

GSBCC Meeting Minutes

Saturday, October 12, 2019

Jellie Bellie & Co., Surfside Beach, SC

At approximately 12:55 p.m. President Rod Smith called the October meeting of the Grand Strand British Car Club to order with 29 members and guests in attendance. He began by welcoming all members and announcing that 2 new members joined this past Saturday at our Britfest event. A vote was taken to waive the reading of the minutes of the September meeting, and they were approved as published in the GSBCC September Newsletter.

Vice President Greg Hoch reminded us that there are a few car shows coming up: Euro Auto Festival this coming week end in Greenville, SC, the Charleston the following weekend, Hilton Head Course D'Elegance the first weekend in November. Check our website for details. He mentioned that we learned much each year from other shows and from our own Britfest shows, and that we hold our one organized show, it's our main project, and it is an excellent opportunity for all club members to participate and to work together.

Treasurer Jim Smith provided the financial report, including Britfest, (that is always available to anyone who might be interested) and detailed deposits, expenditures, and accruals. He was pleased with the financial outcome of Britfest, which means that we did extremely well. Some of the reasons are detailed below under Britfest.

Membership Chair Skip Robertson could not be at the meeting, but sent the remainder of the new magnetic name tags for distribution. Any remaining nametags will be mailed to members.

Britfest*:

- Registrations: Pre-registrations increased from last year which helps tremendously with field and classification management, but it is a nightmare when that happens the week before the show. There were a total of 97 cars, a 14% increase from 2018. Registrations started out great, dropped off in August, then were up just before the show with 40% registering at that time. 48 club members registered for the show: 56% of the club.
- Stancy Bender's raffle baskets were the largest money-makers again this year, thanks to the creative talents of the many club members who donated their time and efforts. Stancy (and Warren) beautifully packaged the raffle baskets, indicating each donor and theme, and sent individual thank you notes.
- The proceeds from the sale of t-shirts hit an all-time high, as did the 50/50, so that we were able to provide a \$300 donation to Canine Angels.
- Kathie Foltz' British Tea was so elegantly displayed again this year, and it also adds a special touch. It was so popular that we ran out of hot tea! We promise to remedy that next year ... and to make certain to schedule the Eleveses properly at 11:00!
- Ray Maggio's well-designed Britfest 2019 posters were a tremendous hit!
- It was awesome to be able to use the grass field for the show! (Ask Rod about the infamous goose challenge ...)
- The hot dog truck was also a big hit!

- It was great to have more spectators! We think that is a result of improved marketing, and we will investigate advertising in the HTC Newsletter, newspapers, and other online sources of event distribution.
- Club surveys are all positive with ratings of 10 and 10+. The excellent surveys reinforce our goals to provide excellent communications before, during, and after the event ... and to be known for our welcoming friendliness.
- Improvements to consider for 2020: e-voting, enhanced sound system to carry to the back of the field, increased marketing exposure, a beer truck ...

*Many of the Britfest statistics were provided by Bill Unger, our Statistician Extraordinaire. With the help of his great historical statistics, we are able to do a better job of predicting classes to arrange the field to maximize over-all configuration.

From the Floorboard:

- To arrange a technical team meeting or event, just reach out to any GSBCC board member. There is always a technical need with LBCs ...

Rod announced that the next meeting will be a breakfast meeting on Saturday, 11/9 at Sea Captain's House in Myrtle Beach, and the Christmas party with the \$20 secret Santa gift swap/exchange will be at Wahoos's in Murrells Inlet at 6:30 on Tuesday, 12/10. He closed the meeting by thanking everyone and reiterating what a great job everyone did to make Britfest a huge success.

Respectfully Submitted,

Patsy Hoch