



California Off-Road Vehicle Association
1500 El Camino #352 Sacramento, CA 95833
info@CORVA.org

Pending Approval 10/22/2018

MINUTES

California Off-Road Vehicle Association

Board of Directors Meeting Conference **September 24, 2018 7:00 PM**

Phone Number: (712) 775-8968 • Access Code: #104206

- I. **Call to Order** - 7:00 PM
- II. **Roll Call & Welcome Guests** : Managing Director Amy Granat, Board members: Vinnie Barbarino, Bruce Brazil, Ken Clarke, Chad Clopton, Bob Ham, Charlie Lowe, Lori Lewis, Diana Mead, Mike Moore, Ed Stovin, Bruce Witcher, Jim Woods and Roberta Woods. Guests: Steven Howard, Jon Kinley, Jared Macleod, Butch Meyner, Beth Spyer, Patrick Vaughn, Ed Waldheim and Terry Work. Absent Board Members: Wayne Ford and. [Thirteen attending BOD members]
- III. **Review Agenda, modified as necessary**
- IV. **Minutes from previous BOD meeting** – Motion to approve, Roberta Woods; seconded by Bruce Brazil. Motion carried.
- V. **President's Report – Ken Clarke** – (No written report) The southern board continues to do very well at the shows with the CORVA booth. There aren't shows in the north for CORVA to attend without considerable investment. There is a show Reno, NV. There is the CALEXPO but it includes all types of sports not just off-road events. CAL4WD has had a booth there but Ken doesn't know how well they do. There is a Sportsmen EXPO in Reno as well. If the Board is interested in paying for a booth, we can investigate this. **Bob Ham** remarked that this is really out of our realm and too expensive. **Jim Woods** remarked that if that theory was always true, then CORVA would not have gotten as many memberships at the Super Sports Sand Show. CORVA volunteers sold many memberships to out of state attendees. (The SSSS is one of the biggest shows nationwide.) Jim continued that CORVA volunteers encourage people to support ASA, CAL4WD and all organizations to help strengthen our voices. **Vinnie Barbarino** commented that if CORVA can get a booth spot at no charge like we do for the other (southern) events, there is no reason we shouldn't go there. **Ken Clarke** will investigate to see if this is possible. Ken continued that he did the booth at Cantina for the Con and brought in around \$357.00 and one membership for CORVA. Ken donated a donation box for the CORVA booth and put it on the table. Ken also wants us to investigate further the possibility of partnerships with other vendors like Vinnie suggested in his report (via email – see below). Ken will ask the AirMed representative to come on our next BOD call and explain what they can provide. The CORVA booth at Cantina for the Con was next to the Jeepers Jamboree. Bob Sweeney offered CORVA a free enclosed booth display that needs minor repairs. Ken will arrange to pick it up. Further, snowmobiles are a big issue in the north and Amy's report will discuss this further. Ken also thanked all the volunteers who are working the various booths.
- VI. **Legislative Reports**
 - A. Updates and related bills – **Bob Ham** – No real report at this time.
 - B. Managing Director's Report – **Amy Granat** - Our lobbyist reports that between the Houndsmen and the various off-road issues were successful. With Ed Stovin's help, Amy reviewed Kathy Lynch's contract for the next term. CORVA needs to discuss what the Lobby Day next year will include. Kathy will manage this and help us plan this. We will introduce ourselves to the new legislative session and the new governor. **Bob Ham** believes this would be a good move for CORVA. All the new staff will be installed by then, like the new Parks and Recreation Director and the new Secretary of Resources. **Ken Clarke** agreed. Amy will look further to include our partners like ORVLC to be included in the planning. Presenting ourselves professionally and inviting everyone from the OHV community will be an important move for CORVA.

Amy will have more details next board meeting. She also reports that there may be another Carnegie bill next session but won't know for sure for a while. Continuing, there is approximately \$38 million available in Grant monies this year. Many federal agencies are having difficulty applying for the money and Amy has made note of this with the State. CORVA will look carefully at who is applying for these Grants. But many agencies are on lean budgets and don't have staff to fill positions necessary. Not in most regular forests but mostly in the urban forests. There is trouble recruiting staff and paying them. **Ed Waldheim** wants CORVA to find a club or group that could hire people to do the work with the Grant money. Ed has done this in Jawbone, El Mirage and CTUC. He has helped the forest with sustainable plans. **Ken Clarke** asked Ed how he has done this. Ed replied that it's very simple. A few people are necessary who want to adopt an area or partner with an agency. They then get a letter of agreement that gives the group "ground disturbance permission". Then they can either get their own IRS 501c3 or partner with CTUC. Then they apply for a Grant and then people are hired to do the work. There are too few people available for the work. Ed now has 20 fulltime people working at Jawbone and 10 fulltime people working at El Mirage. **Bruce Whitcher** agreed that Ed has a successful partnership working with the Sequoia National Forest. Bruce would like to assign a subcommittee. The problem Bruce sees is the budget cuts to the forests. The partnership Ed mentions can't always work the same but a CORVA subcommittee could work on this.

Ken Clarke asked Amy to explain what is an Urban Forest. Amy explained that it is mostly to describe the tremendous amount of city planting that can cause problems when there is a natural disaster or especially a raging wild fire like what happened in Santa Rosa last year. While we want to increase the tree density in urban areas, they don't necessarily want to do it to the detriment of the housing areas. The fire hazard is too great. But trees combat climate change. So that is why we are hearing so much about urban forests. Most regular forests are well visited but some areas are devastated by wild fires. Areas like the Stanislaus and Mendocino have lost much OHV opportunities because of the fires. **Diana Mead** remarked that her group the Escarabobo along with Don Amador's group did some repair work at Stoneyfork several times since it has burned more than once. The area is huge. **Jon Kinley** remarked that he had seen Don Amador and Dale Albright have started a clearing house group to bring people together who want to help restore burned areas. Jon thinks it's a great thing and would like CORVA to do this. **Amy Granat** doesn't think CORVA should compete with this effort after they get their legitimate business plan in place. That group is collecting monies that isn't exactly disclosed at this point. **Diana Mead** believes CORVA might sponsor groups that are vested in these types of efforts without offering monies or collecting special funds for this. Encourage volunteers that might use the areas. She also suggests that we put this in the next ORIA, and on our website and on an email blast. Ask our members if their area has been affected by these fires and offer CORVA's help. We can link people together and help our forests. Diana will help with this.

Amy Granat finished her report discussing the latest Comments Project workshop with the snowmobile people. Fifty people attended the Sonora project, which included people from Alpine and Toulouleme County. Good comments will be forthcoming. All the forests will have the same job of reviewing various proposals – like including the over-snow use. The Pacific Trail Association is targeting all the forests and our involvement is making a huge difference. CORVA also contacted Elk Grove Powersports came to the event and provided food and the room for the meeting. Although this Comments Project event was for snowmobile many attendees told Amy of their other OHV vehicles, like Jeeps and side-by-sides. Although they identify as snowmobilers, they have many other vehicles. The group from 4x4 In Motion from Turlock was well represented too.

VII. Finance Report

Treasurer's Report. **Mike Moore** – (*Financial Reports to be sent via email*) Status quo. Mike was asked to restock some of the store items. He wants a better inventory method. He asked if Steve Gardiner knows what his inventory was. **Amy Granat** says yes, Steve had a starting inventory. Mike wants someone to maintain the inventory and Amy says she will discuss this offline with Mike. **Ken Clarke** recommends that we have a re-order flag. **Vinnie Barbarino** remarked that Steve told him he has plenty of everything except hats. **Roberta Woods** remarked that she provided a full inventory for all the CORVA stores which in addition to the online store includes one for Ken Clarke, Chad Clopton and Vinnie Barbarino. It requires that each person provide Mike with exactly what they sold and keep a running total. She also remarked that she knew the hats were running low. She got a quote for the same price of \$9.50 each and will reorder these, with Board approval, for the same repeat order of 36 hats (12 Sm/Med and 24 L/XL). They will be the same as last time, per request from Vinnie, since this is only the third time to reorder these. After this hat order, we may want to change to a new logo. But Roberta recommends that we see how sales of the license plate frames go before we change another item. [*Approval by Board to order the hats was given after a motion to approve.*]

VIII. **Northern Report – Chad Clopton** – reported that he had been on several runs and almost destroyed his sand rail while doing an event with 4x4InMotion. He is assisting with the efforts at Frank Raines OHV area in developing an actual off road obstacle course. Also, the clubs in the north are preparing for the Northern Jamboree as well. Chad has been asked to come to Nevada to do Rescue Recovery Support for the Nevada 250 run from 10/05-10/07/2018. **Bruce Brazil** – reported that on Friday 09/28 at 9:00AM in the Rancho Cordova in Sacramento there will be a joint commission meeting of the four different divisions in the State Parks. There is no business or notes taken, just a presentation.

IX. **Southern Report – Vinnie Barbarino** – (*see report attached*) He reported about the Southern Board working the Super Sports Sand Show in Orange County. He and Jim Woods camped at the fairgrounds and were able to work the event all three days. The crowd included visitors from all the country. They brought in over \$1,800.00 and 21 new/renewing memberships. He also received many boxes of items from Bob Ham which he then drove up to the Jawbone Station for Ed Waldheim and Randy Banis to use for the display case for the Off Road Hall of Fame Museum. Randy will order the banner for the display. Vinnie gave them the banner as well. Last Saturday on 09/22/2018 Vinnie and his volunteers worked a CORVA booth at the Bolsa Chica State Beach for Jeep Bash. This was an outstanding event with hundreds of Jeeps and at least 20 vendors. Each vendor had to donate a raffle prize for the event. CORVA donated two entries to the Truckhaven Challenge, along with two sets of maps. The event sponsors were listed on a special vendor. The visitors brought the card to each vendor to be marked off and returned to enter into the raffle. It brought thousands of people by our CORVA booth. Many visitors mentioned the CORVA Instagram site. They also asked what are the benefits of membership. We brought in 21 additional memberships at that one day event. The weekend of 09/29-9/30 will be the Off Road Expo in Pomona. Many volunteers will be helping Vinnie with the CORVA booth. **Roberta Woods** reported that the Jeep Bash was sponsored by KMC Wheels and California State Parks. She also mentioned that many visitors had never heard of CORVA and were anxious to offer support. Several new clubs were discovered and Vinnie will be reaching out to them in the near future. Vinnie told the event coordinators that CORVA would like to be included next year and also any other events like this that are available too. As to Truckhaven, Vinnie reported he got many good leads on raffle prizes and Jim Woods was able to secure a set of KMC wheels for the event. Ken Clarke thanked the volunteers. **Charlie Lowe** mentioned that CORVA should investigate attending the Camp Razer at Glamis. He thinks there should be a CORVA booth. Vinnie has attended that event before and believes that Polaris owns that store and with further investigation we may be able to get a CORVA booth.

Jon Kinley reported that he has been having difficulty getting the license plate frames from the supplier. They will probably not be available for the Off Road Expo. He also reported about Eric Hall of the Ken Moody Memorial Calendar event of the XL ADV adventure bike ride in Death Valley at the Panamint Resort on 11/02-11/04/18. CORVA will donate some items for the event and they will be donating again to CORVA. **Amy Granat** confirmed that she had received the emails telling the vendors that proceeds of the raffle would benefit CORVA. Amy also mentioned that she had been working with Go Visit California which is a state agency that promotes all types of events in California except motorized events. Amy says they were surprised that they hadn't thought of doing motorized promotions. Except one of the personnel mentioned he is an "overlander". This group may look like off roaders and act like them, but they don't consider themselves off road users. However, now they seem to identify with CORVA as the organization that is keeping the "overlander" areas open! Amy is happy to include them along with the houndsmen and over-snow people just like OHV users. The state agencies don't recognize all these groups as OHV users. It is sometimes difficult to know what type of OHV user they are. The ADV bikes are large street legal motorcycles that aren't meant for off road use. Self-sufficiency is the main purpose. **Vinnie Barbarino** described them as a two-wheel overlander. The groups that are supporting CORVA are very involved in social media and our Instagram account is directly affecting our growth. Amy is working hard to get the state agencies like Visit California to recognize the various motorized off road users that may not be named as off road users. **Jon Kinley** thanked the board for the compliments about the Instagram account. He would like CORVA to really recognize our need to upgrade our website and all our social media platforms. The new OHV users (regardless of their individual status) is on their phones 24/7 and they need easy access. We could use an upgrade so they can order products, sign up for events and find out about everything instantly from their phones. Jon hopes CORVA will discuss this seriously very soon. Also, YotoMafia is still looking for a place to hold their annual meet here in California. Amy believes Hungry Valley SVRA would work well and she will reach out to them in the near future.

X. Ongoing Business

A. CORVA 50TH Birthday 2020 – *No committee at this time.* **Ken Clarke** volunteered Lori Lewis. **Amy Granat** wanted the same people who did the last annual meeting to do this. Amy suggests a large event to honor our heritage. Bob Ham has a lot of ideas but not will not be able to help. No confirmation of a committee was made.

B. "CORVA Hall of Fame Display" – update **Ed Waldheim** reported that Randy Banis will work on getting a banner. He wants us to decide what to put on the shelves. There are many items for us to put in the display. Everyone agrees that a photo interactive history would be great. **Vinnie Barbarino** suggested that we get a battery operated photo frame that can do a slide show. We need to find out if there is power to the case. Then we could put an SD card that would rotate the photos. **Ed Waldheim** needs this done quickly because the Off Road award ceremony is coming at the end of October. **Amy Granat** knows we have many pictures online and will contact **Randy Banis** to help get this all together. **Terry Work** has a CD from the old Truckhaven events and he will provide it to Ed Waldheim. **Vinnie Barbarino** wants us to find out if there is electricity to the cases. **Ed Waldheim** will ask Barbara (the manager of the museum) about the electricity. **Vinnie Barbarino** would also like the case to include the list of our Instagram account so people can instantly access the account. **Chad Clopton** wants to ask all our members for old pictures. **Amy Granat** says she has an email going out about the ORE on Friday 09/28/2018 and will add a blurb about pictures. **Ed Waldheim** wants the display completed by 10/18 because the award ceremony is on 10/28/18.

XI. New Business

A. CORVA attendance at Overland Expo <https://www.overlandexpo.com/west> - **Amy Granat** has talked to Don Alexander about this event. It is the biggest overland event in the west. CORVA needs to attend this event. It is held in Flagstaff. No motorhomes or trailers are allowed. It's camping only. Amy will try to go. **Vinnie Barbarino** suggested that the board approve to have Amy attend. **Amy Granat** will contact them about a free booth.

B. CORVA Partnership with Powercases – Business Sponsorship with www.powercases.com – **Amy Granat** told the owners to become a regular business sponsor at \$365.00 per year. We will promote them like we do all our business sponsors. They are an online sales company only through Amazon. They will send a sample to Amy so she can see the quality. **Charlie Lowe** mentioned that there is a tremendous opportunity with our business sponsors. At the Super Sports Sand Show the vendors have to pay so much to be in that show. It is less cost to become a CORVA sponsor and we just have to sell the program. Charlie will call Amy later to discuss expansion of the program.

C. CORVA Raffle Car – **Ed Stovin** reported that he has made contact with Steve at BFD Off Road, a company that will build either an off-road or sand car for CORVA to raffle off. After exploration of the process, Ed reviewed the process. San Diego Off Road Coalition (SDORC) has had three raffle cars – 2006-2008. Everything was donated ; parts, labor and the trailer. SDORC sold tickets for about a year and took the car around to shows etc. It was a lot of work but it brought in a lot of money for SDORC. The company that will do this for CORVA will get the parts donated as needed. SDORC has already turned down the option at this time. Ed wants to know if CORVA wants to assume this huge task. We could earn [in Ed's estimate] \$80,000.00 to \$100,000.00 for CORVA. There are two types of cars. The sand cars or a dual-sport car which is good for hard pact desert or in the sand. It is more like a race car and needs to have more than one set of wheels (for the different types of terrain.) Ed feels that the dual sport car is more desirable and would sell more tickets. The builder recommended a 800HP or less build. All the details will be discussed if we decide to go further with the commitment. The builder is in Ramona, CA and Ed Stovin would volunteer to be our CORVA liaison. **Ken Clarke** had made a recommendation that if we did this we could use a cardboard cutout of the vehicle and Ed suggested a scrap book of what was going on the car. Logistics is the biggest issue. We could also be in all the shows. **Ed Stovin** reviewed the raffle rules. CORVA has to be a non-profit and tickets cannot be sold on the internet. All tickets must be through the mail or in person. **Lori Lewis** remarked the process CAL4Wheel uses. They send out ticket packets to all members and asks them to send back the stubs along with their payment. Lori also thinks we could co-brand this with our 50th Anniversary celebration. **Charlie Lowe** likes promoting this because we will increase our membership and email database. **Terry Work** asked when the vehicle could be ready and if it could be ready by the 50th anniversary meeting. Ed said the builder would have it done between four and six months. Ed wants a board vote on the project. He would also like a conference call with Amy, Ken Clarke and himself to discuss the details with Steve at BFD Off-Road. Storage will be a problem. The vehicle needs secure storage. Amy recommends presenting a full business plan to the

board. She was very involved with the CAL4W Jeep project for a year and knows the logistics required. It needs a hands on coordinator who would take on all the responsibilities of this vehicle. In the business plan CORVA will include the events to be attended, the cost of expenses and the reimbursement of time and expenses for the hands on "parent" of the vehicle. **Bruce Whitcher** offered space in his metal storage building to store the vehicle and trailer. It is secure and he would donate that to CORVA. He is located mid-state so that might be an option. More information will be provided to the board on the next call.

C. CORVA Partnership with CAL STAR - REACH – Air Med – **tabled until next meeting.**

D. **Jared Macleod** asked that on the next Board meeting, to discuss the **Family Fun Run 2019**. Terry Work and Jared are going to present their discussion on Pt Mugu Four Wheel Drive Club sponsoring and chairing the event in Hungry Valley next year.

XII. **Adjournment**

Adjourned meeting at 8:50 PM.

Next CORVA scheduled board meeting **October 22, 2018**

*Protecting public land for the people, not from the people.
California's Off Road Voice for Access*

Amy Granat
Managing Director
Amy.granat@CORVA.org
916-710-1950

Meeting Date: September 24, 2018

MANAGING DIRECTOR REPORT SEPTEMBER 24, 2018

1. I have to start out talking about the Comments Workshop we had last Saturday in Sonora. Our hosts, the Sierra Snowmobile Foundation and Sonora Pass Snowmobile Club set up a great venue in Sonora at a craft brewery with a private room equipped with TV's to hook up to computers for the presentation. We had about 50 people show up for the afternoon, and they were one of the best groups we've had. They were very engaged in the process, and I believe will write substantive comments. The Deputy Forest Supervisor, Scott Tangenberg, came and listened to a lot of the questions. He was somewhat undercover, but he brought the newest and most accurate maps that we put up on the walls. I also felt it was appropriate for him to hear from the people the proposals will affect. Scott is an old friend, having transferred to the Stanislaus from the San Bernardino NF a few years ago. I always explain that he was trained from the start by Ed W, so he's very familiar with CORVA and OHV.

Many people commented on the fact that CORVA was there helping the snowmobile community. They also commented on the fact that no other organization was there supporting the community. We have received quite a few donations from the snowmobile community, and the over snow analyses are still ongoing! The local Congressmen are all involved in this process, and the state is working on the PCT issue.

Now we have had private meetings with the Tahoe, Eldorado and Stanislaus National Forest Supervisors, with the appropriate local enthusiasts must knowledgeable about on-the-ground access. CORVA has been very well received.

2. Thanks to Steve Gardiner for coordinating the CORVA store. The orders are coming through again, and we are awaiting delivery of CORVA license plate frames. They should be in the store in the first week of October. Also, we are now restocked with the 'bear' stickers in both Northern California and Southern California. We are now paying about .19¢ per sticker, and we started out paying close to .50¢ each. Buying in bulk has significantly reduced the cost. If we need to restock the coozies and hats, we should do so. We also

3. The change with membership payments through the website is mostly done, although Daniel and I are still perfecting the system. But I haven't had any complaints. Many people are eager to reinstate their recurring payments so they never have to worry about their membership status. But that can only be done when their membership is ready for renewal.

4. We have sent out postcards to lapsed members from the past 2 1/2 years, and have received some renewals. We'll keep targeting our lapsed members hoping to entice them back to CORVA.

I look forward to speaking to everyone on the call!

Amy

Ken Clarke
CORVA President
Email: Ken.Clarke@CORVA.org

Meeting Date: September 24, 2018

PRESIDENT'S REPORT:

No report submitted

Ed Stovin
Assistant Southern Director - Grants
Ed.Stovin@CORVA.org

Meeting Date: September 24, 2018

EMAIL REPORT SEPTEMBER 24, 2018

Hi gang, while at Sand Sports last weekend I spoke to a couple who own a business building off-road cars. I brought up the idea of them helping us obtain a raffle car to raise money for CORVA. To my surprise, they said they were very interested in building/supplying such a car to CORVA. The company is called BFD Off Road and are located outside San Diego in the town of Ramona. There are a variety of configurations they could build for us, but the big question is, does CORVA have the collective will power to support and do justice to such a project? I would be willing to assist in building the car as the go between person, but I am unable to store or tow such a vehicle. I do have experience with such a project, as SDORC had three successful car raffles 10 to 13 years back when I was president. I spent a lot of weekends selling raffle tickets then. We made between \$70,000 and \$80,000 on the cars and ran the raffles for a year each. There would be many details to decide, but the biggest decision is, would we want to take on what would be a large fundraising project? Let's discuss Monday night,

Ed Stovin

Jon Kinley
InstaGram Manager
Jck6470@gmail.com

Meeting Date: September 24, 2018

SUGGESTION PER EMAIL

I may be CORVA's biggest cheerleader simply because it's just my personal opinion that CORVA does fantastic work but is really bad (but getting better) at Self Promotion. CORVA has been in the shadows too long in my humble opinion. The work that so many of you have all done over the years is not well known and I don't think fully understood by our members and non-members. Hell Ed Waldheim, Jim and Roberta, Amy, Ed the whole bunch of you long timers should be legends in the public lands access world and have done amazing work over the decades in some cases and no one really knows about it. Thinking ahead to the possible new Governor and what that may entail as far as the fight for public lands we need this younger generation to understand what we do and how we do it. We also need to enlist THEIR help, we need new blood!

The Instagram account has increased our exposure and I feel CORVA has some real momentum lately, people in the last few years have seen us be successful in winning important lawsuits and increasing public lands access.

New stickers were successful, I think the license plate frames will be a hit and the work Jim and Roberta and Vinnie have been doing, and all those that attend the events and hob-nob with the public face to face, have done a lot as well. I believe in the old adage "Strike while the iron is hot"

Food for thought- the car would be amazing but feels a little old school , ive tilled this ground before but I really believe a more focused effort on the digital front would speak more to this digital age. The new younger generation of potential CORVA members and supporters are on their digital devices 24/7. It's actually a little annoying to me but I am old school. Instagram is just the tip of the iceberg. Im nearly 50 and have stumbled my way through Instagram the best I can-but we need to replace me with someone much better at it. I will leave the discussion for another day as to CORVA's need for a Marketing Director.... We can turn the Instagram account into a fancier one where you can allow people to buy store goods, sign up for membership etc., right from their phones. This is the new normal now and I believe it must be fully exploited by CORVA. I believe CORVA needs a large digital upgrade, including the website. The website looks better but its miles behind where it could be in terms of looks, productivity, accessibility etc.. This will cost some money-but not as much as the car.

I hope everyone doesn't think I don't love the car idea, I do, but for long term gains and most bang for our buck and to reach more people I think a digital upgrade is the best choice.

InstaJon

September 24, 2018

CORVA TREASURER'S REPORT

REVIEW:

Reports sent via email.

Usual reports attached.....

Nothing major to report – no big expenses to report.

Membership income is up as well as merchandise sales and member donations. Legal donations are down but we have not have any major legal expenses so have not reached out with any significant requests. Balance sheet remains strong.

Mike

Meeting Date: September 24, 2018

SOUTHERN DIRECTOR REPORT SEPTEMBER 24, 2018

Just a little update on what the Southern Board has been up to.

Last weekend was the Sand Sport Super Show. Every Southern Board Member was there there helping in one way or another over the weekend. Jim Woods, Charlie Lowe and I worked in the CORVA booth all weekend. Wayne Ford was there working all day on Sunday.

Ed Stovin worked at CORVA's sister booth SDORC for the weekend. I met with Ed and we tossed around ideas for Truckhaven Challenge.

Bob Ham was there doing what he does for ASA and OHV in general. I met with BOB and he gave me a bunch of CORVA memorabilia. (pics, patches, documents etc.) The coolest thing he had was the original Chappie-Z'Berg Off Highway Bill. Yesterday I went to Jawbone Station and met with Ed Waldheim and Randy Banis with all that stuff to go over what will go into the Off Road Motorsports Hall of Fame exhibit that CORVA will be doing. Looks like Randy is taking the lead. When the time comes to put the display up I will help do that. We want to have it up by the end of October before the annual ceremony.

I also picked up a bunch of CTUC maps that I need to get to Ed Stovin.

This Saturday, Jim and Roberta will join me at another event "Jeep Bash" at Bolsa Chica State Beach to promote CORVA.

At the Sand show, we brought in over \$1200.00 including 22 memberships. We sold out of coozies and sold 4-5 shirts, a bunch of stickers and handed out 300 Orias. We also secured some raffle prizes as well as got a bunch of leads for some. I'm in the process of contacting them all via email. There were several people that came asking about our Instagram posts so Jon is making a difference.

Finally, the last weekend of the month we will be at the Big Daddy—Off Road Expo in Pomona. Most if not all of the S. Board will be there too.

Shows like these are a good way to promote CORVA and what we do as well as secure more members. I'm not sure what events/shows are up north but anything related to the Rubicon would be a goldmine I would think. Anyone have ideas?

I want to add to my previous comments about the S. Board. Last weekend Jim and Roberta Woods and I, along with a few other CORVA members attended the Jeep bash event at Bolsa Chica State beach. I think it was their 3rd year. It was a really good event for us. It was only one day but we signed up the same amount of new/renew membership as we did all three days at the Sand Show. We brought in a total of \$1180 at this one day event and 21 memberships, 3 shirts, 4 map packs, 5 CORVA glassware and 24 stickers. The black bear stickers seem to be popular.

I have contacted Steve Gardiner and he is going to bring the items I need for the CORVA Store to Expo for me to pick up there.

I only have one hat left and Steve has only one. We should order more. I'm not sure how many coozies he has but I sold out at the Sand Show so if we need to order more we should. I'm sure I could have sold some at Jeep Bash.

Several people again commented in our Instagram posts so that is a big deal. Like Jon said we need to expand our social media presence. One question that they asked is "Are there any discounts or benefits for having membership?" Maybe Ken Clarke or Chad can put together a list of associates that would be willing to offer discounts and how much those discounts would be. We could list them all in our newsletters and then at the shows we would have this to offer for our members. We could also post this on Instagram.

The second question that was asked more than once was "Do you hold meet up or meet and greet sessions anywhere?" I know that Ed Stovin has done this before for SDORC and I know that it is difficult for us to do that in such a vast area of southern California. Maybe we could ask some of our clubs to offer this and then we would post it on Instagram.

Jim and I both got some leads on more raffle prizes for Truckhaven. Jim got KMC wheel to say they will donate some wheels. That's big. Good job Jim.

Talk to everyone tonight.

Vinnie Barbarino