

ROAD MAP COLLECTORS ASSOCIATION, INC.

RMCA BOARD MEETING

September 8, 2016

Dandridge, TN

RMCA Board Meeting Minutes

The RMCA Board Meeting convened on Thursday, September 8, 2016 in a meeting room at the Hampton Inn in Dandridge, TN. The following board members were in attendance:

Gary Spaid, President  
Kirk Perucca, Vice President  
Ken Davis, Secretary  
Edwin Patterson, Treasurer  
Mark Greaves, Director/Newsletter Editor  
Terry Palmer, Director  
Wayne Stitt, Director  
Jim Wakefield, Director

These eight members of the Board present and participating constituted a quorum; and President Gary Spaid called the meeting to order at approximately 7:22 pm.

In addition to the above eight members of the RMCA Board, Ms. Deb Spencer, RMCA Webmaster, was present and participated in the meeting.

**Item 1 – Membership Report**

President Gary Spaid provided a brief Membership Report. As of September 8, 2016, there are 270 paid members. However, slightly over 100 of these paid memberships are due to expire on September 30, 2016. In addition, Gary indicated that he had signed up two new members earlier today (September 8, 2016). In a proactive stance, Gary has also been contacting members with expired or about-to-expire memberships by E-Mail and/or telephone to encourage them to renew their memberships (send in their dues). In this effort, Gary indicated that he had encountered some old or inaccurate E-Mail addresses and old (no longer in service) telephone numbers. Jim Wakefield suggested that we also send a letter or post card. Gary Spaid agreed to do so.

**Item 2 – Treasurer's Report**

Treasurer Edwin Patterson provided a brief verbal Treasurers Report. The RMCA had approximately \$6,700 in the RMCA Bank Account at the beginning of the fiscal year (10/1/2015) and now (as of September 8, 2016) has approximately \$7,400 in the RMCA Bank Account. Edwin indicated that the RMCA had incurred approximately \$800 in expenses in preparation for the 2016 MAP EXPO; and these expenses will need to be

subtracted from the current \$7,400 balance reported. Edwin also reported that he had received \$212 in Dollar Map Sales and an additional \$12 from sale of past “Legends” by the end of today’s MAP EXPO session. President Gary Spaid offered the opinion that the RMCA appears to be in sound financial condition.

### **Item 3 – MAP EXPO Committee**

MAP EXPO Committee Chairman Terry Palmer provided a thorough report on the current and future MAP EXPOS.

**2016 MAP EXPO** – Terry indicated that visitation to today’s MAP EXPO session was not robust but did appear to be steady before noon. It was clearly lighter in the early afternoon but appeared to rebound late in the day. In conversations with various RMCA members (venders), Terry determined that ratio of outside buyers (non-RMCA members) versus inside buyers (RMCA members) appears to be approximately 2 to 1 – more sales to outside buyers. RMCA members reported that outside buyers tended to focus on specific brands (particularly oil company brands) or on a specific State or city.

The admission fee to the Dixie Gas Show – at \$4 per person – appeared to be reasonable of a general show of this size and character; and not high enough to deter people specifically interested in maps (NOTE – The high cost of admission to the Antique Advertising Show in Indianapolis, particularly on the first day, was a concern).

Regarding facilities at the Dixie Gas Show for the MAP EXPO, most members appeared to be satisfied. Space and general arrangement seemed to be adequate, but Terry indicated that he had some difficulty in allocating table space. Terry did explain that a major wind storm had occurred a few weeks before the show and that the Dixie Gas Show organizers had made heroic efforts to repair the building following that storm. Terry indicated that he would discuss these and other concerns with the Dixie Gas Show organizers at the conclusion of this MAP EXPO. He also cautioned that it may not be reasonable to expect major cost improvements. He also noted that RMCA Venders tend to register their intent to attend the MAP EXPO relatively late and this late registration makes it more difficult to provide numbers of potential venders to the Dixie Gas Show organizers.

Everyone appeared to be very pleased with the Hampton Inn in Dandridge – both their facilities and their friendly and accommodating service.

**2017 MAP EXPO** – Barring unforeseen circumstances, it appears that the RMCA will return to the Dixie Gas Show for the 2017 MAP EXPO – on the first weekend following Labor Day – specifically September 7, 8, and 9, 2017 (Thursday, Friday and Saturday).

**2018 MAP EXPO** – Terry indicated that preliminary discussions regarding the location of the 2018 Map Expo had already begun, with (1) a return to the Dixie Gas Show in Dandridge, TN, (2) a return to the Antique Advertising Show in Indianapolis, IN and (3) a return to the Check the Oil Show in Columbus, OH as the primary possibilities. There

is also some feeling that it might be time to return to the Chicago, IL area. The major problem in the Chicago area is finding an appropriate related “larger” show to partner with. Attaching the MAP EXPO to a larger somewhat related show provides at least the potential for sale of maps to others (non-RMCA members) and also helps with publicity.

**2019 MAP EXPO** – Very preliminary consideration is being given to a return to the Dallas/Fort Worth area for the 2019 MAP EXPO. Finding a suitable larger show partner is also a potential problem for a MAP EXPO in the Dallas/Fort Worth area.

#### **Item 4 – RMCA Business Communications**

Use of E-Mail for RMCA business has some limitations, most notably the size of transmissions with large attachments and/or graphics.

To resolve or lessen this problem, Deb Spencer and Jon Roma have been looking into possible alternatives, such as List-Serve. Vice President Kirk Perucca expressed a need for the person (or persons) responsible for communications within the RMCA to be an active participant in the RMCA.

Others expressed a need for a separate E-Mail Group or list for RMCA Board and Officers – apart from an E-Mail Group for the entire membership of the RMCA.

After extensive discussion, Deb Spencer was encouraged to continue her efforts to explore improved communication systems for the RMCA as time permits.

#### **Item 5 – RMCA Website**

Deb Spencer led and participated in an active and fast-paced discussion of efforts to improve (or enhance) the RMCA Web Site. Items suggested and/or discussed included:

- Simplify the Home Page
- Provide links to topics (or other related topics)
- Use of changeable web-site background using road maps or segments of road maps
- Provide images of maps – one image per brand – leading to one image per year per brand
- Need to standardize on size and type of images
- Need to update the number of Legend issues available to the general public – from 2012 to 2015 (Fall Issue).
- Need to expand the lists showing the universe of specific map types, specific map brands, and specific map subjects
- Need to create a “Question & Answer” process – however, this requires someone (or a group) to respond promptly and authoritatively to questions
- Need to create a “Frequently Asked Questions” section – with answers
- Need to provide instructions for “unsubscribing” to discussions on E-Mail lists (and/or RMCA Website)

- Need for a log-out procedure when leaving the RMCA Website (NOTE – consensus after some discussion was that a log-out procedure was not needed)

This discussion concluded without a specific action but with instructions to Deb Spencer to continue working on these items as time permits, and to report to President Gary Spaid on any progress and/or recommendations.

Also related to RMCA communications, there is an apparent need for images (map images) on the RMCA Face Book entry.

### **Item 6 – Donation of Maps**

President Gary Spaid led a discussion regarding the processes and legal implications of the RMCA receiving donations of maps, including extensive and potentially very valuable collections from RMCA members or the heirs of deceased RMCA members. Gary expressed a need for an RMCA policy and procedure for receiving donations of maps and map collections. He also mentioned applying for IRS 501-c3 status, which may help the legal aspects of accepting donations of maps and map collections. In doing so, we would need to find a way to establish the “market value” of such donations. After some discussion, there was a consensus that there are both benefits and complexity (i.e., potential problems) in obtaining IRS 501-c3 status. At the conclusion of the discussion, Gary offered a motion to have Treasurer Edwin Patterson contact a Certified Public Accountant (CPA) to obtain a full explanation all aspects of obtaining IRS 501-c3 status for the RMCA; and report to back to the RMCA Board. Vice President Kirk Perucca seconded the motion, and the motion carried unanimously.

### **Item 7 – The Legend**

Legend Editor Mark Greaves reported on the status of the RMCA Newsletter – The Legend. He noted that we have had only three issues of The Legend in 2016 and posed the question of whether we should move away from our recent past custom of four issues per year. He indicated that the amount of material received for the Legend is beginning to run thin; and encouraged members to submit more potential articles. He further indicated that he prefers articles on maps rather than on oil company history, although he acknowledged that maps issued by oil companies are often related to and influenced by oil company corporate histories.

The Legend discussion turned to the question of whether or not to move to an electronic format – thus distributing The Legend as a pdf file attached to an E-Mail message, or by placing The Legend on the RMCA Website. This would streamline the distribution process and reduce and/or eliminate printing and mailing costs for the RMCA. However, some members actually prefer a hard copy and a few members may not have the capability of printing The Legend if they desire a hard copy. Also, the cost of printing and mailing does not appear to be an excessive burden on the RMCA budget – we are doing well financially. It was also noted that we could offer the option – a hard copy and/or an electronic transmission – depending on each member’s preference. This

discussion concluded without a definitive decision, but the topic will continue to be considered.

Mark Greaves concluded The Legend discussion by noting that the next issue of The Legend will be somewhat expanded.

**Item 8 – Adjournment**

With no other business to be discussed, Kirk Perucca moved to adjourn. Terry Palmer seconded this motion and the motion carried unanimously.

Respectfully submitted,

Kenneth H. Davis  
RMCA Secretary

Approved : Gary Spaid 11/11/2016