

**TYP 356 NORTHEAST**  
**BOARD OF DIRECTORS MEETING**  
**June 2, 2008**

**Organization of the Meeting**

The regular meeting of the TYP 356 Northeast Club Board of Directors was held at the Boston Beer Works restaurant, 112 Canal Street, Boston, MA, at 6:15 PM, on June 2, 2008.

**Board Attendees:** Bill Collins, President  
Tom Gentz, Vice President & Technical Director  
Larry Bingaman, Secretary  
Ron Swenson, Membership/Newsletter  
Norm Brust, Member at Large  
Peter French, Sponsorship Coordinator  
Len Cannizzaro, Member at Large  
Bob DiCorpo, Member at Large  
Bill Sooter, Member at Large

**Absent:** Jerry Tulis, Treasurer  
Don Osborne, Spring Tourmeister  
Ralph Hadley, Website Coordinator  
Dick Chiasson, Member at Large  
Peter Crawford, Member at Large  
Greg Graham, Member at Large

**Administration**

1. Bill Collins called the meeting to order at 6:15 PM.
2. Ron Swenson distributed and discussed a Membership Report. There are currently 149 paid members, the same as in April 2008, compared to 147 at yearend.
3. Next Ron reported on vendors who had renewed their advertising in the newsletter as a section sponsor or with a strip ad.
4. In the absence of Jerry Tulis, Treasurer, Bill Collins reported that the Club's Treasury has a cash balance of \$8,011 at the end of May. Approximately \$2,000 will be disbursed for Spring Tour related expenses. Bill noted the Tour was only over budget by \$46 and Don Osborne had done an excellent job controlling expenses.
5. The minutes of the April 7, 2008, meeting, having been distributed in advance of the meeting, were approved. Larry thanked Ralph for taking the April minutes.

**Website Update**

1. In the absence of Ralph Hadley, Website Coordinator, Bob DiCorpo reported that Ralph had talked to Webmaster Loosey Blake about the need to upgrade the Website software. The cost of the new software is about \$300.
2. After discussion, the Board authorized spending up to \$500 for the software and other upgrades/repairs, with any additional amount over \$500 to be approved by the Board.

**Tech Sessions Update**

1. Tom Gentz led a discussion about listing on the Website vendors who work on 356s as a resource list similar to how the Alpha Romeo Club lists vendors on its Website.

2. Discussion ensued on the idea including concerns about the reaction of vendors who are TYP 356 NE sponsors and advertise in the Club newsletter. Ron suggested a variety of proposals and suggested that a strategy be finalized in 2008 and rolled out in 2009, to which the Board agreed.
3. Tom will develop three examples of how to list vendors and circulate the Alpha Romeo Club Website link for Board review.
4. Tom reported that Joe Leoni provided items worth about \$90 for the Tech Session at Bentley Publications and proposed that Joe be listed as a Club Sponsor on the Website, to which the Board agreed.

### **Sponsorship Report**

1. Peter French, Sponsorship Coordinator, reported on his contacts and noted that Grundy Insurance was considering becoming a sponsor.
2. He also reported that Stoddard had become a Club sponsor.
3. Peter is working on 14 other potential sponsors including Farnbacher Loles Porsche in Danbury, which works on 356s, and the Upholstery Doctor. Bob DiCorpo noted that Jeff Adams, who is a 4-cam and air-cooled engine expert and worked at the former KAM Motorsports in Waterbury, is now at Farnbacher and Gerry McCarthy, the former owner of KAM and a noted 4-cam expert, serves as a consultant.
4. Peter reported that Farnbacher is interested in hosting a Tech Session in 2009. Tom Gentz will follow up.

### **West Coast Holiday**

1. Bill reported that the Annual 356 Registry West Coast Holiday to be held around the Lake Tahoe Basin in California and Nevada, June 18-22, is sold out. The headquarters hotel is the Resort at Squaw Creek located in Olympic Valley, CA.
2. He reported that five TYP 356 NE members, including him, would drive to the event in their 356s beginning June 10 and be gone for 19 days.

### **East Coast Holiday**

1. Bill reported that the Annual 356 Registry East Coast Holiday to be held in Lancaster, PA, September 4-7 was sold out.

### **Event Planning**

The following events and details were discussed. Members should be sure to check the Club website to confirm event dates, time and details.

### **June Drives**

1. In Dick Chiasson's absence, Bill Collins reported on the June 8 drive to Pomfret, CT, which would conclude with lunch at the Vanilla Bean restaurant.
2. Dick will send an email to members with details on the drive, time, meeting place, etc.
3. No details were available on the June 22 drive to be led by Dick Chiasson.

### **October Fall Drive**

1. Bill Collins reported that the venue and format for the fall drive are still under consideration. He then led a discussion on possible venues.

2. More details to be developed.

### **Loafer's Lunches**

1. Bill Collins reported that these impromptu drives during the week were well received and would continue. Members should watch their email for announcements.

### **Old Business**

#### **Door Signs**

1. Bill Collins reported there were a few "On Tour" Club door signs from the Spring Tour that could be sold to members for use when on a Club drive.
2. Discussion ensued on the cost and what to charge members. See below discussion under new business.

#### **Club Image Brochure**

1. Bill Collins had printed and circulated copies of the final tri-fold brochure that describes the Club, shows pictures of activities and a brief description of the 356 Registry.
2. The Board agreed that the brochure Tom Gentz drafted was well done and would be effective in recruiting new members.

#### **Driving for Dummies/Event Organizer Handout**

1. Bill Collins complemented Norm on the thorough job he did drafting the guidelines on how to plan and organize a Club drive.
2. Discussion ensued on the draft and the consensus was that the level of detail it contained might intimidate new members from planning a drive.
3. Bill Collins suggested three or four Board members work on the draft with Norm to simplify it.

#### **Spring Tour Wrap Up**

1. Bill and the Board agreed that Don Osborne did a great job planning the Spring Tour to Woodstock, VT.
2. Discussion ensued on venues for the 2009 Tour, including the Trapp Family Lodge in Stowe, VT, and the possibility of holding it in late May or early June.
3. Bill Collins will work with Don to investigate the Trapp Lodge as a possible site.

### **New Business**

#### **Logo with Land's End**

1. Bill reported that Land's End would charge a one-time set up fee of \$161 to have the club logo put on clothing items.
2. He recommended the Club pay the set up fee so members could order Club regalia, to which the Board agreed. Bill noted that once the set up fee was paid it will cost \$8.10 to have the logo embroidered on clothing plus shipping.
3. Bill will email to the Board instructions on how to order Club regalia from Land's End.
4. He also recommended that the Board order 20 hats for distribution as goodwill items. After discussion, the Board agreed and Bill will order 10 red and 10 tan hats. The cost will be \$9.50/hat plus the \$8.10 embroidery fee and shipping costs.

### **Club Decals**

1. Bill Collins led a discussion on the need to develop a Club window decal for members, the quantity to order, the cost, price to members and a vendor.
2. Further planning to be developed.

### **Door Signs**

1. Bill Collins led a discussion about the “On Tour” Club door signs that could be sold to members for use when on a Club drive. He noted that if the Club were to order extra signs the minimum number would be fifty.
2. Discussion ensued on the cost, what to charge members and the number to order. The Board agreed the price to members would be \$10/sign and 50 signs would be ordered.

### **Regalia Page/Newsletter, Website & Use of Club Script**

1. Bill Collins led a discussion on how to use the Club’s new logo and script as a window decal, on license plates, clothing and other uses.
2. Bill Sooter will research using the script on a license plate including the cost and vendors.
3. Ron Swenson suggested spending time over the summer developing ways to use the logo and script and develop an overall strategy.
4. A committee comprised of Ron, Larry, Bill Sooter and Fran DiCorpo will develop a recommendation for Board review in the fall.

### **Tourmeister 2009**

1. Bill Collins commented that Don Osborne was willing to serve as the 2009 Tourmeister and was already investigating potential destinations.

### **Article for 356 Registry Magazine**

1. Bill Collins reported the article on the club history, its structure and activities would be in the next edition of the 356 Registry Magazine.
2. Larry suggested that reprints of the article be obtained to hand out with the Club Image brochure. Bill will investigate the feasibility.

### **Tabled Items**

#### **Time, Speed, Distance Rallying (TSD) Events**

1. Bill Collins recommended that the Club not hold these events due to insurance related issues, to which the Board agreed.
2. Ron suggested as an alternative that as the Club becomes aware of these events it email to members information or include an announcement in the newsletter as a way to make them available to interested members.

### **Next Board Meeting**

1. The next meeting of the TYP 356 NE Board will be at 6:00 PM, Monday, July 14, 2008.
2. The Boston Beer Works was tentatively set as the meeting site. Bill Collins will confirm in an email to the Board.

**Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 7:45 PM.

Respectfully submitted,

Larry Bingaman, Secretary

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Distribution: Board members  
Webmaster