GIPPSLAND VEHICLE COLLECTION

MINUTES OF COMMITTEE MEETING
Tuesday 19th November 2024

Present Vanessa Noble Chris Henry, Sue Lawrence, Justin Robson, Leigh Shields, Paul Kurts, Ross Foster, Eijnar Tuben, Lynette Hume, Terry King, Bruce Allen, Nick Elliott

Apologies Rachel Dawkins

Attendees Annette and Gabi

Ness, as Chair, welcomed everyone and declared the meeting open at 1928hrs.

Agenda Item 1. Minutes of the previous meeting were circulated

Ness asked if there were any amendments, if not then she proposed that they be accepted.
Moved: Terry Seconded: Chris CARRIED

Business Arising from previous meeting.

a. **Options for gifts for owners of vehicles on display** – Ness stated that she was looking at some chamois as an option. This item is a WIP.

b. **Mardi Gras memorabilia display** – Items have been deposited in the office the display is slowly assembling. This item is a WIP.

Agenda Item 2 Correspondence.

IN: Email regarding the model train set up.

OUT: Letter of support to the Bendigo Bank for Henry Noble in support of a grant for his athletic pursuits.

Agenda Item 3 - Finance Report

Justin reported that the income for October had been above budget and that it was a good month. There is nothing unusual to report about the expenses for the month. GVC was showing a profit for the month and we were above budget for the year.

Justin reported that he was moving funds to pool funds for ease of visibility, in particular, for the roof fund raising. The balance sheet remains stable. The 20th Birthday roof fund raising launch had seen a good flow of donations, with further amounts flowing in post the display day.

The committee then discussed the option of sending out letters of thanks for donations received. Justin recommended that there is an option to send a thank you with the receipt for the donation. The committee AGREED that there should not be a letter, rather, a note of thanks would be attached to the receipt.

Justin moved that the financial report be accepted: Seconded Ross. CARRIED

Agenda Item 4 – Other Reports

Roof Restoration.

Fund raising – the next stage. The committee reviewed a proposed email from Sue outlining the roof fund raising activity. The committee AGREED to the content. Sue stated that the email would be sent to all those members with an email account and attached to the next edition of Shed Chatter for those without an email account.

Sue and Justin proposed a meeting of the Roof Fund Raising Sub-committee. With an aim to have something in place by March 2025. *Note of addition: This meeting will take place on Monday 09 December 2024.* (Secretary)

Sue is working on a letter to prospective donors and developing a submission for a grant closing in early 2025. Sue is highlighting the use of the museum in support of bushfires through the ability of members whose properties are threatened to store their vehicles or other valuables. She intends to ask the CFA and SES for letters of support. There is potential for more grants to become available in the new year.

Donation for a raffle prize. In October, Nick had attended an expo organised by Shannons and the AOMC at Shannons head office in Heatherton. A representative from Davies, Craig, an auto cooling component manufacturer was interested in the roof restoration fund raiser and offered to provide some components for use in a raffle. Nick asked the committee for comments on whether the GVC should offer these components for a raffle. Chris stated that the company had supplied to Ford and Holden and were a good long-term company. Terry stated that when employed by Repco he had positive experiences in dealing with them.

The committee AGREED that Nick should approach the company to discuss options. Chriss suggested that components suitable for a modified vehicle or 4WD would likely gain the most interest.

Ness suggested that this type of raffle was not suitable for an over-the-counter ticket sales approach. Ness then outlined a methodology that required a dedicated raffle banking account accessible on-line for ticket sales and Ness would provide a receipt and the ticket number when funds had been deposited. Justin stated that the GVC Rally account would be ideal.

Paul suggested approaching the company to see if they would return a percentage of GVC members' purchases, from the company, to the GVC for the roof fund. Paul stated there was potential to expand this concept to other businesses. The committee AGREED that Paul should research the idea and report back on options.

Display Report. Paul reported that the current display is going fine, however, there are ongoing bird poo problems in the Wilmour garage area. Paul will organise to dismount the motorcycle display on Thursday 28th November to clean and mop. In consultation with Norm, Paul proposes to retire some items on display and add some new ones. The new additions will require new information sheets.

March 2025 display planning. Paul reported that he had eight cars committed. It is a Holden v Ford theme. The theme is not about the most power or speed of the vehicles but is a

comparison of sales for similar models, utes, wagons, sedans etc. The statistics to support this are readily available online. The theme is similar to that in the movie, Ford v Holden.

Chris suggested that the current 20th Birthday display would benefit from each vehicle having an information card on when, during the GVC's 20 years, it was previously displayed. Chris to provide Sue with a listing of cars and display times for her to generate the cards.

Sue asked if the display teams were considering ideas for the July and November 2025 displays? Chris stated that on a recent sit to Eden, he visited the Sapphire Coast Historic Vehicle Club at Pambula, where they have a 1895 Porsche electric vehicle that it may be possible for GVC to loan. It is unlikely that we would have enough electric cars available to do a display, however we could put on an evolution of technology display. Chris highlighted the following opportunities:

a. The development of perspex during World War II influencing design and colours in acrylic paints and materials in the motor industry in the post war years.

b. The Cord and its front wheel drive concept.

c. The Tucker with seat belts.

d. The Monaro with the collapsible steering column.

Chris stated that he would require at least a month of research to establish the viability of a technology display, with some assistance from his contacts in the auto industry for the potential loan of new electric and hydrogen vehicles for the display.

Other suggestions included a display of modified vehicles from Eijnar and the options to review previous displays and select from those by Paul. Leigh stated that any display does not have to cover the whole floor of the museum.

Ness stated that over Christmas we should consider options and will revisit and decide at the January 2025 committee meeting.

Model Train. Terry reported that the Working Bee on the 18th of November had delivered some excellent results. The team had put forward, in an email, that it was nearing time when a permanent covering of the display will be required for security and dust prevention. Ness suggested that options included a curved roof, emulating that of a rail carriage or a replica of the museum roof as we have on the BBQ shelter. The committee then discussed options for extractor fans to create a positive pressure to prevent the settlement of dust.

Paul asked how far the team were from a "Push to Run" option. Ness stated that this required the installation of a computer to operate and required the security issue to be addressed.

Ness stated that it would be ideal if 2-3 of the committee members stat with the team to discuss requirements and options to develop the concept. Ness, Terry and Nick stated they would be happy to meet with the train team in early 2025.

Leigh stated that any option would need to consider the frontage of the Donalda garage display and should include the capacity for a viewing platform for minors and wheelchair access.

There followed a discussion, prompted by Eijnar, asking if the GVC was taking on too much with the roof project, display management and now the model train project, given the low number of volunteers from the membership making themselves available. For example, the Model World project prompted the need to replace the portion of the roof above Model World due to leakages. Had Model World not been introduced then the roof would not have required the urgency of replacement as the cars on display, where Model World is now, would not have been as affected. Eijnar's point being that taking on new permanent display themes triggers additional capital or remediation works, to be planned, managed and implemented on an already strained volunteer workforce.

Chris stated that the GVC was in the entertainment industry and visitors wanted new attractions. Eijnar stated that the original concept may have moved away from people displaying their cars they have done up. This has traditionally been funded through membership and club plates and has been facilitated by volunteers. It appears to have morphed into something more complex, requiring large inputs of funds and without the associated increase in volunteer numbers. Paul stated that the complexity is in part the desire to have people visit two to three times a year. Sue stated that the selection of a display theme is so important to attract people back.

The committee AGREED with Eijnar's observations regarding the complexity of running the museum with a number of permanent key themes as well as taking on major projects such as the roof replacement in the light of few volunteers. However, the committee was charged with managing the tension between workload and volunteer numbers for the benefit of the GVC members and would continue to monitor the observations Eijnar has raised.

Small Projects

BBQ Shed Nick reported that the Building Permit has been issued and was finalising quotes and a date for the pouring of the concrete slab. Nick had contacted Ian Pullman and provided updated engineering drawing for Ian to review consider the steel material requirement.

Maintenance

Roof gutter cleaning and roof capping refastening. Nick stated that the contractor was waiting for suitable weather conditions before undertaking this work. The wind has been an issue.

Tree pruning. The trees among the bottle brushes require removal, the trees on the driveway are dropping sap on vehicles. The committee AGREED to approach Matt Dawkins, who had completed previous tree works for GVC, for advice.

GAM. Nothing significant to report at this meeting. No issues were raised by the committee.

Club Plates. Ness reported that things were starting to ramp up with enquiries. A discussion commenced on LHD vehicles after 1968 requiring a VASS (Vehicle Assessment Signatory Scheme) certificate and import approval? Including the requirement for an engineering certificate for any modifications. Chris asked are we relying on the RWC process to determine if an engineering certificate is required? The committee AGREED that this observation required further investigation by Ness.

Retail. Ness reported that retail had sold over $2,000.00 worth of stock at the November display day and that she had restocked.

AOMC. Chris reported that he had attended the 18th of November meeting. The AOMC President stated that he was meeting with VIC ROADS. He called for issues that people have with VIC ROADS to be emailed to the AOMC for consolidation and presentation to VIC ROADS. The AOMC President noted that many issues had previously been raised in the past and this was a forum to have them heard. Sue stated that a number of GVC members had issues with not receiving their renewals and having to go through the whole process of RWC and re-registration. Chris stated that any issues raised would need dates and times associated with them.

The AOMC should have finalised a pricing structure for collective insurance by January 2025.

The AOMC hosted a talk by Mandy Turner from Motor Memoirs, a podcast for people with cars. In discussion afterwards, Mandy stated she would be willing to help out GVC with a podcast and interview. This would be a good profile for the museum. The committee AGREED that this would be a good avenue to follow up but would need to understand any costs associated before proceeding.

Large Train. Leigh reported that the goods wagon had received a finishing coat. The yellow truck was on loan to the Maffra Truck Show and had received a good response.

Promotion and Marketing. Paul stated that the Podcast medium was gaining momentum for advertising. He recommended that the GVC make a marketing promotional video, professionally produced with comment from Chris. This could be hosted on You Tube with a link to the video on the GVC website. Paul proposed the committee consider upgrading our approach to utilising video for marketing. Ness commented that she would approach the media department at the Maffra High School to potentially assist in the development of a video.

Data analysis from the November display day. Sue stated that she had analysed the data collected on visitors and the top results were:

a. Word of Mouth by a significant margin.

b. Been before.

c. Members.

Paul stated that the GVC should be targeting the lower data sets for marketing.

Sue stated that the Podcast, aired at the Hot Rod display a number of years ago, with Chris had been well received.

Justin stated that costs for a half hour video were approximately $1,000.00. Eijnar stated that the Annemieke Mein art exhibition at the Gippsland Gallery had a large marketing budget but took off slow before word of mouth raised visitor numbers.

The committee AGREED to investigate the making of a marketing video with Ness making initial approaches to the Maffra High School Media Department.

Agenda Item 5: New memberships.

The committee reviewed the list of proposed new members and did not identify any objections. Terry moved that the list of proposed new members be accepted, seconded Ness. CARRIED.

Agenda Item 6: Other Business

Kids Game. This was brought forward from the September GVC committee meeting. Sue stated she would discuss options with Chris Ballard.

Staffing of the front counter during large events. Nick stated that there had been a number of observations with managing the large number of visitors and people purchasing from the retail store. Namely:

a. The availability of an additional scanner/SQUARE terminal for retail sales would limit the number of people queuing at the counter in one line and stretching out through the door.

b. Having an additional volunteer triage the visitors, allowing members through and pointing visitors to the counter would assist. It is plausible that a number of visitors took advantage of the thronging crowd at the counter to enter the museum without paying an entry fee.

c. The request to sell raffle tickets from the front counter caused delays in admitting visitors and assisting with retail sales due to the time taken to fill out tickets. This activity should have a separate area and volunteer to manage.

In discussion of the observations, the committee AGREED that the November display day, coinciding with the 20th Birthday had seen larger than usual numbers of members and visitors, however, this was considered a one off. However, the committee AGREED that future events would benefit from a volunteer providing a triage service at the front counter. In relation to an additional Square terminal, Sue advised that we already have an additional Square card reader which was previously used at the BBQ. This could be used in conjunction with a laptop as an additional means for payment by card if required.

Terry stated that there have been ongoing issues with the scanner on the front counter. Sue stated that she had recently purchased and installed a replacement.

The committee discussed the observation that there had been numerous requests for access to tea and coffee at the Pitt Stop. When volunteers had completed making sandwiches they were asked by people for tea and coffee. They were subsequently provided with the refreshments.

Ness stated that the free tea and coffee was not usually available during display days and swap meet so as not to undermine the coffee vans. Ross raised the observations that it is easier for people with disabilities to get their tea or coffee from Pitt Stop. The committee AGREED to rostering volunteers to Pitt Stop during future events to sell tea and coffee.

Vehicle access to the museum grounds. Chris raised the issue of vehicle access and stated he had observed a build-up of cars on the main road and that this could be alleviated by having a volunteer at the top of the road directing traffic. Paul responded that hiring a traffic management solution was very expensive and that GVC volunteers had no authority to direct traffic.

The committee AGREED to further investigate options. The Swap Meet sub-committee would be meeting in January 2025 and would place this issue on their agenda.

There being no further items Ness declared the meeting closed at 2115hrs.