

## Museum of Bus Transportation

Board of Directors Meeting, July 17, 2018

### Minutes

#### Board Members in Attendance:

Barlup, Campbell, Collins, Dockendorf, Lacey, Mandros, Oakman, Schimdt, Szyferski, A. Tollens and Wolf.

#### Advisors in Attendance:

Walter Earl, Burshtin, Fetrow, McNelis, B. Tollens, Lauren Cochran and Mark Watson

Others in Attendance: Jeff Bliemeister( AACAM).

A quorum was declared.

#### Minutes from prior Board Meeting:

Mr. Lacey expressed his concern with the language regarding the AACAM issue as being a "surprise", and it possibly being motivated by an "ulterior motive". He recommended that the language be modified, or [deleted](#).as he felt it could adversely affect future fundraising efforts. Mr. Schmidt explained why the language was worded that way. The minutes were approved as drafted.

#### President's Report:

- Becky Tollens, and her Committee, were congratulated for their fine work in putting together the Spring Fling.
- The volunteers and members of the Fleet Committee that participated in the July 14 Work Day were thanked for their helpful assistance.
- A meeting has been scheduled next month with Howard Nice, and Ed and Vickie Wolf to help expedite Howard's transition to become Treasurer.

#### Curator Report:

Assistant Curator, Angel Tollens, made a report on the recent changes to our exhibit at the Museum, which included reducing the number of full-size buses on display from 11 to 9.. He indicated that the reasons for, and benefits of, this change included the following:

- The increased space between buses provides better access for persons with disabilities, and is now "ADA" compliant.
- The additional space will provide room for the forthcoming "Freedom Riders" display of photographs and a video which will enhance our education objective
- The increased space enables visitors to better see our timeline panels.] - The increased space will better enable visitors to take unobstructed photographs of the buses that are on display.

- The changes address the concerns expressed by some members that our exhibit has become stale since it has not changed for awhile

Other highlights of Mr. Tollen's report were:

- The front door of many of the buses on display are now open to enable visitors to better see the interior of these vehicles.

- He and Becky have scheduled a training session at the Museum on August 17 to help educate interested AACAM volunteers about the buses we have on display. Two sessions will be offered, the first at 11:00AM, and the other at 1:30PM.

- The Committee plans to bring two of our buses for display at AACAM's Car Show in October.

Don Barlup inquired if the current display will extend until this winter, as the reduction in the number of buses on display indoors at the Museum results in more buses having to be being stored outdoors at the Annex. This could be problematic when the weather gets worse this winter. Angel indicated that there are currently are not any plans to change the exhibit this winter.

Mr. Barlup also indicated that is essential for us to submit the required paperwork, and the \$35 per vehicle fee, to AACAM by their August 15 deadline, to enable us to display any buses at their Fall Meet, since no exceptions are made if this isn't provided on time.

Gift Shop Report:

Mr. Dockendorf distributed a copy of the latest monthly Gift Shop Report. His report included the following:

- Monthly sales continue to lag behind sales last year. Sales for the first six months this year were approximately \$3,500, versus about \$5,000 for this same period last year. John indicated that this was largely due to a reduction in the number of visitors, and our having fewer higher cost items available to sell this year.

- John noted that the recent addition of photographs and descriptions of selected Gift Shop merchandise on our website should help bolster sales in the future.

- Mr. Bliemeister indicated that AACAM's gift shop sales this year are significantly below sales for last year; and, that generally attendance at the other Hershey-area attractions is down compared to last year.

Fleet Report:

Mr. Oakman reported the following:

He recently became aware of a water-related problem with our 4106, and is concerned that this may involve other vehicles that were exposed to the flood at the Annex. John indicated that none of these buses are to be moved until it can be determined that all water residue from the flood has been removed.

- the Altoona transit system, AMTRAN, has donated a "new look" fishbowl

bus, now that it is no longer needed for school service.

- MBT will be receiving a donated "old look" bus from Baltimore, which will be transported to Hershey at no cost to us.

#### Spring Fling Report:

Becky Tollens's report included the following highlights:

- A net profit of about \$12,500 was made this year based on revenue of approximately \$15,000 and expenses of only about \$2,500. This was substantially higher than the net profit of about \$2,500 earned last year.

- One reason for the better financial results was the success of the newly developed donor packages. This feature will continue to be used for this year's Annual Meeting.

- Arrangements with this year's Annual Meeting speaker, Peter Conroy, have been finalized. This year his presentation will be in the afternoon, and guests who just want to hear his presentation, will be invited to come for a reduced rate of \$10.

- Arrangements have been finalized to enable MBT to have a table at next month's "Bus Boy" event in Hibbing, MN.

#### Marketing Report:

Mark Szyperski's report included the following highlights:

- There has been good post-Spring Fling publicity as a number of bus industry periodicals have already, or will be including an article on this year's event in their publication.

- The web site has been enhanced with the inclusion of photographs, along with a description, of selected Gift Shop merchandise that now may be ordered, and paid for, on-line.

- The Summer issue of Bus Musings has been finalized and will be distributed to members early next month.

- Lisa is actively working on preparing a grant application to help reimburse MBT for the costs of our planned Freedom Riders presentation and exhibit.

Dave Schmidt reported that he learned that AACAM has some concerns with this planned exhibit, and that it would like to review the material before it is made public. They noted that there is a provision in our lease agreement that requires us to get their approval to make major changes to our exhibit. Also AACAM has expressed concern regarding the removal of the Forrest Gump bus, as they have used it in some of their advertising material, and some guests have expressed their disappointment that it is no longer available to see when they visit.

These concerns will be discussed further at the upcoming AACAM Board of Directors meeting on Saturday morning, July 21.

#### Board of Directors Election Update:

Mr. Dockendorf provided an overview of the planned procedures and

schedule for this year's election to fill the six Board member vacancies that will become available on 1/1/19. The highlights of his presentation included the following:

- The forthcoming Summer issue of Bus Musings will include information for any member that desires to serve on the Board, on how they may apply, including a copy of the required Board Nomination and Board Nomination Acceptance forms.

- Members, and candidates need to submit these required forms by September 13, so this information is available at the next Board Meeting, on Tuesday evening September 18, to enable it to be reviewed and approved. Candidates that meet these requirements, and whose candidacy is approved by the Board, then need to provide a mini-biography, by the end of the following week, summarizing their interest in, and qualifications for, becoming a Board member,, so that it is available to be included with the ballots which will be sent to members by the end of September. Members need to return their ballots by the end of October, so they are available to be counted before this year's Annual meeting on Saturday, November 2, at which the results of the election will be announced. To help alleviate the tight schedule for submitting mini-biographies, the Board agreed to permit any incumbent Board members, who desire to serve another term, to submit their mini-biographies anytime before the Annual Meeting next month.

#### AACAM Report:

Jeff Bliemeister reported on his organization's past, current and planned future activities. His report included the following:

- Over 400 individuals attended the kickoff meeting of the current Ford Mustang and Thunderbird exhibit.

- Mr Dale Holderman, a Ford designer who worked for Mr.. Lee Iacoca, will be honored at this year's "Night at the Museum" dinner on Wednesday evening, October 10. Dale is credited with being the principal designer of the Ford Mustang. Board members, and advisors, are cordially invited to attend this event

- The next planned major exhibit after "Car Week", will be "land yachts", featuring a display of some of the larger, more extravagant cars, such as selected cadillllacs and continentals..

- The two remaining vacant full-time staff positions have been filled, so AACAMi is now at full complement.

- An experimental one month program will be initiated next week to enable visitors to get a "behind the scenes" tour of the Schmidt storage building to see many of the cars that are not currently on display at the Museum. Participants will need to pay an additional \$10 to take this tour. The program will then be evaluated, and if successful, it will be extended.

#### Finance Committee Report:

Mr Wolf distributed copies of the latest monthly financial report, and his report included the following highlights:

- For the first time in many years, we realized a \$9,000 surplus last year!

- To date this year,, our revenue is approximately \$28,000 below budget, and our expenses are about \$2,500 above budget. The primary reason that income is under budget is that so far we haven't received a couple of the large donations that we received last year. Expenses are over budget largely due to the unanticipated cost of removing, and then putting back, our timeline panels to accommodate the wall repairs and painting.

#### Update on our Summer Intern:

Mr. Szyperski reported that our intern, John Fetrow, is doing a fine job. He has scanned a large number of important historical records, and these have been selectively added to our website. Also, he has also taken photographs of a number of items that are available in our Gift Shop, and these, along with applicable descriptions, have been placed on our website so viewers can now obtain this merchandise on-line.

Mr Dockendorf noted that Mr. Fetrow's internship will end on August 10, before our next scheduled Board Meeting in September. John proposed that his internship be extended for the remainder of the year, but at a reduced commitment of up to 5 hours per week, instead of the current "up to 10 hours per week" limit.. Mr Oakman and Mr. Campbell, both indicated that they have a proposed major projects, ( eg. scanning our vehicle maintenance records, and cataloging the material we have stored at AACAM's Library respectively) that our intern could help with, In response, the Board passed a resolution extending Mr. Fetrow's internship for the remainder of the year, at the current, "up to 10 hours per week" limitation. Both John Oakman, and Doug Campbell offered to directly work with our intern on their proposed projects.

#### AACAM Organizational Update:

Dave Schmidt reported that he sent a letter to their Board Chairman, Hank Hallowell, in response to his earlier correspondence. His letter requested that a joint meeting of our respective Executive Committees be held in early March next year, in advance of our traditional special Board Meeting later that month.

Mr. Lacey recommended that a more limited meeting of selected representatives from each organization be held before this planned Executive Committee Meeting, similar to the annual budget meetings that we have jointly held the past two years. He believes it will be more productive if the planned meeting would include fewer attendees than the entire Executive Committee of each organization.

Mr Schmidt indicated that he would discuss this recommendation at our next Executive Committee Meeting.

#### Fundraising Update:

Mr Schmidt reported that he would like to follow up on Dave Millhouser's suggestion that our next Fundraising Drive have three parts, the first targeted to the bus industry, the second targeted to individuals and the third targeted to selected non-bus industry corporations and foundations. Dave indicated that he had some ideas on who would be a good leader to head these three initiatives, but would welcome input from the Board if they have any ideas on who they believe would make a good leader to head the overall campaign.

#### Other Business:

The Board expressed its appreciation for the important contributions made to the organization by Dan Lehman who recently passed away. Dan was largely responsible the acquisition of the George Sage Annex.facility, which has been a valuable asset for MBT. Also Dan was largely responsible for the maintenance of our fleet for a number of years when he served as the Chairman of the Fleet Committee..

There being no further business, the meeting was adjourned.