

**Alliance of Automotive Service Providers, Minnesota (AASP-MN)**  
**Mechanical Advisory Committee**  
**Meeting Recap**  
**Wednesday, December 9, 2020**  
**Zoom**

**Present:** Dan Gleason, Tony Newman, Loren Feldkamp, Tom Archambault, Wayne Watson, Troy Kaplan, Carl Thomas, Brian Crabtree, Judell Anderson

**Guests:** Emily Crabtree, Maggie Tompkins, Lauren Connolly, Ryan Richardson

**Call to Order**

Tony Newman called the meeting to order. Participants introduced themselves.

**2021 Get to Know Your Neighborhood Auto Repair Pro™**

The Risdall team outlined their plans for the 2021 campaign, including timelines, milestones, overarching messages (trusted, capable, local), options for creative elements and budget. It will be a precision-targeted digital campaign with the ability for participating shops to customize their landing pages, banner ads and geographic area. Participation in the campaign will require a \$1000 minimum with option to add additional \$\$ in increments of \$250. Participants may also be given the opportunity to add additional \$\$ midway through the campaign. It was noted that, given the significant changes to this year's campaign, an effective marketing approach to members will be key to increasing participation.

**Other Old/New Business**

- MN Assistance Council for Veterans: Nate Martineau and Dan Gleason introduced the organization and its mission to end veterans' homelessness. Options for auto repair shops to support this effort were discussed. The Alliance can be a conduit between MACV and shops as specific needs arise.
- 2021 MN Legislative Session: Judell reminded members that AASP-MN has the personnel and other resources to monitor and/or initiate policy to defend or improve the automotive service industry at the state level.
- Mech XChange events: Participation has fallen off. Consider scheduling during slow business times (late August/early September or February and March) or to later in the day (4 pm?).

**Upcoming Events**

- AWAIR training – now available on-demand
- Race for Automotive Education – postponed to fall of 2021
- Mech XChange – discussing shop culture will be scheduled in February or March at 4 pm.
- 2021 Annual Meeting & Leadership Conference – May 20th (ADAS will remain the topic of the roundtable discussion session)
- Golf Outing – TBD

**Schedule Next Meeting & Adjourn**

The next meeting of the Mechanical Advisory Committee will be held via Zoom on February 10<sup>th</sup> at 1 pm.

There being no further business, the meeting was adjourned.