

American Truck Historical Society

Minutes of the Regular Meeting

Board of Directors – Kansas City, MO

January 27, 2024



Call to Order

Chairman Mark Schroyer called the ATHS Board of Directors meeting to order at 9:01 a.m. on Saturday, January 27, 2024. The meeting was held hybrid in Kansas City, Missouri, and via Zoom.

Officers Present

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

Board Members Present

Wade Beck, Rocco Chianelli, Joe Constance (v), Bob Davis, John Doll, Bill Irvin, BJ King (v), Glenn Martin, Tony Martin (v), Dean McWhirk, Chris Nolet(v), Stephen Rosemond, Ed Shepard, Russell Spawn Jr, Steve Siemen, Don Streeper, Bill Wagner (v), Peter Wild, Tim Wright, and Ex-Officio Dr. John Gravley, Interim Executive Director.

Past Presidents Present

Tom Mullen, Lenny Wild, John Vannatta, Michael Gully(v).

Board Members At Large Present

Chris Budke, Denny Postma(v), Erich Reiselt, Jerry Wessel.

Staff Present

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

Guests Present

Shane Tinsley, Amber McWhirk, Lacey Martin (v), Sandy Chianelli, Richard Snedaker, Owen Paquette (v), David Nolle (v), Scott Spear (v), Jerry Crume (v), Tim Johns (v), Shelby Kirkham (v), Brian Blaylock (v), Ashley Donaldson

Quorum

A quorum was established, with 33 voting members being present.

Approval of Minutes

Rick Knox (Tim Wright) moved “to accept October 28, 2023, board minutes as presented.”

Motion passed with no discussion.

Dr. John Gravley introduced Suzanne Dimmel and Andrew Greene, Kansas City realtors, to give a special report on the status of the building.

Reports

President Marty Glomb thanked everyone for their attendance at the meeting. Glomb highlighted the implementation of a new IT system by ATHS and the successful cost-cutting measures in reviewing expenses. He commended the improved efficiency and productivity of committees and thanked everyone involved. Glomb announced Peter Wild's new role as the convention committee chair starting from the 2024 convention. The Reno convention received positive feedback, with participants having a wonderful time, and appreciation was extended to the staff for all of their hard work. Glomb announced the formation of a special committee tasked with reviewing and discussing options for the approach to the building. This committee will present positions for both with and without tenants in the current building.

President Glomb appointed Shane Tinsley as RVP Utah and Richard Snedaker as RVP S. California.

Interim Executive Director John Gravley provided a comprehensive update on the current state of the Society during the meeting. In his report, Gravley not only highlighted the positives but also candidly addressed the challenges that the organization is currently facing. Gravley concluded his report by expressing a profound commitment to the members and the overall success of ATHS. He reassured the attendees that their voices are valued and that he is dedicated to actively listening to their input.

Treasurer Craig Vogel reported on the financial state of the Society. Vogel reported that ATHS has contracted an outside financial consultant to review the ATHS financials. He presented the proposed 2024 budget.

Tim Wright (Glenn Martin) moved “to accept the 2024 ATHS budget as presented.” The motion passed with no discussion.

Stephen Rosemond reported that the Awards Committee met and approved two awards and chose a new photograph for the award's backdrop.

John Vannatta reported that the Nominating Committee did not meet, but the committee has people they will be interviewing as potential additions to the Slate.

John Vannatta reported that the Long Range Planning Committee reviewed the previous year's strategic objectives. The committee will be reviewing future objectives to make sure they are in line with the approved vision statement.

David Schnautz reported that the Convention Committee discussed the 2024 Convention, specifically the site map route, truck wash, and potential exhibitors. The committee discussed and approved the poster for 2025. The committee also discussed the contract for the 2026 convention. The committee determined six locations to get bids for the 2027 convention. The Truck Show Subcommittee discussed MATS. The Training & Webinars Subcommittee discussed the 2024 speakers and how to improve the program for the rest of the year. S. Rosemond requested that ATHS begin featuring trucks that were built in the geographic location of the convention.

Lenny Wild (Bob Davis) 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 change to the board.

Tom Mullen (John Doll) moved “to accept the proposed change to Article XII as presented.” The motion passed with a brief discussion on who is authorized to engage the attorney.

Joseph Constance reported that the Library Committee met and received an update on recent acquisitions and discussed the future development of the library. J. Constance will be creating a report with recommendations. J. Gravley reported that he will be creating a Gifts Policy that will address what ATHS can do with restricted gifts.

Tom Mullen reported that the Hall of Fame Committee has been in contact with Kenworth and Goodyear to get them further involved with the program.

Tom Mullen reported that the Life Membership Committee met and discussed the annual event held at the convention for life members.

Mark Vassallo reported that the Branding & Merchandising Subcommittee discussed the 2024 Convention Gift Shop and Silent Auction items, surveying people for product interest level, sales and promotions for the store in 2024, and new products to order for the store. The Developing Subcommittee did not meet. The Marketing Subcommittee discussed how to promote the proposed membership dues schedule, developing an educational campaign for informing on programs and ATHS information, the analytics and integration of the ATHS mobile app,

adopting the updated ATHS Brand Guide, and creating an improved trailer decal to be given out as an ATHS promotional piece to select individual/companies. The Social Media Subcommittee reviewed social media analytics, the best practices, and the ambassador program. The Sponsorship Subcommittee reviewed the current sponsors' contracts and deliverables. The committee also discussed revamping and better defining the ATHS sponsorship program and what companies to approach for sponsorship and partnerships. The Website Committee reviewed the integration of the ATHS Connect and mobile version of the website and the analytics of the website. The committee also discussed creating how-to videos for the website. The committee discussed the WOT Facebook page, display advertising rates, convention booth, proofreading WOT, and Show Time for better accuracy.

Russell Spawn reported that the Membership Committee discussed the membership dues schedule; the committee recommends increasing the general membership dues by \$10, decreasing online dues to \$24, and no longer offering trial membership. The committee recommends the following implementation schedule: Online to be implemented on February 1, 2024; general membership increase to be implemented on January 1, 2025. The committee discussed potential special membership rates; the committee does not recommend implementing these at this time. The committee discussed how to best utilize social media influencers to increase membership.

John Doll (Tim Wright) moved “to accept the proposed change to the ATHS membership dues schedule.” The motion passed with a brief discussion on the implementation date.

John Doll reported that the RVP Committee discussed the membership outreach by RVPs from the membership reports, charging the chapters for truck show insurance, charging chapters for the shipping cost of show kits, and ATHS collecting chapter dues at the same time an individual joins or renews. The committee recommends that ATHS ask for a donation when the chapter submits its insurance request and increase the education and communication of these benefits to start immediately. Discussion on charging for chapter truck show insurance ensued.

Steve Siemen reported that the Volunteer Committee reviewed the volunteer needs and schedule for the 2024 convention. He reminded everyone that volunteerism is not just convention, but it is the board and chapter leadership teams and he thanked everyone for their efforts.

Chris Budke (Lenny Wild) moved “to accept the special committee reports as presented.” The motion passed with no discussion.

Old Business

Bill Irvin asked for an update on the Supporters Program. J. Gravley will review the program and schedule a meeting.

Mark Vassallo reminded the board that they are invited to reach out to him to schedule a meeting with the Executive Committee whenever they need to address any concerns.

New Business

Russell Spawn announced that Blayne Batton passed away last month and, in his will, he donated \$50,000 to ATHS.

Glenn Martin (Wade Beck) moved to an Executive Session. Motion passed.

The executive session went into effect at 12:00pm and ended at 12:22pm.

Marty Glomb (Craig Vogel) moved to adjourn at 12:23 p.m.