

**Associate Advisory Committee Meeting**  
**Wednesday, November 18, 2020**  
**Zoom**

**Meeting Recap**

Present: Shane Kelly, Patrick McKinney, Loren Feldkamp, Brittany Reilly, Brad Schmid, Rick Miller, Mike Kraft, Judell Anderson, Tom Kluver

**I. 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 and gave a status report on business conditions in light of the COVID-19 pandemic.

**II. BRIEFING: ISSUES/INITIATIVES**

**Association Events**

Judell provided an update on association events, activities and initiatives since March.

**Collision Division/Legislative**

The Collision Advisory & Government/Regulatory Affairs committees are scheduled to meet in early December to determine the association's legislative work during the 2021 Session. The November elections did not change the balance of power within the MN Legislature. Any efforts to reform insurer claims practices will continue to face an uphill battle in the Republican-controlled Senate, where those in key leadership positions have strong ties to the insurance industry.

**Mechanical Division**

Plans are in motion to transition the *Get to Know Your Neighborhood Auto Repair Pro™* campaign from broadcast radio to a digital media platform in 2021.

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

MNCARS has had good success with its YouTube advertising campaign and now enjoys an average of over 2,400 visits to the [carcheers.org](http://carcheers.org) website each month. As part of its 2020 workplan, MNCARS also "adopted" two high school programs to provide enhanced support and mentoring during the year. With help from industry suppliers, MNCARS recently invested nearly \$5,000 into automotive programs at White Bear Lake High School and Independent School District (ISD) 916.

**III. MEMBERSHIP UPDATE**

Judell reported that, while AASP-MN achieved a 91% retention rate for 2020 renewals, it will finish the year with a decrease of 30+ members due to the limitations that COVID-19 placed on recruiting efforts. Judell encouraged committee members to view the new membership video at [aaspmn.org](http://aaspmn.org) and Loren encouraged all committee members to promote Alliance membership to their customers and vendor colleagues.

#### **IV. OTHER OLD/NEW BUSINESS**

Judell expressed her gratitude to those on the call who support AASP-MN through sponsorship. Of the 22 year-long sponsors for 2020, 1 wanted a refund for the sponsorship, 2 opted for some type of replacement value (i.e. email to members, magazine ad, etc.), 12 rolled the sponsorship over for 2021 events and 7 opted to make the funds a goodwill donation. 2021 sponsorship commitments are now being sought.

#### **V. UPCOMING EVENTS**

- January Race for Automotive Education has been postponed to the fall of 2021. Scholarship applications/selection will still take place in the first quarter of the year.
- 2021 Annual Meeting & Leadership Conference is scheduled for May 20<sup>th</sup> at the Nicollet Island Pavilion. The facility is set up well to accommodate the current/anticipated social distancing restrictions. The day will begin at noon with a general session keynote/luncheon followed by roundtable discussions, closing keynote address and vendor hospitality. Vendor displays will be in a large outdoor tented area. 3 breakout sessions will be conducted virtually.
- The golf outing date is to be determined, hopefully in early June if conditions allow. Majestic Oaks was suggested as a possible host site.

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