

**Associate Advisory Committee Meeting
Tuesday, October 5, 2021
Lube-Tech, St. Paul**

Meeting Recap

Present: Shane Kelly, Brad Schmid, Loren Feldkamp, Dave Bock, Mike Kraft, Judell Anderson

WELCOME AND CALL TO ORDER

The Associate Advisory Committee meeting was called to order by Loren Feldkamp, who noted the cell phone policy. Those present introduced themselves.

BRIEFING: ISSUES/INITIATIVES

- **Collision Division**

AASP-MN has been working on the following on behalf of its collision division members:

- Closely monitoring the Salvage Title Task Force that has been established to examine the underlying statutes being proposed for reform.
- Reviewing insurer claims practice statutes to determine where a specific timeline for insurer response to shop communications could be stipulated to minimize insurer delays of the repair process.

- **Mechanical Division**

The *Get to Know Your Neighborhood Auto Repair Pro™* program has transitioned from broadcast radio to a targeted digital campaign in 2021 and is seeing good results.

- **2022 Legislative Session**

With a short session and election year, few policies issues are expected to be advanced in the upcoming session. The association may tee up proposed legislation to address the timeline for insurer response indicated above.

MEMBERSHIP UPDATE

Judell reported that, while AASP-MN achieved a 92% retention rate for 2021 renewals, it is currently down 41 members from 1/1. Tom Kluver's presence is missed and the association is considering other avenues for membership recruitment.

Committee members were asked their thoughts about a model that would utilize associate member sales personnel to do some membership recruitment for the association. This would be done during the course of making calls for their full-time employer and would involve introducing the shop to the Alliance, providing basic information and then turning the lead over to the association office for follow-up. The arrangement would only take place with the full cooperation and consent of the associate member employer. Those present were agreeable to the idea and, if interested, will follow up individually with Judell to discuss how it might be structured for their company.

Loren encouraged all committee members to promote Alliance membership to their customers and vendor colleagues.

ROUNDTABLE

Supply chain disruptions and shortages are prevalent across the industry, along with rising prices for oil, parts and other materials.

OTHER OLD/NEW BUSINESS

- 2022 sponsorships: 2021 sponsorship levels were reviewed. No changes were recommended for 2022.
- Judell updated the committee on the search for a new Executive Director. She stated 12 individuals applied and the search committee has selected 6 candidates to interview. The first round of interviews will begin next week. Assessment testing will be conducted on top finalists, followed by second interview(s). It's anticipated that a recommendation for the new hire should be ready to present to the board late October/early November.
- Dave Bock reported that a fundraising campaign to support MNCARS will soon kick off. The goal is to raise \$200,000 to support MNCARS activities over the next 3 years. He is on a fundraising committee with Tom Archambault and Dan Sjolseth who will lead the effort. All committee members were encouraged to participate at the minimum \$2500/year level.
- Loren indicated that he will be retiring from Lube-Tech in the coming year. His retirement coincides with the end of his three-year term as Associate Division Director on 3/31/22. Committee members were encouraged to consider filling this role or nominating someone else to do so. Action will be taken at the next meeting in early 2022.

UPCOMING EVENTS

The 2022 Annual Meeting & Leadership Conference will take place on April 7th at the Crowne Plaza Minneapolis West in Plymouth. Members have indicated their preference for a full-day event with keynotes, roundtable discussions, concurrent breakout sessions and vendor displays/social hour and staff is planning accordingly.

SCHEDULE NEXT MEETING & ADJOURN

The next meeting will be scheduled in early 2022 at a date and time to be determined.

There being no further business, the meeting was adjourned.