

EXPO MEETING MINUTES

March 14, 2009

EXPO Chairman Stanley Christmas called the meeting to order at 1033AM at the Pizza Garden in Bedford. Attending were Susan Baker, Ken Aldridge, Ken Wills, Skip Ely, Joel Dahlin, Tom Turner, Herman Dallof, Dick Phelps, Jim Camak, Judy Christmas, Jerry Potter, Rich Hildebrandt, Ken Kerruish, and Alliene Franklin.

OLD BUSINESS:

1. **LESSONS LEARNED:** The EXPO debrief at the November Irving meeting was reviewed. It was agreed to:

- Get a better ink pad for the cachets.
- Will put a note in the EXPO **Program** reminding patrons about the door prizes.
- Will add a MAPSCO number for the location of the Grapevine convention center **in the show flier.**
- Have the guard move to the Silent Auction area at 2PM on Sunday to assist in the closing of the auction.

NEW BUSINESS:

2. **EXPO THEME:** Stanley led the discussion for an EXPO Theme. A total of thirteen ideas had been suggested, which were quickly narrowed to four. Ultimately, it was agreed to use "Thanksgiving" as the theme, with the four Thanksgiving Day Parade stamps featured in the cachet.

3. **BUDGET:** Stanley went through a line-by-line review of the EXPO Budget. A number of issues were discussed, including:

- Meeting Lunches - It was agreed that EXPO funds would be used to pay for EXPO meeting lunches.
- Cachet Artist - We may need a new cachet artist. Ken Aldridge may know someone, and Herman Dallof also said he would check with someone. **Stanley will check with Dave Stockbridge and Alan Stacy.**
- Exhibits - It was agreed to continue with Exhibits, the feeling being that the exhibits made EXPO a true stamp show, instead of just another bourse. Exhibit frame fees will be \$6 **There will no longer be discounts for MCSC members.** Mini-exhibits will remain at \$1 each.
- Exhibit Judges - It was decided to use only two judges instead of three **this year.**
- Member/Dealer Lunches – It was agreed to discontinue arranging for lunches for the members and dealers at EXPO, since the number of participants has been in decline the past couple of years. **Judy Christmas will place signs in the snack area identifying it as for "Dealers and Staff Only." Only people with valid MCSC ID's will be allowed in the snack area.,**
- Daytime Security Guard – It was the general consensus that it was desirable to have a daytime guard presence. Ken Aldridge displayed some stenciled orange vests that could be used by members to increase the visibility of security at the

doors during setup, tear down, and in the hour or so before opening of the show.
The Committee approved his purchasing additional vests.

- Awards Banquet – It was decided to increase the charge to participants to \$20. Dinner door prizes will come from unclaimed Saturday door prizes, or from any dealer donations, instead of gift certificates.
- Awards Banquet Location – Herman Dallof will investigate other locations for the awards Banquet. It was generally agreed, however, that the Convention Center was a pretty good deal.
- Exhibitor Prizes – The use of plaques for prizes was discussed. Dick Phelps suggested an alternative. **Dick and Alliene Franklin will provide the EXPO committee with an example at a later time.**
- Cachet Printing – It was discussed whether or not to use all four Thanksgiving stamps on one cachet envelope, or to only put one on each envelope (requiring someone to purchase four envelopes to get all four stamps). **Because the Thanksgiving stamps are sold in sets of four and we will be selling cachets with all four stamps in sets of four, we will order our usual 400 stamps and continue to give the left-overs to Peter Elias for the newsletter.**
- Programs – These will be reduced from 400 to 350 this year.
- Publicity – Jim Camak will take care of publicity in Linn's, APS, and TPA.
- EXPO Notice Mail out – We currently budget **for**1500 flyers to be mailed out. Stanley reported that a number of people indicated in last year's questionnaire they would be willing to be notified by e-mail only instead of **the** mail out. **Those that said yes on their EXPO 2008 registration forms will be dropped from the mail list and receive e-mails only. It was also suggested we not include the entire MCSC membership in the mailout...just a selected few that will be used to determine how long it takes for the bulk mail envelopes to reach various ZIP codes around North Texas.**
- Door Prizes – Gift Certificates will be for \$10 this year. Judy Christmas said that we will give away MCSC logo tote bags in place of some gift certificates.
- **This years Registration Form question will be "How did you hear about the show?"**
- Stamp Book Sales – It was agreed that income from this area will be assigned to the general club revenue rather than the EXPO revenue.

The meeting was adjourned at 1215PM. The next EXPO meeting will be in September.