

**Museum of Vanning and Hall of Fame
Minutes of Board Meeting
July 8-9, 2015**

The Board of Directors of the Museum of Vanning and Hall of Fame held its semi-annual meeting at the 43rd National Truck-In at Altamont, IL, in two sessions on July 8 & 9, 2015. In attendance were Joe Madonia, Director/Curator; Bonnie Madonia, Secretary/Treasurer; Larry Gibson, Chairman of the Board; and Blaine Dickson, Consultant to the Board.

Minutes of the last meeting held at the Council of Councils in February 2015 at Denver, CO were reviewed and approved.

Joe Madonia brought the Board up to date on the progress of finishing the Museum building and beginning the move-in of the collection.

- The bathroom is done except for the floor tile.
- He has made significant progress in putting up interior walls.
- Some exterior drainage issues remain and Joe is attempting to work with the original contractor to resolve them but additional work may yet have to be done.
- An individual vanner with floor finishing experience has volunteered to epoxy finish the floor when it can be scheduled.
- Another vanner volunteer work week is planned for late November, probably the week before Thanksgiving. Joe will keep all appropriate parties informed about the final timing of the work week and further progress on the building.
- A discussion was held as to the advisability of concentrating on one or a few sections of the new displays in order to have them done by the National Truck-In in July 2016.
- Joe Madonia and Dickson both suggested, and Gibson concurred, that making it obvious that more things are needed (e.g., more sections need to be completed, the porch/patio is the next goal) could act as an enticement for visitors' donating more to the Museum.

Joe Madonia stated that the liability insurance policy (\$1 million) for the Museum is now in effect.

- Bids for casualty coverage of the building and display equipment had been solicited but discussions with Board members and Dickson had determined that costs were too high to consider that kind of coverage at this time.

Joe Madonia brought the Board up to date on fund-raising brick sales – over 30 have been sold to date and the system is working well.

- He expected that many more bricks would be sold during this National Truck-In.
- A discussion was held as to whether we are pricing the bricks too low at \$50 for the 4"x8" and \$100 for the 8"x8" sans logo. Dickson stated that the Sprint Car Hall of Fame and Museum in Iowa charges \$250 for just profile side lettering.
- A suggestion was made by Dickson to start stating specifically on promotional materials that the current prices are "pre Grand Opening" prices and that higher

“post Grand Opening” prices be considered such as \$250 for the 4”x8” and a higher price for the 8”x8” sans logo.

- Joe also mentioned the possibility of having different colors of bricks (to differentiate them from the common brick red color) at higher prices.
- Further discussion was tabled for more fact finding with agreement that this topic to be reconsidered and decided on in plenty of time to advertise any change before the next Council of Councils.

Joe Madonia has investigated the costs of display cases to be sold or rented to interested parties (van clubs, vendors, etc.) for a fee.

- The cases are going to be more expensive than first thought and Joe is concerned that we may not be able to charge enough to charge a sufficient mark-up on the cases.
 - The first three cases were built by a local craftsman who charged \$200 and Joe was able to charge \$500 for them.
 - Future cases will cost \$250 and Joe expressed concern that charging \$600 may limit sales.
 - The Board advised Joe to proceed with the for-sale display cases at his discretion.

A general discussion was held about fund raising for the Museum – Three areas of focus were discussed:

- Membership & fees,
- one-time and ongoing giving,
- and the potential for endowments,
- Dickson suggested, pending the planned visit with Tom Schmeh at the National Sprint Car Hall of Fame & Museum, that we charge an annual membership fee; e.g. \$25, to include a new patch, sticker or other collectible each year in addition to one free Museum entry per year.
- A discussion was held as to whether \$25 was high enough or whether anything higher would exclude many vanners with limited means.
- No decision was made as to the appropriate level of fees but general agreement was that annual membership fees were desirable.
- It was decided to revisit this subject via remote communications in a few weeks with the goal of deciding in time to prepare materials and presentation for the next Council of Councils.
- Additional discussion was held about having a second and third level of membership fee to include additional benefits – the additional benefits will need to be defined.

A general discussion was held about one-time and ongoing giving, and endowments.

- It was agreed that all are desirable and needed but that we don’t yet know enough about our constituency to make any other decisions on how to solicit such giving at this time.

- Dickson noted that he and Gibson would be visiting the Sprint Car Hall of Fame and Museum the next week and that this area of fund raising would be one of the main topics of discussion.
 - Further discussion was tabled until after that visit.
 - Dickson also stated that he is planning a visit to the Model Car Museum in Utah for similar discussions at a later date.

The idea of employing fund raising personnel was discussed – a person to specifically handle fund raising planning and facilitation.

- Dickson and Gibson stated that they thought Dennis Conko should be considered and further discussion about other candidates was held without identifying any other specific names.
- Gibson stated that we should start a more detailed survey of potential fund raisers in the vanning community, but it was agreed that it was difficult to know enough about most vanners to determine their individual talents in fund raising.
 - So, a more defined methodology for building a potential fund-raising database will need to be developed.
 - Dickson noted that fund raising personnel/methodology would be a major topic of discussion at the upcoming Sprint Car Museum visit.

It has been determined that our current benefactor will not provide any more large sums for the foreseeable future but that we could expect about \$5000/year ongoing, starting with the next calendar year, to cover taxes & operating expenses.

Joe Madonia stated that the mobile Museum display is essentially complete and is being used at the National.

- It is designed to minimize the need for updating.
- Dickson and Gibson expressed concern that it be made obvious that donations to the Museum are not personal donations to the Madonias.
- Both, however, acknowledged that it is Joe's and Bonnie's personal reputations as vanners and collectors/traders that has allowed the collection to become so extensive.
- Some discussion was held about how to provide "relief" staffing of the Museum display at events such as Council of Councils. No decisions were made about relief staffing.

Joe Madonia stated that it would be very desirable to have the back porch/patio done by the National Truck-In in July 2016 in order to host vanners attending the nearby National.

- Tentative planning for vanner visits to the Museum has begun.
- Dickson stated that we do not have the funding to complete the porch/patio project in time for next year's National.
- A discussion was held as to how to use the need for the porch/patio as a fund-raising tool; i.e., make it the next big goal in fund raising.
 - For example, "Help finish the Vanners' Patio," etc.

- Some ideas were discussed as to how to display the existing sponsored bricks in a manner so as to entice more sponsorship.
 - It was agreed that such a display would include a rendering of the proposed porch/patio as further enticement for donations.
 - It was agreed to have more discussion on this topic via remote media as often as possible so that decisions can be made in time for the next Council of Councils.

Dickson offered for discussion the idea of having a matching gift program during Council of Councils and the lead up to next year's National.

- For example, could we find \$5000 or \$10,000 from any sources that could be used to match smaller gifts from other vanners?
- Such funds for matching might come in smaller amounts for vanners that are ready and willing to give right now.
- The Board will study this idea further with the goal of making such a decision before the Holiday Season.

The meeting was adjourned with plans to have the next in-person meeting at the Council of Councils at Dallas in February 2016.