

Museum of Bus Transportation

Board of Directors Meeting, Nov 20, 2018

Board Members in Attendance:

John Dockendorf, Dave Schmidt, John Oakman, Howard Nice, Mark Szyperski, Angel Tollens, Ed Wolf, Dave Millhouser, Tom Collins, Dino Mandros

Advisers and Guests in Attendance:

Ralph Fetrow, Ken McNelis, Becky Tollens, Mark Watson, Walter Earl, Bob Smith, Terry Cosentino, Jim Hall, Michael Burshtin, Elizabeth Deffer,

Secretary Dave Millhouser declared we have a quorum moved to accept minutes of last, John Oakman seconded, passed unanimously.

John Dockendorf reported the results of the Election from the Annual Meeting

Dave Schmidt, Mark Szyperski, John Oakman, Dave Millhouser, Becky Tollens and Elizabeth Deffer were elected to full terms and Don Barlup was elected to fill the rest of Jeff Goldwasser's term following his resignation.

Dave Schmidt announced that Doug Campbell has resigned from the Board due to some family responsibilities. Doug has had a long and productive relationship with the Museum.. and we will miss him. He does expect to continue to be active and continue to participate as a Docent.

John Oakman moved that the Board appoint Jim Hall to fill the rest of Doug's term. Mark Szyperski seconded and the Board voted unanimously to do so.

Dave notified us that Carol Barlup had passed away, and in addition to expressing our condolences to Don, it was suggested that we honor her with a commemorative brick. There was unanimous support for the idea, which was tabled until January in order to give Don time to think about how he'd like it designed.

AACAM Report by Jeff Bliemeister indicated that they have had a number of successful activities this Fall and are looking forward to their Polar Express Christmas event. They have a new Events Coordinator, and becky Tollens is already working with her.

Treasurers Report Ed Wolf indicated that we are running \$20,000 behind last year, and that, in order to break even this year we need @\$10,000 in donations before year end.

President's Report Dave Schmidt thanked everyone who had worked so hard all year.

Curator/Archivist Bob Smith indicated we had canceled plans to drive 2 buses to the major car event due to bad weather. It was decided not to risk damage to the buses. The Freedom Riders Exhibit at Annual meeting was very well received and will be on display until February.

Gift Shop John Dockendorf reported that October was up \$160 from last October, but year to date we are about \$1,600 behind last year.

Joint Venture with AACAM John Oakman reported that he had heard from Hank Hallowell that the AACAM Board had unanimously voted to explore a joint venture with MBT. They are appointed a committee of 3 to have initial meeting with MBT's 3 representatives (John Oakman, Dave Schmidt and Howard Nice) sometime prior to December 15.

Finance Committee Ralph Fetrow reported that in current unstable market our holdings are diversified to the extent that, while our returns are down some, he noted that our principal is insured on our investments. We currently have \$11,000 in cash which will carry us till year end.

Fleet Committee After thanking volunteers for all their efforts John deferred to Ken McNelis who reported that the fleet had been "put to bed" for the winter, with the most critical buses parked inside.

We are still working with Stan Holter to get clear title to the 4108 that is being donated.

According to Mark Szyperski we have had 2 contacts from movie producers looking for buses that we are pursuing.

Events Committee Becky Tollens reported that the Annual Meeting made a \$4331.12 profit. Attendance was down, but there were a lot of sponsors who were excited about the content.

Part of the attendance drop may be attributable to scheduling and she is looking at earlier dates.

Work on Spring Fling has started, and the theme will be "Transit" with special mention of the 60th anniversary of the "Fishbowl".

Donation Committee Dino Mandros reported no donations

Industry Relations Committee did not meet, but a number of Board members will be attending both the UMA and ABA upcoming meetings and will represent MBT.

Marketing Committee Marketing Report by Mark Szyperski

- 1) Re Annual Meeting Press releases were sent, and Mark Watson did a good amount of posts on Facebook. No response from Media for prior to the event. Will be doing follow up media now that we have exhibit completed.
- 2) Website:
 - a. Have been having issues with the hosting company. The hosting company was having glitches that would end up messing with our pay system on the website. Nothing “hacked” but would not allow users to pay online. Of course, there was always the second option for people to fill out forms and mail in, and we were on top of it once we found it to be an issue. Because of that, we are migrating the site as this report is given. Nothing will change with Emails, nor with the website. It should be complete on Wednesday, November 21. It will actually cost \$200.00 less per year in hosting, as we purchased a 3 year package, rather than month-to-month, and this new hosting site is less expensive for longer term.
 - b. In preparing for the move, we found we now have over 3500 documents and images on our current site. It truly has become a large reference location.
 - i. We have gotten multiple requests through the website on movie bus information, and a couple of nice “family” type requests. One was a family with a special needs child who loves buses, and one family that told us our site is being used by a group of “home-school” students as a resource location for their reports on transportation history.
 - c. Our “Google Analytics” shows that our numbers are way up. Mark printed a report for just the past month which shows 598 visitors to the website, and they are staying an average of 2 minutes per visit, which is good in the website world. The report is attached to the minutes.
- 3) Work on the newsletter for Fall will start next week. Contributions are always welcome. Expecting to be mailed by mid-December. It will have the results of the Annual Meeting and also the results of the Board Elections.
- 4) Tuesday, November 27 is an “up and coming” new “holiday”. Just like “Black Friday” and “Internet Shopping Monday” this is called “Giving Tuesday”. It is promoted by “Go Fund Me” and “PayPal”, and other funding websites. However, we have a “Donate here” button on our website, directly. With Board Approval, Mark would like to promote this day through Emails and through Facebook for members and others to donate on that day. Mark Made the Motion that the Board approve promoting “Giving Tuesday” Seconded by Angel Tollens and approved unanimously.
- 5) Mark Watson provided a report on how the Facebook page is responding.

There was no **Old Business**

New Business The Executive Committee offered a suggested slate of officers for 2 year terms. The election will be at January Board meeting and Dave Schmidt

pointed out that any Board member can either run, or nominate others, right up until the election January 15.

The suggested slate was

John Oakman President
Dave Schmidt Vice President
Howard Nice Treasurer
Dave Millhouser Secretary

Ed Wolf thanked the Museum for the plaques for he and Vickie... said they were appreciated, but unnecessary. He, of course was wrong. They were but a small token of the immense appreciation that the Board and all the Museum members have for their many years of devoted service.

Jim Hall made the suggestion that we look into adding a tab on our website to help put buyers and sellers of antique buses together. We could make some money and help preserve history. Mark Szyperski will look into how we can do it with our site.

Meeting ended at approximately 8:30 PM

Dates for 2019

Board Meeting and significant dates for 2019. Board Meetings are all 7 PM Eastern time.

Board Meeting January 15

Board Meeting March 19

Board Meeting May 21

Spring Fling 5/31 – 6/1

Board Meeting July 16

Board Meeting September 17

Annual Meeting October 19

Board Meeting November 19