



FEDERATION OF HISTORICAL BOTTLE COLLECTORS
FOUNDED 1969

FOHBC Board of Directors Meeting Summary
Nashville Proposal for 2027 Convention
October 1, 2024, 7pm CDT

Board members present: Michael Seeliger, Ferdinand Meyer V, John O'Neill, Henry Hecker, Richard Siri, Eric McGuire, Tom Lines, Elizabeth Meyer, Kathie Craig, Steve Jackson, Craig Cassetta, Brian Bingham, Alice Seeliger.

Absent: Charlie Martin.

Guests: Greg Eaton and Stanley Word representing the Nashville Convention Committee

Quick recap

The team discussed plans for an upcoming event, including potential marketing strategies, event layout, and budget considerations. They also discussed the logistics of the event, including the number of tables, seating arrangements, potential food service and suggested Convention schedule. Lastly, they discussed the need for a souvenir program, and the formation of committees for various tasks. In order to serve liquor at the banquet, a liquor liability rider will need to be added to the Federation's insurance coverage.

Next steps

- Greg and Stanley to contact hotel venues for room prices
 - Greg and Stanley to explore Southern barbecue dinner options with caterer
 - Greg and Stanley to request \$2,500 space reservation money from Elizabeth
 - Greg and Stanley to produce poster for the show and obtain seed money for expenses
 - Greg and Stanley to compile list of hotels and contacts for dealer packets and advertising
 - Greg and Stanley to form merchandise committee for designing and ordering T-shirts
 - Michael will work with John O'Neill to secure liquor liability insurance.
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SUMMARY

National Convention Proposal and Securing of Site Discussion

Michael discussed the approved seed money of \$2,500 for securing the site and the previous request by the board that additional information is required within 60 days from August 19, 2024 to finalize the proposal for Nashville to host the July 29-31, 2027 National Convention. He also mentioned sending out the updated proposal and AI minutes from the committee's recent meeting. However, Ferdinand did not receive the proposal. Alice and Kathie noted they had received it. Michael then shared the proposal on screen.

Sunday Attraction: 1,000-mile-long Garage Sale, Show Proposal and Logistics Discussion

Michael discussed a potential attraction for show attendance which is the 1,000-mile-long garage sale that starts on Sunday. He introduced Greg Eaton and Stanley Word who are attending to answer any questions the board might have. The proposal includes ideas for keynote speakers and potential sponsors like the Jack Daniels Corporation. Michael also mentioned the need for a facility with sufficient square footage which the proposed facility offers; and the possibility of blocking off nearby hotel rooms without attrition.

Event Theme and Budget Discussion

Greg and Stanley discussed their event theme, "Music City, Down in the Holler," which was inspired by Southern Tennessee. They also reviewed the budget for their event, including expenses for renting the building, tables, and tablecloths. The cost for vendors to rent tables was a point of discussion, with a minimum purchase of two 6-foot tables (\$65/each) or one 8-foot table (\$75/each) so that the least amount of cost to the vendor would be \$75. The team also discussed the cost of renting the facility which is \$4400/day for 3 days since FOHBC is a 501(c) 3, plus a per dealer charge of \$25 which would be deducted from the cost of the first table. The banquet was identified as an Event/Host expense, with a cost of \$35 per plate and this may be increased to \$45. The team is looking at having a Southern barbecue-type meal.

Event Marketing Strategies and Insurance Issues

Michael and the team discussed potential marketing strategies for the event, including the use of eye-catching T-shirts to wear before the event, promotional handouts, and printed tablecloths advertising the event. They also considered a commemorative item and a band for entertainment. A cash bar was proposed, but they encountered issues with obtaining the necessary insurance to cover liquor liability. Michael will work with John O'Neill to determine if a rider can be added to the Federation's policy to cover this. Michael suggested a price of \$75 per person for early admission but the team thought this was too high. They do not want to price out the local, newer and younger collectors. It is best to have early admission cost at least as much as a table so that people don't just buy a table and then not set up. He also highlighted the success of the Cobalt Drakes commemorative bottle sales which brought in close to \$70,000 profit for Houston 24. The banquet is an Event (Host) expense. The membership breakfast and board meeting are Federation expenses.

Board and General Membership Meetings and Event Schedule

Michael discussed the usual schedule for meetings, set up, seminars, and sales which differs from the schedule proposed. He suggested the board meeting would be held on Thursday morning with dealer registration throughout the afternoon. Dealers could bring in items to put under their tables from 1:00 until 5. On Friday morning, there will be a membership breakfast, with potential seminars afterwards. Dealers can arrive around 1:00 pm on Friday to set up merchandise on tables before early buyers are admitted at 1:15 pm. Michael emphasized dealers should not display items on tables until shortly before the exhibit officially opens for early buyers.

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Farm Bureau Expo Center Layout and Facilities

The team discussed the layout and facilities of the Farm Bureau Expo Center, which has been under construction for 10 years and is fully booked for the next 5 years. They managed to secure a date in 2027 and noted that the center can accommodate up to 300 tables for banquets. The rental allows access to the building from 7 am to midnight each day, with security on site. The group also discussed the layout of the building, with the showroom and banquet rooms located in the center and the dock area on the far left.

Showroom Layout Optimization Discussion

The team discussed the layout of the sales area and displays, focusing on the arrangement of tables and the available space. They considered the placement of chairs and boxes behind the tables, and the potential for rearranging tables to optimize space. Richard suggested placing two tables on the ends to increase the space between them for chairs behind tables to allow at least 10 feet. The team also discussed the possibility of moving tables to the bottom of the room to utilize that empty space shown on the diagram to allow for more tables or more spaced-out tables. The layout was compared to the Reno 2025 convention which includes 200 tables, with the team noting that they can accommodate more tables in this space, even up to 400. The team agreed to work on optimizing the layout to fit the available space.

Event Logistics and Seating Arrangements Discussion

The team will plan to place a number of round tables for attendees to relax and socialize. The need for a snack or food service was also discussed, with the team considering hiring a vendor or using a food truck. The team will explore options.

Next Steps and Committees for Event Planning

Michael outlined the next steps for the team. Greg and Stanley were tasked with contacting the hotels for room blocks and exploring barbecue dinner options. They have produced a poster and showed it to the board. Once hotels are secured, they can be listed in dealer packets, posters, website and social media postings. A merchandise committee for designing and ordering T-shirts will be formed. The team also discussed the need for a graphic designer for the souvenir program, and suggestions were given to ask Doug Simms, which Tom Lines will do, or possibly John Burton who is working with Richard Siri for the Reno 2025 show on a volunteer basis. Stanley noted he knows of some resources in the Nashville area. It is possible they will need to hire someone to do this if they cannot find a volunteer. Brian and Ferdinand clarified that most of the ads for the program would be new, not re-used from previous years so the ability to design ads will be necessary.

Nashville Convention Approval and Bank Account Authorization

The board discussed the approval of Nashville to host the 2027 National Convention. They also discussed the team members for the project, with Greg mentioning that they were waiting for the proposal to be approved before finalizing the team which will include at least 10 people. Michael suggested that board members could visit the Nashville show in a few weeks to get a better understanding of the space available and the ability of the Nashville team to host this event.

A motion was made by Tom to accept the Nashville proposal for hosting the FOHBC 2027 Nashville National Convention. Michael seconded the motion. Voice vote was a unanimous yes. Motion carried.

The team also discussed the need to set up bank accounts, with Stanley Word and Patrecia Eaton as the designated signers. Alice emphasized the need for the bank to have these minutes reflecting the authorization of these signers. A motion was made by Alice to approve Stanley Word and Patrecia Eaton as

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signers on the FOHBC 2027 Nashville National Convention bank accounts. Motion was seconded by Kathie. Motion carried by unanimous vote.

Other Action:

The Board discussed the need for seeking grants for the Federation and Virtual Museum. Alan DeMaison has volunteered to research available grants.

Ferd and Alice made a combined motion to authorize Alan DeMaison to seek out any available grants and present them to the board for approval to apply. Michael seconded. Voice vote was unanimous. Motion passed.

The meeting was adjourned at approximately 8:15 p.m. CST.

Respectfully submitted,

Alice J. Seeliger

FOHBC Secretary

AI-generated content edited for accuracy.