

# American Truck Historical Society

## Minutes of the Regular Meeting

Board of Directors – Kansas City, MO

January 28, 2023



### Call to Order

Chairman Mark Schroyer called the ATHS Board of Directors meeting to order at 8:30 a.m. on Saturday, January 28, 2023. The meeting was held at the American Truck Historical Society in Kansas City, Missouri.

### Officers Present

Mark Schroyer, Marty Glomb, David Schnautz, Rick Knox, Dan Tilson, Mark Vassallo,

### Board Members Present

Wade Beck, Christian Budke, Rocco Chianelli, Joe Constance, Bob Davis, John Doll, William Irvin, Glenn Martin, Dennis Martinez, Dean McWhirk, Chris Nolet, Ed Shepard, Steve Siemen, Russell Spawn, Craig Vogel, Bill Wagner, Peter Wild, and Ex-Officio Laurence Gration, Executive Director.

### Past Presidents Present

Michael Gully, Thomas Mullen, John Vannatta, Lenny Wild

### Board Members Absent

Manuel Andrade, David Hemelright, Lonnie Jones, BJ King, Tony Martin, Frank Merrill, Denny Postma, Stephen Rosemond, Ed Rocha, Don Streeper, Tony Van Beek, Ian Watson, Tim Wright, Tom Amaducci, Terry Klenske, Dave Schroyer, Richard Schaffer, William Semple, Gene Olson

### Staff Present

Courtney Cesar, Deb Martin, Lea Ann Reed, John Shehane, Barbara Sloan, Marina Spexarth, and Aaron Marsh

### Guests Present

Sheila Skemp, Amber McWhirk, Sandy Chianelli

### Quorum

A quorum was established, with 27 voting members being present.

## **Approval of Minutes**

**Chris Budke (Craig Vogel) moved “to accept the October 28, 2022, board minutes as presented.” Motion passed with no discussion.**

## **Reports**

President Marty Glomb thanked everyone for their attendance. He reported that ATHS has been getting more and more attention from national sources, gaining a few Visionary Partners. He reported that ATHS is receiving proposals for the new IT system. M. Glomb stated that the committee reports today will generate discussions for 2023, and he is looking forward to the new challenges and changes those discussions will bring. M. Glomb stated that board and committee participation and feedback are welcome.

Treasurer Dan Tilson reported on the financial state of the Society.

Executive Director Laurence Gration reported on the state of the Society. John Shehane, Development Director, gave a brief presentation on development.

Chairman Mark Schroyer reported that the Executive Committee has nothing to report to the board.

RVP Glenn Martin reported that the Awards Committee met and reviewed award submissions, discussed the missing recipients from the Wall of Fame, how the award recipients are showcased in the Wheels of Time, award photo requirements on the online form, and a potential campaign for increasing diversity submissions to the golden achievement award. The committee recommends removing the photo requirement for the award submission and that the Wheels of Time Committee review the proposal to showcase the award recipients throughout the year instead of one lump sum.

Past President John Vannatta reported that the Nominating Committee met and interviewed two new candidates for the Board. He also reported that the Long Range Planning Committee finished reviewing the RVP position and the job description. The committee has passed its recommendations to the RVP Committee to review. He stated that the committee would work on better-defining membership and how it impacts the ATHS Strategic Plan.

First Vice President David Schnautz reported that the Convention Committee discussed the 2023 Convention and Truck Show progress and the proposed site for the 2026 Convention. He reported that the committee recommends Cleveland, Ohio, as the 2026 Convention and Truck Show site. He reported that the Truck Show Subcommittee is also working on ways to promote ATHS at other events. The Training and Webinars Subcommittee has scheduled 15 speakers for the upcoming convention and is looking for more speakers for webinar sessions.

**C. Nolet (T. Mullen) moved to accept the proposal for the 2026 Convention to be in Cleveland, Ohio. Motion passed with no discussion.**

**G. Martin (C. Nolet) moved to accept the Standing Committee reports as presented. The motion passed with no discussion.**

Board Member at Large Craig Vogel reported that the Bylaws Committee finished the review of the AHS Bylaws. He presented the proposed revisions (attached) to the board.

**M. Gully (G. Martin) moved to accept the proposed change to Article III, Section 3(c), as presented. Motion passed with no discussion.**

**C. Nolet (D. Martinez) moved to accept the proposed changes to Article V, Sections 6(a)(b)(c)(d)(e), as presented. Motion passed with no discussion.**

**C. Nolet (R. Spawn) moved to accept the proposed change to Article V, Section 8, as presented. Motion passed with no discussion.**

Past President Tom Mullen reported that the Life Member Committee did not meet but is working on 2023 plans for life members. He also reported that the Hall of Fame Committee discussed plans for the 2023 Hall of Fame induction ceremony. The committee is also looking for more Participating Partners, Visionary Partners, and Sustaining Partners for the organization.

Second Vice President Rick Knox reported that the Library Committee discussed the updated Collection Management Policy (attached). The committee recommends approving the policy as presented. The committee also discussed what film to digitize in 2023; it was determined by the committee to review the list and send suggested titles to Library Director Courtney Cesar. He reported that the committee also discussed removing the special interest periodicals from the collection and recommends removing them and offering them to appropriate organizations.

**J. Constance (C. Vogel) moved to approve the Library Collection Policy as presented. Motion passed with no discussion.**

Secretary Mark Vassallo reported that the Marketing and Communications Committee met and heard reports from the subcommittees. He reported that the Development Subcommittee has a new chair and is restructuring and finding members. M. Vassallo reported that the Marketing Subcommittee discussed how to get better involved in Kenworth's 100<sup>th</sup> Anniversary celebration and ideas on reaching a wider audience of those interested in trucking. The subcommittee

recommends that the Membership Committee review and develop a campaign focused on rejoining those who have lapsed in the last five years. M. Vassallo reported that the Social Media Subcommittee discussed analytics and ideas to convert social media followers into paying members. He reported that the Store and Merchandise Subcommittee is reviewing new products and giveaways for shows. The subcommittee has also been renamed the Branding and Merchandise Subcommittee and will also be taking on the role of approving all branding and logo requests from chapters. M. Vassallo reported that the Website Subcommittee had finalized the new website's needs, functionalities, and qualities desired. The committee is looking into other website plugins to make the website more accessible. He reported that the Wheels of Time Subcommittee met and discussed ways to improve the magazine. M. Vassallo reported that the Sponsorship did not meet.

RVP Russell Spawn Jr. reported that the Membership Committee discussed tiered membership levels and the benefits, developing a membership survey for a focus group to see if they would enroll in tiered membership level, the continuation of the trial membership program, and the Welcome Wagon member meeting.

RVP John Doll reported that the RVP Committee discussed the 2022 Chapter Annual Reports, promoting ATHS at local chapter truck shows, and revising the RVP job description.

RVP Delegate Steve Siemen reported that the Volunteer Committee discussed the proposed Volunteer Job Descriptions, training, sign-up form, and vouchers.

**G. Martin (C. Vogel) moved to accept the Special Committee reports as presented. Motion passed with no discussion.**

### **New Business**

RVP William Irvin presented a proposal to create an ATHS Supporter Program. The Sponsorship Subcommittee will review the proposal.

Board Member At Large Wade Beck presented the Mud Flap mobile app to the board as a potential member benefit. The Sponsorship Subcommittee agreed to review this.

### **Announcements**

R. Knox reported that an AED had been installed in the ATHS Home Office.

D. Schnautz reported that RVP David Hemelright is in ill health. He asked everyone to keep him in their thoughts.

The next ATHS Board of Directors meeting will be at the 2023 National Convention and Truck Show in Reno, Nevada, on June 7, 2023.

**Adjournment**

**M. Schroyer moved to adjourn at 12:23 p.m.**

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