



## Tesla Owners Club Wisconsin Q4 Board Meeting

10/26/21

7:30p - 9:00p

Agenda: [https://drive.google.com/file/d/1Xtbvf7521PldaifhK3frkb8ACj4y\\_4cv/view?usp=drive\\_web](https://drive.google.com/file/d/1Xtbvf7521PldaifhK3frkb8ACj4y_4cv/view?usp=drive_web)

Attendance: Bolded were in attendance

|                                       |                                    |                                |
|---------------------------------------|------------------------------------|--------------------------------|
| <b>Mike Klimkoski, President</b>      | <b>Matthew Johnson, Treasurer</b>  | <b>Lynn Stroede, Secretary</b> |
| <b>Stuart Nolan, Dir Events/Media</b> | <b>Jon Vermes, Member Advocate</b> |                                |
|                                       |                                    |                                |

### Attendance Notes:

Stuart Nolan – Late notice given. Joined at 8:20 PM

Shane Miller - Did not attend; no notice given

Chris Knight - Did not attend; no notice given

Club member in attendance: **Jon Vermes**

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### Meeting called to order at 7:41 PM by Mike K

#### We have a quorum

#### Announcements:

##### New board members

Stuart Nolan – Director, Events & Digital Media

Lynn – Officer, Secretary

No comments

#### 2021 Activities:

Excellent financials, good member growth and sponsor growth, and engagement in communities.

The club held 5 First Responder events across the state with 250 responders. This program is well received, and the word is out that the club facilitates this training. Later this year, 150 responders by La Cross Volunteer FD. Some of the FDs have our club link on their web page and donated to the club.

The club held 3 virtual events: Ride the lightning, Now you Know, and a club ideas and planning session

The club held a Workshop at Carisma Customs w/club discount for detailing, ceramic coating, tinting & lunch.

There were 2 General events: Madison Pizza with about 45 people, and the Fall Classic just last week. More details on the Fall Classic to follow.



**Club State:** 462 members, sometimes receiving 2 a day. Some heard about the club from the Service Centers, FB (FB Group and TOC), Twitter and word of mouth. Next club membership goal is 500 members. The club has 12 Plaid Sponsors, 3161 social media followers, 129,000+ impressions on Twitter from Elon's Tweet response to the club.

**Motion by Mike K:** Eliminate the Chill Sponsor level – for small business

**Q: Who is the Chill Sponsor? A: Smart Auto Transport.**

**Decision:** TOC will officially notify the sponsor of their membership renewal, thank them for being a sponsor to the club, and provide them with their updated renewal options and benefits. Wait until January to see if they renew. Then, revisit this proposal.

### **Potential New Plaid Sponsors**

Entek Solutions – Microgrid Integration – solar, geothermal power & and tech owned by Faith Technologies

Fable Auto Repair – Tesla Certified auto body shop, has a secondary shop to eventually work with Cybertrucks, and Tesla Semi.

**Financials:** \$18,882.00 in account.

**Club Standing:** with Tesla's #2's is excellent, they love our engagement w/legislation efforts in Wisconsin. Julia from Tesla Corp. is the new and current Tesla Club liaison.

Mike K gave kudos

### **Fall classic review:**

Food was great, weather great, raffle prizes were well received. 92 attendees. 56 Teslas, media coverage provided by NBC. 8 non-club persons RSVP'd and only 1 showed up. Newest member signed up on location as owner+ member and won the \$1000 gift! Ingrid Namm made a nice donation of a solar powered backpack and laser-etched wine decanter, and it was won by someone who just signed a contract with them!

### **2022 Outlook:**

The club intends to provide more local meetups. The club plans a drive to Tomah SC when they are up and running. One goal is to implement a new system for member management system, leverage social media for marketing of sponsorship,

**Motion by Mike K:** Make Stuart the owner of the TOC Twitter feed. Motion Passes.

Additional discussion: Stuart will make a name change for the FB group of Followers. Matthew also suggests meeting to establish a "brand", with formalized messaging, and define what role the club will play in promoting that. Then, we should define what further delineates between the FB non-member vs the TOC FB groups. Stuart also suggests tapping the TOC members for talent to facilitate our professional needs.



All 2022 events and engagement, including BOD meetings, will emphasize FUN going forward.

**Comment:** Board members Chris K, Shane M did not provide notice of non-attendance. Reminder will be sent to all board members that if they cannot attend a board meeting it is professional courtesy to provide at least 24 notices with non-emergency reasons for not attending.

**Motion by Mike K:** Club merchandise to be discussed and posted on the FB groups with Club member's discount (per Stuart). Motion passes.

**Meeting adjourned at 9:02**

Lynn S. Stroede, Secretary 10/26/21

**10/27/21 Amendment to the minutes, Lynn S. Stroede**

**Next board meeting date:** Four sessions in 2022 will be posted on the club's website

Action items:

1. Email to Smart Auto Transport with Sponsor renewal options - Mike K.
2. Set up a meeting with board members to discuss FB groups redesign - Stuart
3. Email to all board members to remind them of their required attendance at board meetings and 24 hour notice of non-attendance - Mike K.
4. Set up a meeting with board members to discuss club merchandise offers, pricing, etc. - Mike K.