

Alliance of Automotive Service Providers, Minnesota (AASP-MN)
Mechanical Advisory Committee
Meeting Recap
Wednesday, January 16, 2019

Present: Randy Notto, Debi McConnell, Carl Thomas, Jeremy Nordgren, Tony Newman, Wayne Watson, Loren Feldkamp, Tom Archambault, Dan Gleason, Judell Anderson, Tom Kluver
Guests: Amy Severson & Kim Farrington, Nemer Fieger

Call to Order

The meeting was called to order by Randy Notto. Participants introduced themselves.

Get to Know *Your Neighborhood Auto Repair Pro*[™]

Amy Severson and Kim Farrington with Nemer Fieger presented the media and creative messaging options for the 2019 campaign. Based on a presumed media budget of \$36,000, suggested broadcast radio stations are KS95, 92 KQRS and WCCO 830. Pandora radio would also be available as an option for those who commit to the basic program. Committee members chose “Neighbor” and “Family Reunion” as the creative themes for the 30-second spots. Additionally, if sign-ups are sufficient to reach a \$43,000 media buy, \$7,000 will be utilized for bus tails. Anything less than that will be added to the broadcast media buy.

Committee members did not approve Debi McConnell’s proposal to offer a discount for participating owners with multiple stores.

2019 Leadership Conference Roundtables

All plans are in place for the Annual Meeting & Leadership Conference. The event will take place on April 11th at Delta Hotels by Marriott Minneapolis Northeast. Judell led a conversation regarding the topics/facilitators for the roundtable session. The following recommendations were made by members: Compliance Q & A (CHESS), mobile & remote diagnostic services (Mars and Tony), employee tool programs (Brian Sump), customer relationship management (CRM) programs (Tom Archambault) and shop social media activity (Amy Mattinat).

Old/New Business

- Suburban Chev has offered to sponsor a GM technical clinic(s) for AASP-MN members. Committee members will review the options and reply to Judell with their top 3 choices of subject matter by January 25th. There was also some interest in an A/C clinic, including 1234yf update, similar to what Bosch presented for AASP-MO.
- The new logo and other branding elements have been launched.
- Nominations are being accepted for the open collision and mechanical seats on the Board of Directors for the 4/1/19 – 3/31/22 term. Interested members should contact the AASP-MN office or Wayne Watson, who is chairing the Nominating Committee.

Upcoming Events

- MNCARS events: 3 upcoming events, all on January 31st. A doodle poll will be sent seeking volunteers.
- Annual Meeting & Leadership Conference: April 11
- SkillsUSA contest at Hennepin Technical College, Brooklyn Park: April 13th (planning meeting immediately follows)
- Golf Outing: June 18

The next meeting of the Mechanical Advisory Committee will be scheduled based on results of a Doodle poll.

There being no further business, the meeting was duly adjourned.