

American Truck Historical Society

Minutes of the Regular Meeting

Board of Directors – Kansas City, MO

October 28, 2023



Call to Order

Chairman Mark Schroyer called the ATHS Board of Directors meeting to order at 8:45 a.m. on Saturday, October 28, 2023. The meeting was held at the ATHS Home Office in Kansas City, Missouri.

Officers Present

Mark Schroyer, Marty Glomb, David Schnautz, Rick Knox, Mark Vassallo.

Board Members Present

Kary Bryce (v), Rocco Chianelli, Joe Constance, Bob Davis, John Doll, Bill Irvin(v), BJ King, Glenn Martin, Tony Martin, Dean McWhirk, Chris Nolet, Stephen Rosemond, Ed Shepard, Russell Spawn, Steve Siemen, Tony Van Beek, Bill Wagner, Peter Wild, Tim Wright, and Ex-Officio Laurence Gration, Executive Director.

Past Presidents Present

Tom Mullen, Lenny Wild, John Vannatta, Michael Gully.

Board Members At Large Present

Wade Beck, Chris Budke, Denny Postma(v), Craig Vogel.

Staff Present

Courtney Cesar, Marina Spexarth, Brandy Cavallaro, Brad Patterson, Darin Burt

Guests Present

Shane Tinsley(v), Aaron Bento(v), Amber McWhirk, Lacey Martin, Sandy Chianelli, Jerry Wessel, Stuart Mackay, Richard Snedaker(v), Scott Smith(v), Peter Langdon(v), Erich Reiselt

Quorum

A quorum was established, with 32 voting members being present.

Approval of Minutes

Bill Wagner (Craig Vogel) moved “to accept June 7, 2023, board minutes as presented.”

Motion passed with no discussion.

Reports

President Marty Glomb thanked everyone for attending this meeting. He reported that the committees are working hard and progressing toward their goals. Glomb stated that though the Society is going through difficult times, the leadership team is working towards making the best decisions for the betterment and longevity of the organization. He encourages RVPs to reach out to their local chapter leaders and communicate the decisions of the Society.

Executive Director Laurence Gration reported on the state of the Society.

POINT OF ORDER

Bill Wagner (Craig Vogel) moved to amend the June 7, 2023, minutes to include Bruce Cabellero and Richard Snedaker as attended. Motion passed with no discussion.

Stephen Rosemond reported that the Awards Committee met and reviewed a nomination for Historian of the Industry. The committee reviewed and clarified the eligibility for the Golden Achievement Award. The committee also presented a policy for nominations of deceased individuals.

Bill Wagner (Craig Vogel) moved to accept the Awards Committee recommendation. Motion passed with no discussion.

John Vannatta reported that the Nominating Committee met to discuss the Slate of Officers for the 2024-2025 term. He presented the 2024-2025 Slate of Officers to the Board. Discussion on potential nominees to the board ensued; Vannatta stated that all names and contact details should be forwarded to the Nominating Committee for review.

Marty Glomb (Glenn Martin) moved to place Ken Crouse as a Board Member at Large Emeritus. Motion passed with no discussion.

Bill Wagner (Wade Beck) moved to accept the 2024-2025 Slate of Officers as amended. Motion passed with a brief discussion.

David Schnautz reported that the Convention Committee met and discussed the upcoming conventions and events. Tony Martin presented the speaker program topics for the 2024 Convention. The committee has no recommendations at this time.

Craig Vogel (Glenn Martin) moved “to accept the standing committee reports as presented.” The motion passed with no discussion.

Craig Vogel reported that the Bylaws Committee met last month to finalize the proposed changes to the ATHS Bylaws. Vogel presented the changes to the board.

**BJ King (John Doll) moved to accept the changes to Article 3 Section 1(d) as presented.
Motion passed with no discussion.**

**Bill Wagner (Tom Mullen) moved to accept the creation of Article 5 Section 12 as presented.
Motion passed with no discussion.**

Tom Mullen reported that the Hall of Fame Committee did not meet and has no recommendations at this time. Mullen gave a brief overview of the 2023 Hall of Fame Induction Ceremony that was held at the ATHS Home Office this past week. Mullen reported that Jimmie Mac has offered his assistance to promote ATHS membership. Laurence Gration announced that the Kansas City Attractions Bureau was recognizing ATHS with an award for the facility on November 2, 2023. He also stated that the Missouri House of Representatives acknowledged ATHS' achievement of significant progress towards the mission with a state resolution.

Tom Mullen reported that the Life Membership Committee met and discussed the Life Member hospitality area and recognition gift given at the annual convention. The committee has no recommendations at this time.

Joseph Constance reported that the Library Committee met and discussed the proposed 2024 library projects and purchases, and the disposition of surplus materials. The committee also discussed the updates to the research services policy and the committee recommends accepting the policy as presented.

John Vannatta reported that the Long Range Planning Committee met and discussed the development of a vision statement for ATHS. The committee recommends the adoption of the proposed vision statement.

Mark Vassallo reported that the Marketing and Communications Committee met and heard reports from the chairs of the subcommittees. The Marketing Subcommittee discussed ways to increase female involvement in ATHS; staff is investigating the proposed options. The committee discussed the lack of knowledge of truck show insurance costs and the value to the Chapter; the committee recommends making this a topic of Chapter Leadership and including it as an agreement in the annual report of the ATHS Chapters. Vassallo reported that the Social Media Subcommittee has invited two new social media ambassadors to the team. The committee discussed Cam Lavin's "Open Letter" posted on Facebook; the committee recommends implementing a weekly educational campaign to address ATHS misconceptions and the creation of teaser content to drive people to become members. The Branding and Marketing

Subcommittee discussed new products to offer; the committee will review the product costs at a future meeting.

Russell Spawn reported that the Membership Committee met and discussed total ATHS membership numbers, increasing membership benefit education, ways to improve membership promotion and signups at events, improving the New Member Welcome Wagon, potentially raising membership dues, and how to best market the price increase, and how to best utilize social media influencers to grow membership. Discussion on the price of online membership ensued.

Craig Vogel (Glenn Martin) moved to offer online membership as a monthly subscription option. Motion passed with discussion on the rate to charge and how to promote.

John Doll reported that the RVP Committee met and discussed how the monthly membership reports are utilized by the RVPs, increasing chapter member involvement, the value of truck show insurance to chapters, truck show kit materials, and requirements for a chapter show to be listed in the Route Guide.

Steve Siemen reported that the Volunteer Committee met and discussed volunteer needs and recognition at the 2024 convention and volunteer opportunities at the Home Office.

Bill Wagner (Joe Constance) moved “to accept the special committee reports as presented.” The motion passed with no discussion.

Old Business

Bill Irvin asked if the Bus Museum from Hayward had been contacted. Brad Patterson reported that he had reached out to the museum; the museum is discussing the potential of becoming a chapter of ATHS. Patterson will follow up with the museum and Manuel Andrade.

Bill Irvin reported that the ATHS Coloring Book that is offered to children is of bad quality and that the contributors of this project were not acknowledged or included. Laurence Gration acknowledged the error of staff during this project and stated that the coloring book as it stands will not be reprinted and when ATHS goes to reprint, Sheila Irvin will be included in the future.

Stephen Rosemond asked about the resolution of the associated organizations coming to the 2024 Convention. David Schnautz reported that the organizations will be in attendance and that ATHS will do its best to accommodate them.

New Business

Bill Irvin asked if the Central Coast Chapter is being supported by their local RVP. Richard Snedaker reported that the chapter would be having a meeting next month that he is attending.

Bill Irvin reported that the Redwood Chapter has a new president and vice president.

Marty Glomb appointed Craig Vogel as Treasurer.

Marty Glomb appointed Erich Reiselt and Jerry Wessel as Board Members at Large.

Marty Glomb appointed Wade Beck as Regional Vice President of Iowa.

John Doll (Chris Nolet) moved to accept the appointments as presented. Motion passed with no discussion.

Rick Knox stated that the Executive Committee has decided that the Endowment is locked at one million and that ATHS will remove \$200,000 from the Endowment to pay off the outstanding bills. Going forward, a percentage of the surplus revenue will go back to the Endowment on a yearly basis.

Bill Wagner (BJ King) moved to remove \$200,000 from the ATHS Endowment to the ATHS Operating Fund. Motion passed with discussion.

Interim Treasurer Craig Vogel reported that ATHS will be moving to a cash reporting system.

Joe Constance (Craig Vogel) moved to an Executive Session. Motion passed.

The executive session went into effect at 1:26 and ended at 1:55.

Announcements

The next Board of Directors meeting will be on January 27, 2024, in Kansas City, Missouri, at the ATHS Home Office.

Glenn Martin moved to adjourn at 2:36 p.m.