

November
2018

www.central-coast-aths.org

The Central Coaster



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ATHS Mission: "To preserve the history of trucks, the trucking industry, and its pioneers"

Sitting on the tailgate.....

Our next Central Coast Chapter meeting will be:

Saturday November 17, 2018
11:00 AM
Chapman Estate
1243 Ocean Blvd, Pismo Beach (Shell Beach)

ALL VEHICLES MUST PARK ON THE OCEAN SIDE OF THE BLVD.

We will have a docent led, 20-30 minute, tour of the grounds of the Chapman Estate with a meeting in the begonia lath house immediately following. The tour will provide stupendous coastal views from the most exclusive estate and private event venue in the area. The cost of the tour is \$15 each. The chapter will cover the cost for chapter members. Guests are asked to pay the \$15. Information about the Chapman Estate can be found at <https://www.pismo beach.org/774/Chapman-Estate>.

Following the meeting, attendees may find lunch on their own. Jim Trask will have recommendations for suggested eateries for a one o'clockish lunch.

REPEAT

ALL VEHICLES MUST PARK ON THE OCEAN SIDE OF THE BLVD.

If you turn off Shell Beach Road at the *Shell Beach Brewhouse* onto Palomar Ave, and then turn left onto Ocean Blvd, you will be going the right direction to park on the ocean side of the street.

In case of rain, bring an umbrella.

On the agenda for a short meeting is:

- NHS Scholarship
- 2019 Cooler update

Larry Hoenig

MINUTES OF THE CENTRAL COAST CHAPTER, ATHS

Spirit of San Luis Restaurant, San Luis Obispo,
August 18, 2018

Vice President "Hutch" started the meeting at 11:17 with 14 members and guests present. Minutes of our June 16 meeting approved as published.

Diann reported 4 new memberships bringing our roster to 90 individuals.

Glenn provided a financial report of Cooler expenses and revenues. Some notes to consider (most \$ amounts approximate): We spent \$664 on advertising plus about \$1750 on flyers. The big afternoon raffle of purchased items netted over \$200 and the dinner raffle and auction of donated items netted \$700. Dinner tickets brought in \$1800 with \$1620 going to the caterer, so after drinks and desert – a break even. Payment to the school estimated at \$635 and porta-potties about \$475. The bottom line will be a Cooler loss of about \$1200.

Some comments about the Cooler:

- The dinner caterer was very good.
- The vendors were ok except the generator the mini-donut people used needs to be further away from registration.
- The engine show needs to be relocated so smoke and noise don't impact the registration area.
- The military people are a welcome presence, but need a sign pointing them out as an extension of the show.

Jim's tally of visitor awareness of the show told us that 43% learned of it from the banners, about 35% by word of mouth, and very few from the advertising we tried.

After the usual discussion of how to attract more participants and visitors, it was MSP to have the board meet and come back with an outreach plan.

It was MSP to donate \$200 to the Boy Scouts for parking help. After a motion and withdrawal, no action was taken on a scholarship. Frank requested the return of some WWII tapes inadvertently placed near some magazine giveaways. An announcement here may be the best we can do.

Next meeting Nov, 17 - venue TBD

With lunch underway we adjourned at 12:10, and followed with an excellent tour of the new airport terminal conducted by Craig Piper, Assistant Director of the Airport.