to table this to Spring meeting to see if can get someone from the membership to step forward and help. Todd is concerned that if we push this off and nothing gets done before the show that we will have nothing to auction. He expressed that it is important that the scholarship committee and whoever we find to sit on that committee understand that this is an ALL YEAR duty and that fundraising efforts need to be done all year long.

Joan asked that we also point out to the committee about how the Lions prioritize applications who are out of time for years to apply. Meaning, if there is a senior in college and a freshman in college that are tied for consideration that we give priority to the senior who won't have another opportunity to apply but the freshman could be re-entered the next year for a scholarship. We all agree that this is a good idea.

Todd has a Norm Swinford book that he will donate to the scholarship committee for their auction and he challenges each board member to come up with an item for the auction and have these items brought to the Spring meeting so that advertising can be done PRIOR to the show.

Lori has already notified the board that she has commissioned a quilt to be raffled and will coordinate getting the tickets printed for that as well. That should be done by the end of February.

Cody has the transcript from Jessica Beckendorf. Her GPA on her most recent transcript does not meet the requirements for a scholarship now but it did when she originally applied. We all discussed how COVID and distance learning has effected these kids and their grades. We also acknowledge that Jessica has a tough course load with pre-nursing classes. Lori makes motion to approve her scholarship – Cody seconds – All in favor – Motion carries.

Toy Committee: Darrell spoke to Rich yesterday. He is getting toy orders of about 50 per week. He has over 400 of the 1000 already spoken for. The toy they had pictured had the hand crank adjustment so Joe got the new picture to Rich and Rich is going to have April update the picture on the website. Rich seemed satisfied with how the toys are selling.

Darrell said we still have 4 or 5 2020 planters left. Todd recommended donating one of those leftover planters to the scholarship auction. Todd makes motion to donate one to the scholarship auction – Cody seconds – All in favor – motion carries.

Cody asked about possibly making a couple specials – gold or blacked out. We can look at this for our next toy.

Rich said we need to start thinking about our next toy for 2022. We will need to get this on the agenda for the spring meeting and ask membership for input.

Audit Committee: Audit committee will meet/review after the year-end books are reconciled and taxes have been filed. Darrell usually signs the tax return at the swap meeting in Missouri.

Other Committee Reports:

Campers

Lynn has been getting lots of calls on campers. Darrell asked if we could provide a limited number of spots for people with campers that have health problems and need electricity. Like those that need sleep apnea. Darrell asked if Lynn could talk to Randy Starke about possibly getting a lower price than \$25/day. We did help with getting the power down on the south fence line and we should be able to have a few spots.

Entertainment

Bob asked if we be open to upping the entertainment budget from \$2,500 to \$3,500 to put on a sloppy joe social on Thursday night. Darrell pointed out that we will need to do a banquet and thinking that would have to be Thursday night. Darrell was wondering if we should try to get the comedian we had looked into before. Lori will see if she can find his information again. Table to next meeting and come up with ideas for the banquet. Joan will book the Civic Center.

Darrell thinks we should review the ticket price. Joan will call Hillcrest and get prices so we can figure out what the ticket price will need to be to break even.

Garden tractors – Bobby wants to use the sheep barn and would like to rope off area in field demo area for demonstrations. Great! Also, while we were meeting Joan got a call from Bobby that he has 12 guys coming and they are bringing at least 50 lawn mowers to the show!

Allis-Chalmers Snowmobile from Top of the Lake Snowmobile Museum – Bobby will go and talk to them about getting it. We would need to get a \$10,000 insurance policy on it. We could get it a week before and week after the show and the museum would like to have it there with the fuel cell. We need to advertise that it will be here and the snowmobile and fuel cell are both one of a kind. Darrell said he is sure we could get something added to our liability policy for the time we have the snowmobile.

Food vendors – Nothing to add at this point.

Family Activity – Joan said she is proceeding as we had planned for last year's show with Bus, Bingo, kids activities – all will just proceed with what we had before.

Golf Carts – Todd has been in contact with Gresser. Do we want to add more carts. Last year we were going to do 47 which was the max she would give us. She said she would do the same price we had last year unless the \$15 minimum wage and fuel goes up, then their cost will go up.

We have already contracted with them to come and pick up 27 carts that we won't need on Sunday. Lynn will call Farm Rite and Lano and see how many UTVs we can get. Everyone agrees to proceed with our same cost as last year. Hopefully we can get the number we need and we can keep them all rented.

Tractor pull contract has been signed and sent in. We will need to order trophies. Scott will order plaques and buttons. We already have the picture that we will use. GOTO on button and plaques.

OLD BUSINESS -- ITEMS CARRIED FORWARD FROM PRIOR MINUTES AND AGENDAS:

Trademark of Upper Midwest A-C Club name: Lori informed the board that she had printed out the Trademarking application and was getting started on it when she realized she was over her head. She contacted Michael Bondi, a Trademarking attorney with Moss & Barnett who said he would do the filing for 50% of his fee because we are a non-profit. He quoted a fee of right around \$610 total to get the Upper Midwest A-C Club name federally trademarked – which is very reasonable. Moss & Barnett will then put BOTH the Orange Spectacular AND the Upper Midwest A-C Club on their renewal docket. Scott makes motion to proceed with Moss & Barnett to do the trademarking – Joan seconds – All in favor – motion carries.

Donation of Equipment from Northern Minnesota. Gary Agrimson talked to the donor at the beginning of January and they all understand that everything is on hold due to COVID. They agreed to touch base again later this year.

Newsletter: Spring Newsletter deadline is February 1, 2021. – Thoughts for content?

Bylaws: Proposed changes are saved and will be presented to membership at Fall or Spring Banquet. Now that the club has land and buildings – what happens if/when the club dissolves in the future what happens to the assets. We will come up with proposed verbiage to add to proposed bylaws for spring meeting.

Addition to the Museum (from minutes of 1/25/2020) – We should put something in the newsletter and/or Show Guide about the addition on the museum and the Les Kouba mural. Scott thinks it would be great to have an article in the newsletter and show guide and possibly ask Connie at Beyond Broken to write it. Scott will contact Connie.

Newsletter Print Vendors: Tabled from 7/25:

Scott reached out to St. Croix Press which is the same vendor Old Allis News uses and also Jim Williams at Sky Printing. Right now we are at about \$1,600 per issue for set up and printing of 32 page Black&White Newsletter. \$200 for 4 more pages of content. We all agree that color pages would be good. Every Fall issue had 4 colored pages of pictures in the center.

If we add 3 full (11"x17") sheets of color that would add 6 full color pages in front and back. This would put ALL of our advertisers on color and then 6 color for features in the front. For a 32 page Newsletter printed 3 times a year with 12 color pages would add about \$500 per year. A 36 page Newsletter 700 per year more than we are currently paying. The commercial ads are offsetting the additional costs of color. Another \$600 per issue we could be in ALL color. The board is all for adding the additional color pages in the front and back at this point and look at more down the road. Scott recommends we revisit increasing ad rates next year and go with the 6 pages of color in front and back now.

Reels of Film: Scott talked to a different vendor that Jim Pessek uses (Saving Tape in Minneapolis) and Scott has a meeting with them in March to discuss this project with them.

- NEW BUSINESS -

2021 Show: (Refer to minutes of 1/25/2020 for detail of what we had planned for the 2020 show)

Advertising:

Farm Collector show directory (see minutes of 9/15/2020) -- Scott pointed out that last Fall we talked about the Farm Collector – free or paid ad. The rate was \$550 for a paid ad in a circulation of only 900 to 1000 people. All agree that is not very cost effective.

Scott has a list of advertisers that we have used in the past that we will continue to do. No radio. Antique Power, Farm Collector, etc. Darrell said Rich wanted to know if we can add our Toy Flyer in a few publications so try to sell a few more toys. Joe will post picture on the forum. Lori and Todd will add the flyer to the other Facebook pages too.

We also think if we could get some pictures of the snowmobile and fuel cell on the forum to get awareness that it will be at the museum would be a good idea.

Merchandise for 2021 Show:

Belt Buckle – Darrell said it will cost us \$12.50 per buckle for a quantity of 250. Darrell thought a good fundraiser for the scholarship committee to sell early numbered buckles as a fund raiser. Lori wondered if maybe the Scholarship committee just take over the whole belt buckle program as a fundraiser. Joe said he would call SpecCast and the vendor (B&M Buckle) that Darrell has to see about getting them.

Coffee Cup – Scott looked into that and we could get a ceramic mug for \$1.74 for 72 quantity or \$3.00 for a better quality mug.

Key Chain – Give away for registration and sale.

Hat w/ 30th Anniversary

Tee Shirt – D-19 and 30th Anniversary this year.

Show Guide – Scott had been in contact with Connie last Fall w/ Nancy & Gail's passing. She typically starts writing May 1st. Goes to print beginning of June. Scott will touch base with her. We all

decided that we probably shouldn't order the additional 1,000 show guides that we ordered last year because we have 3 cases left over.

Show Volunteers – Lori has a list started of volunteers. Let's add to the list and make sure we give these people jobs and hours to work.

Membership Fee – We will discuss a possible increase in rates next year.

Upcoming Board/Membership Meetings:

3/14/2021 @ 7pm – Conference Call

4/17/2021 @ 9am – Board Meeting – Squeaky's

4/17/2021 – (NO LUNCH) Mtg at 1p - Spring Membership Meeting & Elections – Fairgrounds

6/12/2021 @ 9am – Board Meeting – somewhere in Hutch. (Squeaky's?)

Todd makes motion to adjourn – Joe seconds – All in favor - Adjourned Meeting at 1:24pm