

**Museum of Vanning and Hall of Fame, Inc.**  
**Minutes of Board Meeting**  
**July 1, 2016**

The Board of Directors of the Museum of Vanning and Hall of Fame, Inc. held its annual meeting at the Museum at Hudson, FL, July 1, 2016. In attendance were Joe Madonia, Director/Curator & President; Bonnie Madonia, Secretary/Treasurer; Larry Gibson, Board Chair; and Blaine Dickson, Advisor to the Board.

A motion was made to wave the reading minutes of the last meeting held July 8-9, 2015. The motion was seconded and passed.

The Treasurer's report was presented and accepted. It is attached to these minutes.

Old Business:

Joe Madonia reported on the progress of the Museum building:

- The building shell is complete and the installation of interior finish and display areas (not the displays themselves) is about 50% complete.
- Currently water is costing about \$8/month and electricity about \$35/month. Joe expects the electric bill to increase to about \$50/month as displays are finished and more visitors are hosted.
- A need for more electrical fixtures has been recognized but not definitively defined. Scotty will be return, when possible, to complete more electrical work.
- Joe estimates that it will take up to \$10,000 to complete the interior.
- The offer by a member of Vintage Chevy Van Club to finish the floors may no longer be in play. Joe is studying the option of polishing the concrete floors instead.
- Since the building sits on land that is still in Joe's and Bonnie's name, the impact of the building on future taxes is of concern, but is not yet known. (See under New Business for a discussion of zoning, taxes, insurance, etc.)

The need for installing air conditioning was discussed:

- Joe noted that the building is insulated suitably for air conditioning.
- Cost estimates have not yet been obtained and funding has not been secured - the ongoing cost of running and maintaining air conditioning has not been budgeted at this time.
- Motion made and passed to have Joe get a preliminary estimate from Blake Construction for installing a suitable air conditioning system.
- It was noted that there may be some sponsorship opportunities that can be identified adjunct to air conditioning purchases and installation.

The status of the proposed outside patio and cover on the east side of the building was discussed:

- Joe had previously obtained a preliminary estimate from Blake of \$11,800 that would involve some re-grading, including around the north drive, and some drainage work.
  - The proposed patio is 60 feet long x 12 feet wide with a cover with headroom of 10 feet minimum.
  - The proposal includes a poured concrete slab for the entire space.
  - Joe stated that the final project will decrease the concrete area to one-half to allow one-half for commemorative bricks.
  - Funding has not yet been secured for the patio project
  - The current estimate allows for but does not include the envisioned guest room on the east side of the building.

The drainage situation was discussed:

- The building has experienced water encroachment during heavy rains with minor damage to walls.
  - Tubing has been procured to be installed as soon as possible in an attempt to divert some of the water runoff from the roof away from the building.
  - Joe will get Blake to revise the patio estimate, or issue a separate estimate, to completely re-grade and install retaining walls and diversion drainage as needed.

Joe reported on the current status of the Commemorative Brick Sponsorship Program:

- The brick program netted \$1,024 in 2015.
- Currently, the bricks remain at \$50 for the small size, \$100 for the large size.
- The large size artwork-included price has been raised to \$200 from \$150 due to the workload involved with artwork.
- We have learned that artwork with too much detail is difficult to reproduce.
- Approximately 100 bricks have been ordered to date with the majority being the larger size.
- Joe expects to raise the brick prices gradually – no ultimate prices have been targeted.
- He does expect to announce prices of \$100/\$200/\$300 by January 1, 2017 or at the Council-of-Councils in February 2017.

The prior visit by Mr. Tom Schmeh, curator and former director of the National Sprint Car Hall of Fame and Museum, was discussed:

- Mr. Schmeh was impressed by the Museum and Joe's "vision" for the Museum and they had a lively discussion during his visit.
- Mr. Schmeh was concerned about the impact of local zoning on the Museum's ability to advertise on the outside of the building as well as have fund raising activities on site.

#### New Business:

A discussion was held regarding zoning, insurance, taxes, land ownership, etc.:

- Background: When the lot upon which the Museum building sits was purchased, the decision was made to annex it to Joe & Bonnie Madonia's contiguous residential lot in order to save taxes.
  - There is concern that having the non-profit's assets on land it does not own may not be advisable.
  - There are also some overriding questions regarding neighborhood zoning and what is permissible regarding parking, advertising/signage, traffic, etc.
  - While we do not expect the Museum to become "open to the public" in the foreseeable future, there are still concerns about how large an event is either permissible by law or amenable to the neighbors.
  - Also, we do not know what kind of signage around or on the exterior of the building is permitted in this residential neighborhood.
- Joe has contacted Mr. Ed Caum who is charge of Pasco County's efforts in tourism and he has indicated a willingness to discuss zoning and related issues.
  - The Board instructed Joe to follow through with Mr. Caum in order to identify clear cut issues and to develop further contacts to help find answers to those questions that Mr. Caum cannot get answered directly.
- The Board also agreed that Joe should accelerate the search for a local resource, most likely an attorney, who can help us to know what we don't know about land use, zoning, advertising and event regulation and related issues in order to make intelligent decisions as we move forward; e.g., should the land on which the building sits be deeded to the non-profit separate from Joe's and Bonnie's homestead.
- Joe indicated that the current tax bill reflects only the land as purchased but that the next bill will likely include the assessment for the new building; i.e., taxes will go up this year or next.

Donations and fundraising were discussed:

- The Museum now has a donation form to give to donors as a record of their donation.

- Joe is developing a loan policy and form to include a policy for loan pickup and responsibility of the donor and the Museum.
  - This policy will denote that excess donations will be sold or otherwise disposed of unless the donor expressly forbids.

Joe indicated that help is needed in fundraising, both for ideas and physical help.

- For example, who and how do we approach for support?
  - There are a number of ideas on the table but we do not have a formal fundraising strategy and program as of yet.
  - Larry advised that fundraising would be one of the primary focuses of the Museum Ad Hoc Advisory Group that would be meeting July 6, 2016, at the nearby National Truck-In.
    - He expects that group to generate ideas for fundraising that Joe and the Board can begin to sort out and implement.

The Hall of Fame was discussed:

- Joe intends to use the vanner of the year list as a starting point for developing the initial nominees for the vanner Hall of Fame.
- It was agreed that Joe, Larry and Blaine should each develop their own list of three initial inductees to start the process.
- It was generally agreed that a target of announcing the first class of inductees by Council of Councils, February 2017 was too ambitious.
- Larry advised that the Vanner Survey to be taken at the National Truck-In next week would ask for two Hall of Fame nominees from each respondent which should give another starting point for nominees for the first Hall of Fame class.

A membership program was discussed:

- The board agreed that a Museum membership program must be developed as soon as possible in order to make significant progress towards sustainability.
- Previous informal discussions have centered on developing a membership program as well as a major sustaining donor program.
- There was general agreement that the first-tier membership cost must be kept affordable – in the area of \$25/year.
- There was also general agreement that a large donor/corporate fundraising/support strategy must be part of the fundraising program.
- Joe suggested that we (he) have a discussion with FVC member Deb Killian who has been able to corporate involvement in Sunshine Vanners' 44<sup>th</sup> National Truck-In sponsorship.

- A motion was made and passed that Joe develop a “starting point” membership program in time to announce it at the February 2017 Council of Councils.
- Larry advised that the Vanner Survey to be taken at the National Truck-In the next week would include respondents’ ideas for the cost and scope of a membership program and that that information would be available to Joe soon after the National.

Communication, advertising and online presence for the Museum was discussed:

- We have website but it is not very interactive or use/maintainer friendly.
  - The domain is currently maintained for by Dave (Astro) Huffstader as part of VANNING.COM (as a subdomain).
  - The Museum pays a small annual fee (\$20) to Dave for the service.
  - He has still not advised Larry as how to update the website as he said he would do.
- The Museum Facebook Page is hard to manage and visitors’ postings don’t show up prominently.
- There was general agreement that the Museum’s online presence must be improved; however, no one on Board feels qualified.
  - We must get vanner-friendly help.
  - Larry advised that communication, vanner interaction and online presence would be one of the primary focuses of the Museum Ad Hoc Advisory Group that would be meeting July 6, 2016, at the nearby National Truck-In.
    - He expects the group to produce or at least begin to develop a list of vanner-friendly resources to assist our efforts and/or ideas on how to approach the issue with our limited resources.

Blaine recommended that the Board consider formalizing the Advisory group with rotating membership within two years. This was not made a formal motion but all agreed that it was desirable.

The meeting was adjourned.

**Museum of Vanning & Hall of Fame, Inc.**  
**Treasurer's Report**  
**Calendar Year 2015**

<b>Beginning Balance - January 1, 2015</b>				\$36,167.48
<b>Donations:</b>				
January	\$46,646.31	July	\$1,796.00	
February		August	\$1,160.00	
March	\$1,768.00	September	\$470.00	
April	\$1,993.00	October		
May	\$375.00	November	\$1,498.00	
June	\$1,184.52	December	\$258.00	
SubTotal	\$51,966.83		\$5,182.00	
<b>Total Donations</b>			<b>\$57,148.83</b>	
<b>Expenses:</b>				
Building Construction			\$78,246.00	
Interior Building Supplies			\$6,062.31	
Display Building Supplies			\$2,655.33	
Items for Display			\$535.86	
Independent Building Contractors			\$700.00	
Building Maintenance (water&electric)			\$335.07	
Insurance			\$762.52	
Brick Paver Sponsor (Bricks R Us)			\$1,024.00	
Office (Printing, Shipping, Promo/Adver)			\$306.82	
Accountant			\$525.00	
Tax Forms & Application Fees			\$136.25	
Bank Fees			\$31.00	
<b>Total Expenses</b>			<b>\$91,320.16</b>	
<b>Ending Balance</b>				<b>\$1,996.15</b>
<b>Actual Cash on Hand</b>				<b>\$2,041.05</b>
<b>Discrepancy</b>				<b>\$44.90</b>