

## **LOTUS DRIVERS CLUB AGM - SUMMARY OF MEETING, 11<sup>TH</sup> MARCH 2018**

### **Compiled by Colin Smith, Chairman**

The Chairman welcomed everyone and thanked them - around 40 members were present. He commented on how good it was to see members from some of the club's more distant regions attending the AGM including South Wales and Scotland.

The Chairman introduced each member of the committee and reminded everyone that this report relates to club activities in 2017/8 unless otherwise stated. He made the following points:

- The committee, are all thoroughly enjoying running the club and, spurred on by the enthusiasm of our members, all stood for re-election without hesitation. There are no changes to last year's committee for 2018.
- The Chairman reminded the members how hard the committee work to organise members events, tours, shows, club regalia, Chicane Magazine, website & social media. They drive many miles carrying gazebo's and other equipment, often meaning that they forgo the chance to take their Lotuses to the events. They also look after our membership, finances, suppliers, advertisers, club PR, etc. He thanked them and paid tribute to the Area Organisers who run their monthly pub, breakfast meetings and other events, around the country from Scotland top Cornwall.
- Largely due to our on-line and social media presence, we have a growing membership, up 130 to 633 members in the last 4 months alone.
- The club has a healthy bank balance, giving us stability for years to come. This allows us to make strategic annual purchases for the benefit of the club such as new liveried gazebo's and walkie-talkies (for tours). In 2017 we bought show equipment and a photographic drone. The latter will be used to capture some stunning aerial photographs and video of our events during the year.
- In 2017, the year's event calendar comprised:
  - 6 track events (Pembrey, Curborough, Anglesey, Brands Hatch, Castle Combe, and Donington)
  - 4 driving tours (Pembrokeshire, Devon, Black mountains and the Scottish North Coast 500)
  - A 1-day driveout (Fish n Chip run to Llandudno)
  - 2 social events (Scalextric, and Xmas lunch)
  - 7 shows (The NEC Restoration show, NEC Classic car show, Sywell, Silverstone Classic, Beaulieu, Ragley Hall, Donington). The NEC shows in particular are expensive to stage but they raise the profile of the club and always attract a good number of new members.
  - All the monthly area meetings, driveouts and social events nationwide – some 200 in number around the country.
- We published our 2018 events calendar in November 2017 to help everyone plan and in response to demand, the calendar is similar but we have made our main tour more exotic (France and Andorra), found a new Fish n Chip venue in Weymouth and re-introduced the Summer BBQ, to be held at Hilltop Farm.  
NB. The Weymouth fish 'n chip run and the Andorra Tour are now already oversubscribed and we are looking to see if/how we can accommodate larger numbers.

- We have a vibrant club website and rapidly growing social media activity – especially with regard to
  - advertising the club
  - attracting many new members
  - coordinating event attendance.
- The new format of chicane has been widely acclaimed under our new Editor, David Tillyer.
- It is generally regarded that the website, social media and Chicane are the jewels in the LDC crown and, together, attract many of our new members.
- Our efforts to integrate the different regions, and their Area Organisers, has been a great success with the following headlines:
  - We have created 2 new area meetings, bringing in David Boneham in West Wales and Andy Smith in Lancashire & Cumbria, bringing us up to 16 regional meetings. Incidentally – to demonstrate how closely we work with Club Lotus – 10 of our area meetings hold joint LDC/Club Lotus meetings and events.
  - We have had 2 changes of AO – Jim Grant hands over to Jim Love in Scotland (after 30 years in the post!) and Kim Eaton has handed over to Alan Reason for East Mids.
  - In 2017, the Chairman met with 10 of our 16 AO's when attending their local meetings or events. The AO's now have a dedicated area on the club website where they publish information about the events in their respective areas - thereby adding some 200 events to the calendar for LDC members to choose from around the country. We are also seeing joint events being organised between neighbouring AO's – e.g. a meeting and driveout taking in both regions.
  - We have an ever-improving communication with our AO's, utilising their local knowledge to help run events.
- We are developing much improved relationships with the Lotus dealer network through free issue of Chicanes for customers buying new Lotuses and their advertising.
- Regalia – We have introduced three new items:
  - A ladies polo shirt is now available in Fuschia pink and features a new design of the Lotus badge.
  - A ladies style soft shell jacket which is more fitted than the men's version
  - A kid's polo shirt (a smaller version of the man's polo shirt.)

In conclusion, I believe there is a great vibe in the club at the moment but also the very important **good humour** that we enjoy in everything we do together. I repeatedly hear that the humour, banter and interaction between people attending events makes them so much more enjoyable, which is very gratifying.

I paid tribute to our Treasurer, Mick Jaggard, who prepares full and detailed accounts throughout the year despite the challenges of declining health. In December 2017, I presented Mick with the Annual Chairman's award for exceptional contribution to the club at our Christmas Lunch at Anstey Hall in December.

My vision for the future direction of the club is as follows:

- To continue to increase our membership.

- To continue to increase our web and social media exposure.
- To be recognised as a vibrant and growing club with lots to offer all Lotus owners and enthusiasts.
- To better integrate the regions of the club around the country for the benefit of all our members.
- To continue in our main aim to **DRIVE OUR LOTUSES** as often as possible, for many different reasons and events, but with one common aim – to enjoy these incredible cars with good friends!

Colin Smith