

IBT MOTION FORM

WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

Motion/Item No. [1 R1 page 1](#) Meeting Date: [January 21, 2021](#) Location: [Sarasota, FL](#)

Title: 2020 Budget Adjustment to Add Marketing and Communications Director Position

I move that the IBT authorize an amount of \$25,000 to fund a new Marketing and Communications Director position for the remainder of the fiscal year (approximately six months). Ongoing annual funding of approximately \$50,000 will be incorporated in the future budgets.

Rationale: Resources do not exist within the current Office staffing level to provide effective communications and marketing support to our members. Nor does staffing exist to focus on additional member-benefits such as partnerships, discount programs.

Position Goals:

Note: This position will work with the Chairs of related WBCCI committees (Marketing, Membership, Information Technology, Long Range Planning, Lifetime, Member Benefits, Caravan, etc), assisting in implementation of existing programs and establishment of new initiatives.

- Manage all social media sites: coordinate communication across all platforms to recruit new members and keep current members engaged.
- Member communication: design and schedule e-mail blast to members about events, renewals, and benefits. Includes starting a regular series of short, topical email blasts, touching on member benefits, membership opportunities, discounts, event notifications, etc.
- Identify and develop additional member-benefit opportunities, growing beyond Harvest Hosts, Passport America, Griot's Garage, Michelin Tire benefits.
- Collaborate with Airstream Inc. to increase club promotions and club member-only benefits.
- Develop an outreach and engagement program with Airstream Dealers – material distribution and placement, new-buyer programs (“newbie rallies”, etc).
- Implement the organizations brand strategy and present a unified voice across all communication channels.
- Plan, facilitate, and implementing strategies to recruit new members.
- Design and implement renewal membership campaigns.
- Assist in advertising and promoting the International Rally, Caravans, and National Events.
- Design and coordinate print and online advertising campaigns.

Financial Impact: No impact in current fiscal year:

- The \$25,000 expense associated with this new position will be offset in FY20_21 primarily through reduced travel expenses, plus increased income from higher-than-expected new memberships.
- The reduced travel expenses can largely be attributed to COVID travel restrictions and is not expected to be as significant in future years. Increased membership growth can also be partially attributed to the COVID-driven surge in RV sales. Some continuation of membership growth and membership retention should be expected in future years.
- The combination of reduced expenses plus increased membership contributes to a forecast of FY20_21 ending approximately \$83,000 under budget.
- Budgeting for the ongoing \$50,000 expense in future fiscal years will be included in the annual budget adoption process, giving consideration to long term membership levels, travel expenses, etc.

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WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

Motion/Item No. 1 R1 page 2 Meeting Date: January 21, 2021 Location: Sarasota, FL

Adopted Defeated Amended Referred Postponed *Tabled **Withdrawn

*Cannot be postponed beyond session.

**Will lie on table only until end of present session

Eric McHenry, INT 2nd Vice President_Maker

_____Second

For Office Use Only:

Submission Date _____

_____Motion reviewed by Constitution and Bylaws Committee

Time _____

_____Motion reviewed by International Parliamentarian

IBT MOTION FORM

WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

Motion/Item No. 2

Meeting Date: January 21, 2020

Location: Sarasota, FL

Title: Approval to enter into Agreement with Central Washington Fair Association for the 2023 International Rally

I move that the IBT authorize entering into a Rental Agreement with Central Washington Fair Association for the 2023 WBCCI International Rally.

Rationale: The 2023 International Rally will be held at the Yakima State Fair Park in Yakima, Washington during the dates of Friday, June 23, 2023 through Sunday July 2, 2023. Signature of the rental agreement is now required to lock in pricing and dates.

Financial Impact: No General Fund impact - the 2023 International Rally will be self-funded through attendee fees.

Adopted Defeated Amended Referred Postponed *Tabled **Withdrawn

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Eric McHenry, INT. 2nd Vice President _____ Maker

_____ Second

For Office Use Only:

Submission Date _____

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Time _____

_____ Motion reviewed by International Parliamentarian

Motion #3

Third Emergency Resolution of The International Board of Trustees of the Wally Byam Caravan Club International (WBCCI) Declaring A Change in Delegates Voting Procedure for the International Rally in Lebanon, TN, July 2021 Due to the Coronavirus (COVID-19) Disease.

Background:

- **WHEREAS;** In mid-March 2020 the US Federal Government issued the President's Coronavirus Guidelines for America (more at [whitehouse.gov](https://www.whitehouse.gov)). In part the guidelines recommended steps to slow the spread of the coronavirus, which included avoidance of social gatherings, avoidance of eating or drinking at certain establishments, and avoidance of discretionary travel, and,
- **WHEREAS;** A six-month Emergency Resolution to continue business operations of the club was approved effective April 1, 2020 and expired on October 1, 2020, and,
- **WHEREAS;** A three-month Emergency Resolution to continue business operations of the club was approved effective January 1, 2021, and,
- **WHEREAS;** The Center for Disease Control and Prevention (CDC) maintains its recommendations for mask wearing, social distancing and avoidance of crowds, and,
- **WHEREAS;** Most States have continued to support the original CDC recommendations to minimize the impact of the COVID-19 virus, and,
- **WHEREAS;** Due to the duration of the COVID pandemic, a Third Emergency Resolution is required to continue effective business operations of the club. Specifically the vote of its Delegates at a Delegates Meeting needs to remain compliant with the CDC recommendations regarding large crowds. **THEREFORE, BE IT**

RESOLVED; for the International Rally in Lebanon, TN, July 17 – 24, 2021, the following applies:

- a) All WBCCI Constitutional and Bylaw provisions that require in-person attendance or participation at an International Board of Trustees (IBT) be waived.
- b) An electronic version for the current delegate voting process shall be established, sufficient to accurately and securely tabulate delegate votes for the International Officer and Nominating Committee elections and Constitutional amendments.
- c) IBT meetings may be conducted electronically, directly or in a hybrid manner allowing for a quorum of the IBT to be convened. Meetings will be streamed and available for the membership to view.
- d) Approval of specific voting and other business processes shall be made by the Executive Committee. The process shall be generally structured along the lines described by the attached Exhibit A ("Guidance for Method of Delegate Voting During Period of Emergency Resolution").
- e) This Resolution shall be in effect until July 24, 2021, the end of the International Rally.

Exhibit A – Guidance for Method of Delegate Voting During Period of Emergency Resolution

Key Definitions:

1. *Voting System*: A secure, web-based off-the-shelf voting system service will be used with electronic ballots sent to all Delegates. Delegates will be able to request paper ballots as desired. *Note: Expected cost is \$200 for approximately 110 voters.*
2. *Membership Size*: Defined as the number of active memberships as of June 1, 2021.
3. *Number of Votes*: Defined as the number of votes, either electronic or paper, received at the culmination of a voting period.
4. *Quorum*: Defined as 20% of the number of Delegates.

Key Election Dates and Processes:

- International Officers and Nominating Committee
 - Candidate listings posted on airstreamclub.org website: May 1, 2021.
 - Election information to be published in the May 2021 Blue Beret magazine.
 - Request by Delegates for a paper ballot will begin May 1, 2021.
 - Electronic ballots for Delegates will be sent on June 1, 2021.
 - Write-ins allowed: Yes
 - Quorum required: Yes
 - Voting period: June 1 through June 15, 2021. All online ballots must be submitted and/or paper ballots postmarked by the end of the voting period.
 - 2021/2022 International Officers and Nominating Committee members will be determined by a simple majority of the number of votes received.
- Constitutional Amendments
 - Proposed amendments will be posted on airstreamclub.org website: May 1, 2021.
 - Amendment information to be published in the May 2020 Blue Beret magazine.
 - Request by Delegates for a paper ballot will begin May 1, 2021.
 - Electronic ballots for Delegates will be sent on June 1, 2021
 - Write-ins allowed: No
 - Quorum required: Yes
 - Voting period: June 1 through June 15, 2021. All online ballots must be submitted and/or paper ballots postmarked by the end of the voting period.
 - Constitutional amendments must receive at least 2/3 of the number of votes received to pass.

IBT MOTION FORM

WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

Motion/Item No. 4

Meeting Date: January 21, 2021 Location: Sarasota, FL

I move that **WBCCI Policy, 9.6.1, Region Operations, Part D, Sec. 2, Duties** be amended by adding a new **Part q**.

WBCCI Policy 9.6.1, Region Operations, Part D, Sec. 2, Duties, Part q will read

q. Act as the Delegate for Members at Large residing in their Region for the International Delegates Meeting. Report the votes of the Members at Large in their Region on International voting issues that have come before the membership per **Bylaws, Article XVII, Delegates Meeting and Voting**.

Rationale: Because of the rewrite of the WBCCI Constitution, Article XII, Section 5 adding the duty of being the representative of Members at Large residing in their Region, it requires the voting requirements be added to the duties of the Region President.

Financial Impact: No Financial impact to the WBCCI

Adopted Defeated Amended Referred Postponed *Tabled **Withdrawn

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Chris Seplak, Region 5 President Maker

_____ Second

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Submission Date _____

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Time _____

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IBT MOTION FORM

WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

Motion/Item No. 6 Meeting Date: January 21, 2021 Location: Sarasota, FL

I move that:

per Article VI, Sec. 3, and Article VI Policy B, that the international Board of Trustees approve the request of Appalachian Unit of West Virginia, Unit 115, to change their name to West Virginia Airstream Club, Unit 115.

Rationale:

The Unit members approved the change via a meeting in Pipestem, WV and email vote completed October 23, 2020. This change will more strongly associate the club's social media with the Airstream brand and make it easier to find on the World Wide Web.

Financial Impact Statement:

Financial impacts are limited to the time and materials needed to make the administrative changes required to update WBAC HQ records and data.

Adopted Defeated Amended Referred Postponed* Tabled** Withdrawn

Karen J. Fisher Maker

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IBT MOTION FORM

WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

Motion/Item No. 7 Meeting Date: January 21, 2021 Location: Sarasota, FL

I move that:

As per Bylaws Article XIII, Use of Club Name and Emblem, Sec. 8 (page24), and Policy 16.6.9 Flags and Pennants, Section A, Item 4, that the International Board of Trustees approve this image as the logo of the Cape Cod Massachusetts Airstream Club, for use as their Logo on letterhead, informational and promotional materials, business cards and other appropriate applications. This image shows the Club's new logo.



Rationale:

The Cape Cod Unit has changed its name to the Cape Cod Massachusetts Airstream Club, thus rendering the current logo obsolete. At a Cape Cod Massachusetts AC electronic business meeting on June 13, 2020 a vote was taken to approve the proposed logo. The vote in favor was unanimous. Region 1 approves this new logo.

Financial Impact Statement:

There is no financial impact

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Doug Hart, Region 1 Maker

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IBT MOTION FORM

WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

Motion No. 8

Meeting Date: January 21, 2021 Location: Sarasota, FL

Title: West Virginia Airstream Club Logo Approval

I move that:

As per Bylaw Article XIII, Use of Club Name and Emblem, Sec. 8, and **Policy 16.6.9, Flags and Pennants, Sec. A, Item 4** that the International Board of Trustees approve the logo below for the West Virginia Airstream Club.



Rationale: The Local Club members approved the above logo by text and or email voting on November 29, 2020. Region 4 also approves this new logo proposal.

Proviso: This new logo approval is conditional on the approval of the name change of the Appalachian Unit of West Virginia to West Virginia Airstream Club.

Financial Impact: There is no financial impact to WBCCI.

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Karen Fisher, Region 4 President Maker

_____ Second

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Time _____

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IBT MOTION FORM

WALLY BYAM CARAVAN CLUB INTERNATIONAL, INC.

Motion No. 9

Meeting Date: January 21, 2021 Location: Sarasota, FL

Title: West Virginia Airstream Club Flag Approval

I move that per **Policy 16.6.9, Flags and Pennants, Sec. A** that the International Board of Trustees approve the flag below for the West Virginia Airstream Club.

Flag Size
5'W x 3'H



Rationale: The Local Club members approved the above flag by text and or email voting on November 29, 2020. Region 4 also approves this new flag proposal.

Proviso: This new flag approval is conditional on the approval of the name change of the Appalachian Unit of West Virginia to West Virginia Airstream Club.

Financial Impact: There is no financial impact to WBCCI.

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Karen Fisher, Region 4 President _____ Maker

_____ Second

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_____ Motion reviewed by International Parliamentarian