

WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

IBT MOTION

**Motion / Item Number** (Office use only): 1

**Meeting Location and Date** (Office use only): Lebanon, TN – July 19, 2021

**Motion Maker:** Eric McHenry

**Motion Title:** Update Marketing Committee Job Description

**Motion Summary:** This motion updates the job descriptions (roles and responsibilities) of the WBCCI Marketing Committee

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**Motion:** I move that Policy 3.11 Standing Committees - General Duties, Section M. Marketing be deleted in its entirety and a new Section M be inserted

**Purpose:**

With the hiring of the Marketing Communications Manger, the job description (roles and responsibilities) of the Marketing Committee needed to be updated.

**Background:**

None.

**General Impact(s):**

Clarifies roles, responsibilities and key job duties.

**Financial Impact:**

None.

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**REQUIRED Attachments (for Policy, Bylaws and/or Constitutional Amendments):**

- Exhibit 1: Current Blue Book text
- Exhibit 2: Current Blue Book text, with redlined Proposed text
- Exhibit 3: Proposed (new) Blue Book text

**Motion:**

- **Second:**
- **Reviewed by (Constitution and Bylaws Committee):**
- **Reviewed by (Parliamentarian):**

**Motion Resolution (Office Use Only – check one):**

- Adopted
- Defeated
- Amended
- Referred
- Postponed
- Tabled (cannot be postponed beyond session)
- Withdrawn (will lie on table only until end of present session)

## WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

### IBT MOTION

#### **Exhibit 1:** Current Policy 3.11 Standing Committees - General Duties, Section M Marketing.

**Marketing** Develop, implement, and oversee all the Club's brand positioning, advertising, dealer marketing and public relations, including marketing materials, that: (6/22/18)

1. Attract Airstream owners to join the Club.
2. Ensure consistent messaging across all communication platforms with current and prospective Club members.
3. Align with supporting budget and projected return on investment relative to membership growth and retention.
4. Utilize electronic, social, and print media, to engage members, Airstream Dealers, and non-member Airstream owners in positive, informative, and constructive communications regarding club benefits and activities. In addition, implement a strategy of action to increase the visibility of the WBCCI, especially among Airstream Dealers, Airstream owners, and the RV Community.
5. Is based on robust, engaging social media platforms (i.e., Facebook, Twitter, Instagram) that are reflective of the interests and travel lifestyles of new Airstream owners, as contained in the most current Airstream Inc. annual owner survey. There shall be a minimum of one Standing Committee Member dedicated solely to social media who has experience creating content and engagement with Airstream owners who may or may not belong to the WBCCI; has the proven ability to manage and analyze customer interactions and data, and determine next steps based on current Customer Relationship Management (CRM) results. This social media Marketing Committee Member shall work closely with the Marketing Chair and Corporate Manager to ensure messaging is clear, consistent and within the standards of the WBCCI.
6. The International Membership Standing Committee Chair shall be a participative member of the Marketing Committee.

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#### **Exhibit 2: Current Blue Book Text with redline changes:**

Not Applicable: Committee Job Description has been completely re-written.

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#### **Exhibit 3: Proposed Blue Book Text:**

##### **Marketing**

Understanding and communicating with our WBCCI members across all digital and print platforms is crucial to keeping them informed and engaged with the Club. Working in tandem with the Marketing Communications Manager, the Marketing Committee is responsible for the following general strategies and tasks:

1. Assemble a team of Club members to work under the direction of Headquarters' Marketing Communications Manager to help carry out promotions, programs, and goals.
2. Educate local clubs and members about the tools and importance of consistent messaging across all communication platforms. Focus should be on current and prospective Club members, extending to any media or communications developed by Regions and Local Clubs.
3. Encourage and share best practices with other Club members on use of electronic platforms to build robust, engaging social media platforms (i.e., Facebook, Twitter, Instagram) for current and future Club members.
4. Recognize, communicate, and recommend new approaches for any gaps seen in communications needs, especially the broad, Club-based media intended for new and current members.

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5. Inform HQ of member-benefit wants, needs and emerging opportunities for partnership with leading RV-related brands and services.
6. Distribute marketing material as directed and needed.
7. Attend electronic meetings with Marketing Communications Manager.
8. The International Membership Standing Committee Chair shall be a participative member of the Marketing Committee.

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**Motion / Item Number:** 2

**Meeting Location and Date:** Lebanon, TN, July 19, 2021

**Motion Maker:** Karen Fisher

**Title: Move Long Range Planning Committee Chair and Member requirements from Policy to Bylaws.**

**Summary:** The Chair and Member requirements for International Rally, International Rally Site, Lifetime Membership Fund, and Budget Committees are currently defined in the Bylaws. Yet the Chair and Member requirements for the Long-Range Planning Committee are defined in Policy. This motion will move the Chair and Member Requirements for the Long-Range Planning Committee from Policy to Bylaws.

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**Motion:** I move that **Bylaws, Article III, Committees, Section 2** be deleted and a new **Section 2** inserted. **Parts A, B,** and **C** under **Section 2** would remain as currently stated.

In addition, I move that in **Policy 3.11, Standing Committees – General Duties, Item L, Long-Range Planning**, the last 5 sentences be deleted.

Finally, I move that in **Bylaws, Article III Committees**, insert a new Sec. 7, and renumber the remaining sections.

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**SECONDED BY:** \_\_\_\_\_

**REQUIRED Attachments (for Policy, Bylaws and/or Constitutional Amendments):**

- **Exhibit 1: Redlined Current Blue Book text**
  
- **Exhibit 2: Proposed (new) Blue Book text**

**Purpose / Impact(s):** To provide a consistent location in the club documents for the definition of the chair and membership requirements for a variety of committees. There is no impact to the operation of these committees or to the organization as a whole other than creating consistent language in the Bylaws.

**Background:** Currently, the Chair and Member requirements for International Rally, International Rally Site, Lifetime Membership Fund, and Budget Committees are defined in the Bylaws. Yet the Chair and Member requirements for the Long-Range Planning Committee are defined in Policy. This motion will move the Chair and Member Requirements for the Long-Range Planning Committee from Policy to Bylaws.

**Financial Impact:** There is no financial Impact to WBCCI.

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**ATTACHMENTS**

**Exhibit 1: Redlined Current Blue Book text**

**Bylaws Article III Committees, Sec 2 currently reads:**

~~The chairs of all standing committees, except the International Rally, International Rally Site, Lifetime Membership Fund and Budget, shall be appointed by the International President and approved by the Executive Committee.~~

**Policy 3.11, Standing Committees – General Duties, Item L, Long-Range Planning currently reads:**

**Long Range Planning** Develop and maintain a Mission, Vision, and Long-Range Plan for the WBCCI. This committee shall propose changes, consistent with the Long-Range Plan. Members of this committee shall be dedicated to long term improvements which increase value for the membership, enhance the ability of the club to attract and retain new members, and improve club operations and governance. ~~The Chair of this committee shall be the International Third Vice President elected in the even-numbered year. The term of office for the Chair shall be for two years. Two members shall be current Region Officers. Two additional members shall be appointed from among the club membership. In addition, the president and first vice president will be ex-officio members of this committee.~~

**Exhibit 2: Proposed (new) Blue Book text**

**Bylaws Article III Committees, Sec. 2 would then read:**

The chairs of all standing committees, except the International Rally, International Rally Site, Lifetime Membership Fund, Long Range Planning, and Budget, shall be appointed by the International President and approved by the Executive Committee.

**Bylaws, Article III Committees new Sec. 7 would read:**

**Sec. 7** The members of the Long-Range Planning Committee shall be the International 3<sup>rd</sup> Vice President elected in the even-numbered year who shall serve a two-year term as Committee Chair. Two members shall be current Region Officers. Two additional members shall be appointed from among the club membership. In addition, the International President and International 1<sup>st</sup> Vice President will be ex-officio members of this committee.

**Policy 3.11, Standing Committees – General Duties, Item L, Long-Range Planning would then read:**

**Long Range Planning** Develop and maintain a Mission, Vision, and Long-Range Plan for the WBCCI. This committee shall propose changes, consistent with the Long-Range Plan. Members of this committee shall be dedicated to long term improvements which increase value for the membership, enhance the ability of the club to attract and retain new members, and improve club operations and governance.

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**Motion:**

- **Maker: Karen Fisher**
- **Reviewed by (Constitution and Bylaws Committee):**
- **Reviewed by (Parliamentarian):**

**Motion Resolution (Office Use Only – check one):**

- Adopted
- Defeated
- Amended
- Referred
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WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.  
IBT MOTION

**Motion / Item Number:** 3 – R1

**Meeting Location and Date:** Lebanon, TN – July 19, 2021

**Motion Maker:** Eric McHenry

**Title:** Ratify policy regarding use of proof of COVID vaccination as a prerequisite for attendance at WBCCI events.

**Summary:** Ratify a policy approved by the Executive Committee stipulating that proof of COVID vaccination (or exemption from vaccination) may NOT be used as a prerequisite for attendance at ANY official WBCCI event.

**Motion:** I move that WBCCI ratify Policy “COVID Vaccination Requirements”

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**SECONDED BY:** \_\_\_\_\_

**Purpose / Impact(s):**

Provide clarity to all WBCCI entities regarding potential use of proof of COVID vaccination as a prerequisite for attendance at any WBCCI event.

**Background:**

WBCCI has provided prior guidance regarding mask wearing and adherence to CDC and local COVID-related recommendations. This guidance remains in effect. Additional structure is needed to provide a uniform approach to potential use of proof of vaccination as a prerequisite for any WBCCI event. This new guidance will be in the form of a WBCCI Policy, approved by the Executive Committee and ratified by the International Board of Trustees (IBT).

The WBCCI Executive Committee (EC) met on July 13<sup>th</sup>, 2021, to finalize a policy intended to be both timely and clear. After discussion and minor modifications, the policy was approved unanimously by the EC. Per Blue Book Bylaws, any policy adopted by the EC between International Board of Trustee (IBT) meetings must be presented for ratification at an upcoming IBT Meeting. This is intended to occur at the summer IBT meeting in Lebanon, TN.

**Financial Impact:**

None.

**ATTACHMENTS**

**Exhibit 1:** Policy COVID Vaccination Requirements

It is the policy of WBCCI that proof of COVID vaccination (or exemption from vaccination) may NOT be used as a prerequisite for attendance at ANY official WBCCI event. This includes all International, Region, Local Club, Intra-Club events and caravans.

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The Airstream Club International urges all Regions, Clubs, and Intra-Clubs to follow their local COVID guidelines for any gatherings, rallies, or caravans.

**Motion:**

- **Reviewed by (Constitution and Bylaws Committee):**
- **Reviewed by (Parliamentarian):**

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