

Minutes of Australasian Motor Museums Association, Executive Committee meeting held at the Museum of Fire, Penrith, NSW on Monday 17/10/2009.

Meeting opened at 10:20am

Present: Kym (Chair), Wendy (Vice-Chair), Mark (Treasurer), Matthew (Secretary), David (non voting observer from National Transport Museum, N.S.W.), Reg (NSW Rep.), Kel (NT Rep.), Kelvin (WA Rep.), Peter (VIC Rep.), Phil (TAS Rep.), Graham (QLD Rep.)

Apologies: Michael (SA Rep.)

Chairs report: Kym thanked Mark and the Museum of Fire for hosting both the Executive Meeting and the forthcoming Annual General Meeting. Kym then outlined the situation up until now with regard to the AMMA website. The Association had set down a target of having the website going live by mid 2009; whilst this date wasn't quite achieved the website had gone live in a soft role out just after the target date. There had been some issues which need to be solved prior to this and Kym with Richard Fewster (Marketing Committee) had worked together to solve these, along with the expert assistance of Annette from That's Graphic. Whilst some of the committee's initial ideas for the website had been incorporated into the site some other items had been held over for future development which will occur once the Associations had rebuilt its financial base. Kym felt that with the website now online and a positive presence membership should build-up. This build up will refill the Associations financial resources some of which can be set aside for further website development. Once all of the Association membership has had a chance to look at the website then the association will begin to market the website by doing such things as press releases.

Peter Gault questioned the length of URL, which is currently australasianmotor museums.com.au Peter felt that such a long URL might be an impediment to accessing the website. Kym said that a number of names had been thought of including such as AMMA, however this was held by another organisation. It was agreed to stay with this particular URL at this stage. Peter suggested that such internet tools as metadata and links would be important to assist in increasing the 'hit rating' for the website, and it is this 'hit rate' which attracts such search engines as Google etc.

Mark felt that we should all view the website as it now exists and undertook to show the committee the website on his laptop computer. Some general discussion regarding the website and its content ensured with the general agreement of all the committee that they were happy with the website and would look forward to its next incarnation to implement any changes.

Treasurers Report

Mark handed out the attached documents to show the committee the number of current financial members, the outstanding memberships and the overall current financial situation of the Association. Since the last Executive Committee meeting the Association had received applications from four institutions to join. As the Association was in an active growth phase and these institutions had waited sometime for a response Mark had been in contact with Matthew to apprise him of the veracity of these museums. As all four institutions were relatively well known their applications had been processed and mark now asked the committee for formal ratification of membership for the four museums listed below:

Elfin Heritage Centre, Victoria

McFeeters Motor Museum, New South Wales

Fire Services Museum of Victoria, Victoria

Bicheno motorcycle Museum and Restoration, Tasmania

Mark moved that these institutions be accepted as full members of the Australasian Motor Museums Association, Kel Davis seconded this.

Agreed

Mark then outlined an application from Mr Murray Roberts, for individual membership. Mark said he had spoken to Matthew about this application. Matthew outlined that Murray Roberts was a volunteer with the Fox Classic Car Collection. Matthew contacted Peta, manager of the Fox Classic Car Collection about Mr. Roberts's application, after some discussion with Peta it was felt that it might be more prudent for Mr. Roberts be offered Associate membership as it was felt that this would not conflict with the Fox Classic Car Collection institutional membership. Individual membership category had originally been envisaged as a membership category for those it was felt were suitably qualified in their experience to assist the association and as it was felt this might not be the correct category for Mr. Roberts's application. Kel proposed that Mr. Roberts be offered associate membership. Wendy seconded the motion

Peter Gault questioned the veracity of offering Associate membership to Mr. Roberts who had applied for individual membership. Peter proposed a motion that the committee should further investigate the membership categories of associate and individual membership. Mark seconded this.

As there were two motions now on the floor Kel withdrew his motion. An interim solution was proposed as Mr. Roberts had already waited for some time for an answer to his application, that Peter would approach Mr. Roberts, as Peter was the area representative for Victoria. All agreed

Kelvin questioned the issuing of grants for which the organisation might be eligible for. General discussion related to grants ensured much of the discussion related to the distinction between Federal and State grants. In general it was felt that the Association should be eligible for Federal grant; however these grants tended to require much documentation. State based grants were felt to be the preserve of the individual museums which make up our association. Grants might be useful to the association in order for it to achieve its objectives but required considerable expertise in crafting an application. In certain situations either the state representative could assist local museums with grant applications or in some rare instances the executive committee may feel that it could assist and or apply for a grant. Kelvin offered to chase up a List of Federally available grants.

Website changes.

As we had employed Annette from That's Graphic to construct the website and had paid her for this development any ongoing additions and subtractions would attract a labour cost. Currently the website has an events section for member museums to post up their forthcoming events. As the association need to pay Annette for any changes to the website it was felt that a \$40 per event fee should be imposed on this. This fee would recover the cost and increase the association's coffers to

change the website in the near future. After some further discussion as to who would vet any application to post up events it was felt that the webmaster in consultation with either the Chairman or Secretary would then post the events up to the webpage, once this was agreed the treasurer would be informed to raise an invoice for \$40 to be sent to the member. Also it was agreed that the webmaster would remove old events in order to maintain a contemporary feeling of the webpage.

Marketing

That's Graphic have been contracted to produce window stickers which are to be distributed to all members. It is asked that these stickers be placed on exterior windows of museums near the entrance. It was felt that the distribution of these stickers would assist in the marketing of the organisation to produce for the visitor a more cohesive 'look' for the Association. The committee reviewed the stickers and whilst happy with the art work felt that the next time the stickers were printed they needed to be in a larger format.

Other Business

Fees structure

The issue was raised that in order to increase the Associations revenue should the fee structure be changed. After some discussion it was proposed the Executive Committee take to the Annual General Meeting a proposal to introduce a joining fee and that this fee not be implemented until the 2011 membership year, in order to finalise a number of outstanding membership issues. It was also felt that promoting this hold over period might quickly attract a number of members.

It was noted that some recent membership applications had not been generally circulated to all the relevant people, it was therefore proposed that should a state delegate not initiate a membership application, i.e. the form is downloaded from the webpage etc, then once the treasurer receives the application a copy is sent to the state delegate and to the Secretary.

As there had been some confusion as to the most expedient method of membership application it generally agreed that any inquiries for membership should be directed to the relevant membership application form at the Associations website. It was also agreed that delegates could email membership application to both the Treasurer and Secretary and that this would also work in reverse if an application was received by the either the Treasurer or Secretary without previous reference to the State Delegate. In general it was felt that those applying for membership should be visited by at least the state delegate. This would put a human face to the Association and also allow the State Delegate to review the member's facilities.

The following fee structure was agreed by the Executive Committee to take to the membership at the Association's Annual General Meeting

\$40 for event on website to be on charged to the member wishing to post this to the website, and that this would be effective once the Associations Webmaster has control of the website.

Fees- \$50 Joining fee applicable to all institutional members effective as at 1 July 2010

\$100 fee being the annual membership fee for the Association effective 1 July 2010

Motion moved by Kym/ seconded by Kel, All Agreed

The issue of Individual Membership and Associate Membership fees was to be held over until the next executive meeting held in 2010 at which time Peter Gault would present his review of these two categories, and any recommendations. In the meantime the fees for those members already under these categories are to remain as is.

Chairman thanked all for attending

Meeting finished 12:30pm

It was requested that the minutes of the Executive Committee meeting be made available to Committee members within one month of the last meeting date. The Secretary agreed to attempt to achieve this deadline.