



The Jaguar Club of Southern Colorado

Minutes of the March 22, 2011 meeting

The March 15, 2011 JCSC Meeting was a social dinner at the Marigold Café and Bakery. No club business was conducted at that meeting other than to schedule the Concours Committee meeting for March 22, 2011.

The meeting was called to order by Gary K. at 7:00 P.M.

The first topic of discussion was to consider moving the Cocktail Party and Dinner to the Crowne Plaza. Budd Butcher suggested we consider the Crowne Plaza as we are utilizing that facility for our out of town guests and they are receptive of working with our club on creating a party and dinner. We settled on 40 guests as a beginning working level for pricing at the Crowne Plaza. Budd will contact the C.P. and get additional information.

Gary K. has arranged for sponsorship with XK's Unlimited. They have requested a ½ page advertisement in our newsletter. We need to work out a fee for that ad. XK's has also agreed to provide "goodie bags" and other materials for the Concours.

Don will contact several trophy businesses for pricing on award plaques. We are looking in the range of \$5.00 per plaque.

Larenda has found that Gary George is conducting a Judges School at ClubAuto at 8th and Quail in Arvada at noon on April 14. Potential attendees include Gary K., Dave and Larenda H., Roy W. and Don Y.

We need a one page letter (or flyer) similar to the British Motoring Festival advertising the concours that we can begin circulating early to businesses like ReinCARNation, Mondino's, Concours Cars, etc. Early circulation of this flyer should increase attendance and possibly participation at our event.

The idea of photographing Concours participants was discussed again this year. Don has volunteered to shoot 4 x 6 color photos and obtaining paper folders for the photos for presentation to each entrant.

Marketing of the event via outlets like KVOR, KCME, The United Way, Care and Share and possibly some local newspapers is an avenue we need to explore. Again, the one page flyer could be used with these outlets.

The deadline for Concours registration was set at September 16, 2011. Entry fees were discussed and tentatively set at \$55.00 for the first car and 35.00 for each additional car per party. The Friday cocktail party was set at \$15.00 per person.

Budd will explore the “reserved parking” for Concours vehicles (actually any Jaguars present at the cocktail party/dinner etc.with the Crowne Plaza).

Larenda will contact Cyndi for lanyards and badge holders.

Gary asked Thom if we could get Spencer to bring one of his cars, even if just for display. Spencer will be contacted again for the Concours dash plaques.

Don asked Thom about getting a copy of the artwork for the 2011 British Motoring Festival or possibly combining the BMF and the Concours on one poster. Thom will work on that Monday.

Meeting adjourned at 8:00 P.M.