

**Alliance of Automotive Service Providers, Minnesota (AASP-MN)**  
**Mechanical Advisory Committee**  
**Meeting Recap**  
**Wednesday, May 30, 2018**

**Present:** Randy Notto, Dan Gleason, Debi McConnell, Loren Feldkamp Wayne Watson, Judell Anderson      **Guest:** David Haeg

### **Call to Order**

The meeting was called to order by Randy Notto. Participants introduced themselves. A committee roster was distributed and the objective of the committee was reviewed.

### **Get to Know *Your Neighborhood Auto Repair Pro*<sup>™</sup>**

David Haeg provided a review and historical perspective of the campaign. He announced his impending retirement and desire to help transition the program to a new marketing consultant. Those present expressed their appreciation for his work in bringing the campaign to life over the past 8 years. A subcommittee will be tasked with overseeing this transition. Randy Notto and Wayne Watson volunteered to serve.

### **MNCARS (Minnesota Careers in Auto Repair & Service) Update**

- *MotorMouth* campaign: Judell explained the purpose of this new initiative – to call on the entire industry to be a “MotorMouth,” and put the resources developed by MNCARS to work in their local communities.
- Motorcycle raffle sales are going well and the drawing will take place on June 27<sup>th</sup>.
- Summer outreach events include Cars & Coffee on June 2 and August 4; Back to the 50s June 22-24; and Street Machine Summer Nationals 7/20-22. Volunteers will be needed to staff all of these events.

### **Old/New Business**

Plan fall Mech XChange: Location will be the Gopher Hole at LubeTech in Golden Valley. Date will be October 17 or 23, depending on venue availability. Two roundtable topics will be “diversifying shop product & service offerings” and “marketing – new and/or cost-effective marketing tactics that have worked for your shop in the last 3 months.” A third topic, “shop management systems,” will be a back-up if attendance warrants.

### **Upcoming Events**

- Free Webinar: Omnichannel Marketing – June 6<sup>th</sup>
- Golf Outing – June 19<sup>th</sup> @ Keller Golf Course
- Bike Raffle – June 27<sup>th</sup> @ Veit Automotive Foundation
- Member Event – August 22<sup>nd</sup> @ Canterbury Park

The next meeting of the Mechanical Advisory Committee will take place prior to the Mech XChange event, October 17 or 23, 2:00 p.m., at LubeTech.

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