

**Associate Advisory Committee Meeting
Thursday, September 13, 2018
AASP-MN Office**

Meeting Recap

Present: Dave Bock, Kevin Martin, Patrick McKinney, Brad Schmid, Scott Lindner, Tony Tucci, Carol Keyes, Loren Feldkamp, Judell Anderson, Tom Kluver

I. WELCOME AND CALL TO ORDER

The Associate Advisory Committee meeting was called to order by Dave Bock. Cell phone policy was noted and those present introduced themselves.

II. BRIEFING: ISSUES/INITIATIVES

Collision Division

The air quality permit rulemaking is progressing, with completion expected by year end. The proposed regulation establishes emission limits that may not require permits for the majority of shops. Once the rule is final, AASP-MN will communicate the details to its members.

During the 2018 Legislative Session, proposed legislation would have removed key language (“late-model” and “high-value”) from the description of vehicles subject to Minnesota’s salvage title statute, resulting in more vehicles being stamped “Salvage Title”. The provision nearly passed in 2018, but it was part of a large Omnibus Bill that was ultimately vetoed by Governor Dayton. Subsequent to the 2018 Session, AASP-MN has taken its concerns to several key legislators and the Department of Public Safety. We will have several more conversations on this issue before the 2019 Legislature convenes on January 3. Our goal is to ensure that the full range of consequences of the proposed law change is understood by legislators.

A hot topic in the industry right now is performing – and being paid for – pre and post repair scans and calibrations. The need to perform repairs per OEM specifications has taken center stage since the John Eagle case and legislation has been discussed and proposed in a handful of states. It will likely be in the mix as the AASP-MN Collision Advisory and Government Affairs Committees considers future legislative initiatives.

Mechanical Division

The 2018 *Get to Know Your Neighborhood Auto Repair Pro*TM campaign is winding down. The marketing consultant who has overseen the program in the past is retiring and new marketing agencies are being interviewed.

2018 Brand Strategy Planning

The association’s strategic planning focused specifically on its brand this year. The Board and other volunteer leaders took a deep look at who we serve and the value that we deliver, concluding that AASP-MN acts as both a champion and ally for its members. There will be a new logo, with emphasis on “Alliance” in an effort to get everyone to talk about the association in a more streamlined and consistent manner. The website and all communication/marketing materials will be refreshed, as well.

MNCARS (Minnesota Careers in Auto Repair & Service) Update

The new MotorMouth toolbox consolidates all of the educational and promotional materials developed thus far into one, easy-to-use resource that all members can access and put to work in their own communities.

The motorcycle raffle raised over \$42,000!

III. MEMBERSHIP UPDATE

Judell reported that AASP-MN achieved a 90% retention rate for 2018 renewals and is working hard to recruit new members and maintain a strong membership base. Tom noted that any and all referrals are appreciated.

IV. OTHER OLD/NEW BUSINESS

- The 2018 year-long sponsorship offerings were reviewed. Those present agreed that no significant changes were needed, but did suggest adding an option to contribute to MNCARS in an effort to raise additional funds for that important initiative.
- Annual Meeting & Leadership Conference: Delta Hotels by Marriott, Minneapolis Northeast on April 11th. Work is underway to secure speakers for the event. Associate member participation in the roundtables was discussed. Also, it was decided to ask each participating vendor to contribute a door prize and then draw for those prizes throughout the day, with prize pick-up during the vendor showcase from 4 – 6pm.

V. UPCOMING EVENTS

- BS Session: September 19th, 11:00 a.m.
- Mech XChange: October 17th, 4:00 p.m.
- Annual Meeting & Leadership Conference: April 11th

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