



Audi
Club North America
Lone Star



LONE STAR CHAPTER ACNA BOARD OF DIRECTORS MEETING

26 May 2013, 8:30 P.M. – 9:30 P.M.

Teleconference

MINUTES

The May 26, 2013 meeting of Lone Star Chapter (LSC) Audi Club North America (ACNA) Board of Directors convened at 8:30 p.m. via ACNA Teleconference.

BOARD OF DIRECTOR OFFICER INTRODUCTIONS

M. Welch welcomed the members to the meeting and provided an overview of the club's recent establishment with Audi Club North America (ACNA) and introduced each member of the Board of Directors, their position, their responsibilities, and asked each member to talk about what they have been focusing on.

Director information is summarized below:

President:	Matthew Welch	From DFW area, focusing on establishing Lone Star, interacting with national and infrastructure
Vice President:	Eric Howieson	From DFW area, focusing on social media and membership growth
Secretary:	Aaron Plante	From ATX area, focusing on club communications and COTA events
Treasurer:	Steve Fordham	From DFW area, focusing on managing funding opportunities and serves on BoD of ACNA
Director of Events:	Lily Fordham	From DFW area, focusing on state-wide recurring events and the state meet

2013 State Meet Update

The State Meet is scheduled for August 9-11, 2013 in the Frisco area (DFW). The meet selection was based on the survey responses of members and will be a well-rounded, family-friendly event accommodating Audi owners of all types. Registration will be online and information regarding sign-up will be communicated by email and social media outlets in the coming weeks. The weekend will be scheduled as follows, with more activities in schedule. ACLS is also seeking sponsors to aid in the event costs.

Friday: Meet & Greet

Saturday: Show & Shine, Drive to CARE (large cat shelter), lunch, dinner in Frisco

Sunday: morning drive, and more

The BoD noted that a separate, dedicated track event will be planned for this year for interested members.

Increasing Local Chapter Events

The Directors informed the members that an important goal for the club is to increase the frequency and consistency of local events within Texas. The DFW area has a well-established calendar of planned events, and ACLS would like to extend that philosophy to other metro areas (Austin, San Antonio, Houston, etc.) as well as any area with a concentration of Audi Club members.

The Directors urged members to volunteer in their locales to help establish recurring events and foster local events under the ACLS umbrella. Volunteers are also needed to help provide content for the Web site and other communication opportunities to help ensure content provided is representative of the whole of Texas.

Any interested members can write to info@audiclublonestar.org to volunteer.

Chapter Communication & Social Media

The Directors discussed the club's focus on establishing active communications to members to ensure information is adequately and appropriately distributed to club members in a timely and informative manner.

The Board has established a variety of communications portals with which to communicate including: Facebook, Twitter, Instagram, Word Press, the ACLS Web page, via chapter emails, and surveys. It was also noted that an ACLS forum is under construction.

The Directors encouraged members to engage with the social media components and "like" and "follow" the various Audi Club Lone Star outlets to ensure they stay informed on club activities.

ACLS can be found as noted below:

- ACLS Web Page: www.audiclublonestar.org/

- Facebook: www.facebook.com/AudiClubLoneStarChapter
- Twitter: @AudiClubLS, also #AudiClubLS
- Instagram: AudiClubLS, also #AudiClubLS

Audi Club Lone Star Identity and Branding

The Directors also clarified some of the branding strategies that are currently in the works. The club is working on business cards and window stickers with the ACLS logo all the way to T-Shirts, hats, and other apparel that members can wear to display their membership within ACLS. In the coming months we will be distributing some of these items to all members as part of your membership as well as creating an online store where anyone can purchase ACLS apparel.

MINUTES

There were no minutes to review, as this was the inaugural meeting.

Member Q&A

1. Jim Gates - How do members obtain contact info?
 - A. On Web-site and will also distribute via email. Also, can use the info@audiclublonestar.org which will distribute to entire BoD.
2. Jim Gates – Regarding actively pursuing sponsorships, there was effort earlier last year on ACNA side to get local dealerships more involved with local things. Have you had any communication with them on that?
 - A. Yes, ACNA has been working with AoA to ensure we have access to appropriate contacts (Ambassador). We have reached out and are awaiting a formalized meeting to determine how ACLS can best work with members.

Action Item Summary List

The following Action Items were created and assigned as follows:

No.	Action Item	Responsible Member
1	Distribute Meeting Minutes to Members (email)	A. Plante
2	Distribute State Meet Information to Members (email)	A. Plante / L. Fordham

Minority Views

There were no minority views.

Voting was unanimous unless noted otherwise.

The meeting adjourned at 9:08 p.m. The next ACLS Board of Directors meeting is scheduled for Sunday, **June 30, 2013** at 8:30 p.m. via **Teleconference**.

Respectfully submitted,

Aaron A. Plante
Secretary, ACLS