

Alliance of Automotive Service Providers, Minnesota (AASP-MN)
Mechanical Advisory Committee
Meeting Recap
Thursday, December 2, 2021
AASP-MN Office

Present: Tom Archambault, Jeremy Nordgren, Wayne Watson, Loren Feldkamp, Mike McLynn, Dan Gleason, Randy Notto, Judell Anderson, Linden Wicklund, and invited guests Maggie Tompkins and Kristen Nottingham.

Call to Order

Jeremy Nordgren called the meeting to order at 1:40 pm. Participants introduced themselves and welcomed Linden. Meeting began out of typical order to accommodate the Risdall guest presenters.

Other Old/New Business

- Judell provided a brief overview of the new Automotive Seminars discount. Jeremy was given recognition for helping bring this program to the members. Members receive a direct 15% discount and there is no financial impact on the Alliance. Marketing has gone out and Tim at Automotive Seminars is reaching out to members to let them know about this new benefit.
- Tom reported that a fundraising campaign to support MNCARS has kicked off with good participation. The goal is to raise \$200,000 to support MNCARS activities over the next 3 years. Tom is on a fundraising committee with Dan Sjolseth and Dave Bock who will lead the effort. All committee members were encouraged to participate at the minimum \$2500/year level and forms were passed out. The pledges to date are \$129,000.
- There was further conversation about the details of the program. This included sifting the outreach to potential students to online marketing instead of in-person at schools and related events. The program also includes adopting two schools a year to support through donations of expertise or equipment. In 2020 White Bear Lake High School and ISD 916 were chosen. This year Mankato High Schools (East & West) and Osseo High School were selected.
- Judell reminded everyone that the call for nominations to the Board and Committees would be coming soon. Committee members were encouraged to reach out if they are interested in serving on the Board and to think about people they would like to nominate for the Mechanical Advisory Committee. The committee roster was reviewed and ideally four new committee members would be brought on to fill vacant seats and replace Loren when he retires in the spring.

2021 Neighborhood Auto Repair Pro™ Campaign Summary/2022 Plans – Risdall Marketing Group

- The team from Risdall reported on the results of the 2021 Neighborhood Auto Repair Pro™ Campaign. See report for full details. The median number of customer visit per participating shop was 5.5. Judell noted that the average repair bill is around \$400, so most shops likely received a sizable return on their \$1,000 investment in the campaign even without any consideration of the lifetime value of a customer. There were general questions regarding the methodology of the campaign. Based on the ads being mobile only, Risdall was able to use geo fencing and geo location technology to target leads and then see which leads clicked on an ad and visited a shop within 28 days.
- The discussion of 2022 plans focused around comparing prior participation and result with the 2021 campaign and balancing the priorities of the overall program. When the campaign was radio based, there had been upwards of 40 participants. 2021 only had 22 participants, but these shops now have clear data to reflect on and to help with 2022 campaign recruitment. Linden will reach out to the current and past participants in the Neighborhood Auto Repair Pro™ program to get their feedback. The committee is looking for insights on level of satisfaction, recommendations on if radio should be re-introduced, and feedback on the balance of marketing individual shops vs all members.

- Based on the feedback, Risdall will prepare a 2022 proposal for review by the committee. Maggie did bring up the desire for more funding upfront instead of fully contingent on participation in the campaign. The total spend and balance of member direct spend versus association spend will be based on the new proposed scope of work. Up until this point the program has not required any direct financial support from the Alliance other than staff time.

2022 Leadership Conference Programming

Judell reminded everyone that the roundtable discussions and industry-specific breakout sessions were the most important to members, followed by the keynote address and vendor displays/social hour. The most popular topic for breakout sessions was shop operations/efficiency. The committee then discussed the proposals for the Mechanical Breakout. Aaron Stokes of ShopFix Academy was selected. Judell reported that the luncheon keynote speaker would also deliver an afternoon breakout session running concurrently with the collision-specific and mechanical-specific sessions (3 total sessions running). Linden will reach out to Aaron to solidify contract.

The committee discussed possible round table topics along with table moderators. Ideas included:

- Scams, Rip-offs, and Con-artists, Dan to moderate
- Hiring tools: candidate screenings
- Benefit providers or member who uses them
- 20 Groups, Shop-Improvement-Programs, and Coaches, Wayne to moderate
- Recruiting Employees: Tips & Tricks, Randy to moderate (or find someone)
- Marketing Your Auto Service Shop, Tom to moderate (or find someone)

Upcoming Events

- Judell's Retirement Open House: December 16th – At Grumpy's and everyone excited.
- Race for Automotive Education (Dates TBD) – Committee recommended holding the event in February or March based on few conflicts at that time of year and strong following of the event making the short notice a non-issue.
- 2022 Annual Meeting & Leadership Conference: April 7th – To be held at the Crown Plaza Minneapolis West. More details to come. Planning on track with hope for 30+ vendors.
- Golf Outing: June 15 – A general reminder was given and there were good remarks about the repeat venue.

Schedule Next Meeting & Adjourn

The next meeting of the Mechanical Advisory Committee will be held at a date to be determined based on follow-up from this meeting. There was a discussion of the impact of Q1 activities on the timing of the meeting. These will include the Risdall contract approval, Race for Automotive Education, Leadership Conference final details, and a possible Mech XChange event. Linden will follow-up by email on all of these.

Judell provided a closing thank you to the committee as it would be her last meeting with them. She was recognized for all her hard work and dedication over the many years.

There being no further business, the meeting was adjourned at 3:13 pm.

Action Items

- Linden will reach out to the current and past participants in the Neighborhood Auto Repair Pro™ and work with Risdall on negotiating a new proposal to share with the committee.
- Linden will work with Aaron Stokes on speaker contract.
- Committee to think of any other roundtable topics and moderators.
- Linden to put together further details on options for Mech XChange program (tentatively early March).
- Linden to start planning for 2022 Race for Automotive Education.