



TCA ACTIVITIES COMMITTEE ACTIVITIES GUIDE AND EVENT CHECKLIST January 2014

“The primary purpose of the Club shall be the promotion of Corvette enthusiasm, planned road trips (tours), social gatherings, support of local charities, and promotion of driving safety on the public highways. The activities of the Club shall consist of planned road trips, social gatherings, and charitable events for the active and associate members as planned by the Activities Chairperson and their appointed Committee members.” – TCA By-Laws, TCA Website.

“We offer something for everyone, from social gatherings, dinner events, road rallies, car shows, local parades, performance events, restoration parties, National Corvette Museum (NCM) caravans, and much, much more . . . Through the involvement of our many new and longstanding members, the TCA is a vibrant, fun, relaxing and ever-evolving social organization. Our members are proud of their many generations of Corvettes and love driving, displaying and telling stories about them.” – President’s Welcome, TCA Website.

Well that sounds like fun, doesn’t it? But how do I get from submitting my membership application and becoming a member, to going on a TCA “run,” attending a specific event, or even being this mysterious “CEO” I keep hearing about?

In an effort to assist and accelerate the learning of our newer members, as well as refresh the memory of some of our more seasoned folks, we have created this informal Activities Guide and Event Checklist to give everyone a basic understanding and specifically give you enough information to confidently jump in and CEO your own run or event.

Let’s start by ensuring a common understanding of TCA club-specific terminology. We all come from different backgrounds and have or have had associations with other clubs. Each club is unique and comes with its own set of terms and practices.

Activities Committee – This is a small volunteer group of members who get together and dream up fun things they believe the rest of the Club would enjoy doing. It’s a fun group of good people, so at face value this works out just fine. However it’s difficult to capture the full range of Club interests in a small group of 8 – 10 committee members. The Club truly belongs to the entire membership. **So consider this Committee as both a source of activities and as an advisory and promotional committee to help you set up your own activity for the membership to enjoy.**

Activity/Event/Run – These are interchangeable terms referring to what you want to do, a place you want to go, a route you want to follow or something you want to attend.



Activities Webpage – This is the calendar posted on the TCA website that lists the upcoming activities and provides some basic event details so you can decide if you'd like to participate in a given event. It also lists if the event is designed for the entire club (TCA All), limited to a specific number of cars (Limited) or a miscellaneous event possibly of interest to members of the TCA. It will also list a CEO for the event and gives contact information in case you have any questions or would like more information.

CEO – Club Event Officer (or Crazy Enthusiastic Organizer, depends) – The magical title given to the person hosting or in charge of a particular activity. As CEO you're basically the focal point for planning, communicating, organizing and conducting the event. Think of it as "It's my party and I'm inviting the TCA members to come along." You're the host, what would you like your guests to know, see or do? This Guide and Checklist provides additional information to help you CEO an event. Remember the Activities Committee is there to help too.

Event Brief / Route Brief – Consider this your fancy party invitation. This is the basic information you tell members on what you want to do, where you want to go, or what you want to see. Some of the details of course include when and where to meet, how long you think the event will last, and any additional fees or cost, such as a lunch stop at a particular restaurant or admission ticket at a particular venue. It can be as simple as a verbal description or more detailed in a written plan, depending on what YOUR event dictates. There is no single right way to do this, but we do give an example of a written plan later on. Once you formulate your idea or plan, forward it to any one of the Activities Committee members and we'll get the word out at the monthly membership meeting and post it on the TCA's Activities webpage.

TARGA – The acronym for the Technical and Restoration Group. Basically spearheaded by our own resident expert, Dan Martin, TARGA events educate members on how to work out restoration and technical issues with their corvettes.

Trip Report – This is your opportunity to brag a little and make other members jealous over what they missed. It's a short narrative that talks about what you did, where you went, what you saw, and how much fun you had. It is due to the Activities Chairman three days prior to TCA general meeting following the event. It should include photos of the event for inclusion on the TCA website (webmaster@texas-corvette-association.org) and the TCA newsletter (tjhobbs94@gmail.com).



Now let's look further at the concept of an Activity, Event or Run. When you consider bringing up a given event or activity, keep two things in mind – and they go hand-in-hand: 1) I don't think there is any one activity/event that everyone in the Club is going to love, and 2) I don't think there is any one activity/event that everyone in the Club is going to hate (well, within reason). If you choose an event you're interested in, odds are some portion of the membership will share that interest. If it's something you're really passionate about, others will draw from your energy and enthusiasm. It's not about how big of a draw you generate. It's about how much fun you and the other members have while participating.

Activities come in three basic categories, with overlap in each:

Route-Based: This is a run where the goal is to simply follow a chosen route through the countryside. There's no particular destination in mind, rather it's just an opportunity to drive the cars and enjoy the scenery and turns of certain highways. Occasional stops may be included if passing a particular point of interest or quaint old shop or diner. The Hill Country Run (aka old Bluebonnet Run) is a good example with its scenic views and bluebonnets which are now in the Witness Protection Program . . .

Venue-Based: This is a trip to a particular destination with the intent of enjoying or participating in that destination's event, attraction, meal or specialty. Things like the Big Bend Open Road Race, trips to the Rock Box, Vettes & Jets on the Lex, the Sea World Car Show, or Charitable Fund Raisers are some examples.

Member-Based: This type of event allows us to take advantage of and enjoy our members' experiences and expertise in things found interesting by the rest of the club. A couple of examples would include a member who worked with NASA back in the heyday of the Apollo Space Program. We could build a road trip around going over to Houston to NASA's JSC Visitor Center, maybe a lunch or dinner on the Kemah Boardwalk, then a return trip or overnight stay. The trip to NASA would be much more informative if that member came along and shared some of his experiences with the Apollo program. He wouldn't have to be the CEO, rather just go along as the Subject Matter Expert, or brief us ahead of time if not available for the trip. Another example is members of the Club who are veterans or retired military that could provide additional insight when touring places such as the National Museum of the Pacific War in Fredericksburg. Again, he wouldn't have to be CEO, but he could make your CEO'ed event to Fredericksburg much more informative and entertaining. Match up a member's personal expertise with a particular event or venue to enhance the overall experience.

Within these categories, a determination must be made regarding the size of your event.

TCA All: Events that can accommodate the entire club will have emphasis from the Activities Committee, as they help member of the club get together and know



one another better. Additionally, they typically introduce members to additional types of activities than they are accustomed to. The downside, is that there are many more considerations that must be taken into account in order to accommodate a large number of cars and make the event enjoyable for everyone. Consider 60 cars pulling into a gas station at one time, or into a restaurant that wasn't expecting potentially 120 customers at the same time. This venue typically has more than one trip leader break up the group and stagger arrivals at locations if needed.

Limited: This venue is much easier to manage, and is typically capped based upon the limitations of a location.

OK, so now you've decided on an Activity you'd like to bring to the membership. Here is a basic checklist of nine items to help get from the idea stage to the posted, scheduled Activity stage. Remember, this is YOUR party, so follow the checklist as YOU see fit for your specific Activity.

Activity Planning Checklist

Done Items to Consider

- _____ Generate a brief description of your Activity
 1. Tell members what you plan to do, where you want to take them, what you want to show them, or what you want them to participate in.
 2. If your Activity involves a particular destination or venue, add any web links or event flyers to your description if available.
 3. As CEO, do you need to coordinate with your destination or arrange any type of group participation, parking or discount?
 4. It's an automatic assumption everyone will show up with a full tank of gas.
 5. Do members need to bring cash for lunch or to purchase some type of ticket?
 6. Does your Activity include an extended stop where members should bring lawn chairs or sunscreen?
 7. How much time will the members need to set aside for your Activity so they'll know if they're available for other things before or after?
 8. If you're planning an overnight stay, what hotel do you recommend to keep the group together?

- _____ Determine which day or days you want to conduct your Activity.
 1. Saturdays are good, as are Sundays, and there's no reason not to pick an evening during the week if your specific event is so inclined.
 2. Generate your plan far enough in advance so it can be posted with enough time for members to schedule your Activity and make their plans accordingly.
 3. We have a large Club with multiple interests. Other than the day a "TCA All" event is planned, it is okay to have more than one "Limited" event planned. This gives the membership a choice in Activities and they can participate as desired.



- _____ Based on the duration or mileage of your Activity, should you plan a meal stop?
1. This is not specifically required, but knowing the appetites of the membership, this isn't a bad idea.
 2. Find a restaurant or diner along your route or close to your destination that could support feeding your group.
 3. Fast food places are easy, but not everyone is enthusiastic about them.
 4. Sit-down restaurants are good if you can allow an hour or more in your schedule.
 5. Cafeteria-style places work well. Members can pass through a line, then sit together and eat. It doesn't take quite as long and once everyone is finished, it's up and on the road again.
 6. It's your party, it's your choice, but Google can be a good friend in helping find an appropriate eating establishment.

- _____ Based on the duration or mileage of your Activity, should you plan a potty break?
1. Yes. Especially if you're starting early in the morning after coffee or continuing through the afternoon after all that iced tea at lunch.
 2. Now fast food restaurants become more appealing, as do convenience stores or highway rest stops.
 3. Find something appropriate along your route of travel or close to your destination. An hour to an hour and a half of driving will be a good guide to plan a stop.

- _____ Where do you want the participating members to meet?
1. Our membership is scattered across Bexar County and beyond.
 2. Find a location that can support a gathering of multiple cars and is convenient to getting on the road once your Activity begins.
 3. Although it's obvious, pick a spot other people can find . . .

- _____ When do you want the participating members to meet?
1. Back calculate from the time you want to roll out.
 2. Allow ample time for members to get from their various starting points, have their general greetings, "Hi, how are ya's" and you still have time to give a Route Brief before you get them back in their cars to take off.
 3. Allow sufficient time that you arrive at your given destination when you want, with that buffer because some Goober tied up traffic slowing you down along your route.
 4. Publish your Meeting Time and your Roll-Out Time as part of you plan.

- _____ Generate an Event Brief/Route Brief for the members attending
1. This is basically your plan generated in the first step, given to the members who show up. Tell them or give them your plan on where you're going, what you're doing, how long it should take and any last minute developments.
 2. Include a route map or turn by turn directions in case the group gets separated in traffic.



3. If possible, give time estimates for key checkpoints along the route. This allows members who couldn't make the meet-up and brief to join the group later as the day progresses

4. Provide a general timeline so the drivers and passengers will know where they are along the route, or how close they are to the destination (See Potty Break above).

5. If you've included a meal stop, list the name and location of the chosen restaurant and approximate time for the meal.

6. Give out your cell phone number so members can get a hold of you during the run. CB radios are very helpful even if at least some members use them to help heard the group.

_____ Forward your plan and general details to the Activities Committee.

1. Your Activity will be posted on the Activities page of the TCA web site.

2. The Activities Committee Chair will announce your activity at the next monthly meeting, identify you as the CEO and invite all members to participate.

3. The Activities Committee will coordinate with you to get Sign-Up sheets posted at the rear table during the meeting.

4. The sign-up sheets help create an e-mail listing so you can keep participants apprised of any changes, answer any questions, and avoid confusion.

_____ If possible, pre-drive your route.

1. Test the directions and timelines to determine if there are any potential problems or confusing traffic issues.

2. Find those appropriate Potty Break stops, restaurants, and gas stops if used.

3. Find any additional interesting points or stops you may want to include along the way.

The below Event Brief / Route Brief gives an example of how to capture the information discussed in the checklist. This is not presented as the perfect Brief or as any type of standard that must be followed. It is simply a copy of one conducted this past year.

TCA Corvette Event Brief

Central Texas Museum of Automotive History, Rosanky, TX (South of Bastrop, TX)

Approximate Duration: 5 hrs, 40 min; Approximate Mileage: 142 miles

CEO: Mark Griffin, Phone: 210-xxx-xxx, E-mail: xxxxx@swri.org

Originates: Shipley's Donuts, FM 1604 at Redland Road
Saturday May 9, 2009; Briefing at 8:45am; Rollout at 9:15am
Ends: Rest Stop, I-10 West, Exit 619, East of Sequin.



The Central Texas Museum of Automotive History (CTMAH – www.ctmah.org) was founded in 1980. It is dedicated to the collection, restoration and preservation of historic automobiles, accessories and related items. Our collection traces the development of the automobile and its effect on the social and economic climate of much of the world.

It traces the evolution from the high wheelers and steam buggies of the turn of the century through the boxy utilitarian cars of the late teens and twenties, the classic era of the late 20's, 30's and 40's, the dream machines and land yachts of the 50's, 60's and 70's, and the transition of the highly efficient aerodynamic sport and passenger cars of the 90's and beyond.



The collection normally has over 130 vehicles on display, with additional vehicles available on a rotational basis. Our collection also includes excellent examples of European estate cars, town cars, limousines, and sport cars. There are displays of cut-away engines, a wide variety of early automotive tools and diagnostic equipment.

We also have an impressive collection of gas pumps, the artistic sculpture of radiator mascots and subsequent hood ornaments. Other displays include a large number of automobile and oil company signs along with automobile license plates from around the world.

In addition, we also have automobile models and toys, and a collection of memorabilia from The Great Race. The museum also houses a large automotive library with publications dating back to the turn of the century.



ROUTE BRIEF AND DETAILS

Saturday May 9, 2009

Meet at Shipley's Donuts, FM 1604 at Redland Road

Briefing at 8:45am; Rollout at 9:15am



Approximate Duration: 5 hrs, 40 min

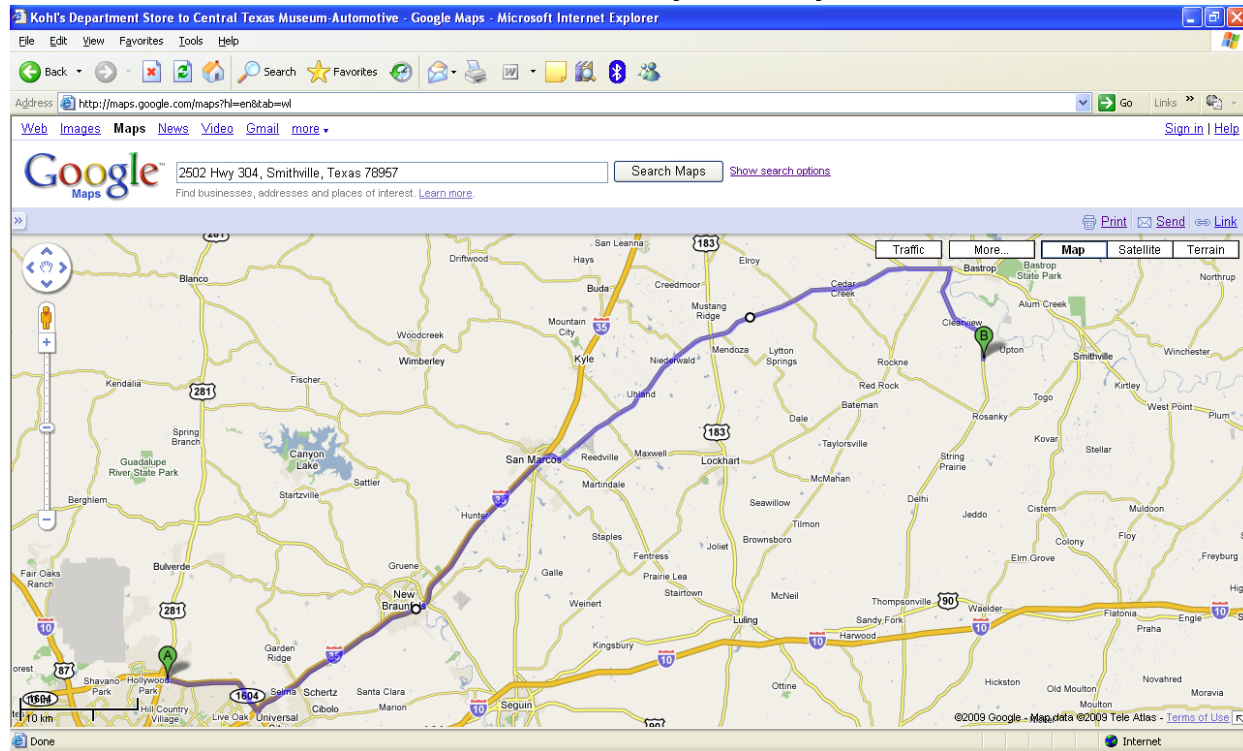
Approximate Mileage: 142 miles

Check Point	Location	Action	Approx Elapsed Time	Approx Total Mileage
SP – Start Point	Shipleys Donuts FM 1604 at Redland Road	Take 1604 East	0 (9:15am)	0
A	JCT FM 1604/I-35N	Take exit for I-35N	9 min	8
B	Walnut Avenue New Braunfels	Continue on I-35N	23 min	23
C	I-35N Exit 205 Wimberley/Luling HWY 12W / 80E	Take Exit 205, turn right on to HWY 80E	38 min	41
D	HWY 80E at River Road, Shell Gas Station	15 min. Potty Break – Resume road trip on HWY 80E	41 – 56 min	42
E	JCT HWY 80E and HWY 21E	Take Exit for HWY 21E, turn left at stop sign	57 min	42
F	JCT HWY 21E and HWY 183	Continue on HWY 21E	1 hr 14 min	59
G	JCT HWY 21E and HWY 71 near Bastrop	Turn right onto HWY 71	1 hr 31 min	77
H	HWY 71 Exit for Hasler Blvd/Childers St, Loop150E	Take Exit, go straight on HWY 71 Frontage Road crossing Hasler Blvd.	1 hr 35 min	81
I	Cartwright's BBQ on right just past Hasler Blvd.	Stop for LUNCH!! Open at 1100 – Add'l parking in Wal-Mart	1 hr 36 min (~10:51)	81
I	Cartwright's BBQ – Resume road trip	Turn right on to HWY 71 Frontage Road, move to left lane	2 hr 45 min (12:00)	81



Check Point	Location	Action	Approx Elapsed Time	Approx Total Mileage
J	HWY 71 Frontage Road at Childers St	Take U-turn going back on HWY 71, move to center lane	2 hr 45 min	81
K	HWY 71 Frontage Road at Hasler Blvd	Straight on HWY 71 Frontage Road crossing Hasler Blvd	2 hr 46 min	82
L	HWY 71 Frontage Road at HWY 304	Turn left at light onto HWY 304	2 hr 51 min	84
RP – Release Point	Central TX Museum of Automotive History	Arrive Destination CTMAH on right Spend approx 2 hrs	3 hr 1 min (~12:16)	96
SP – Start Point	Central TX Museum of Automotive History	Resume Road Trip – Returning Home Turn right on HWY 304	5 hr 0 min (~2:15)	96
M	JCT HWY 304 and HWY 90	Stay straight on HWY 304	5 hr 20 min	117
N	JCT HWY 304 and I-10W	Turn right onto I-10W	5 hr 22 min	119
O	Rest Stop, I-10W Exit 619	Exit into Rest Stop Potty Break	5 hr 40 min	142
RP – Release Point	Rest Stop, I-10W Exit 619, 10 miles east of Sequin	End of formal road trip, return home at your leisure – THANKS!!	5 hr 45 min ~3:00	142

A: Shipley's Donuts, FM 1604 at Redland Road
 B: Central Texas Museum of Automotive History, Rosanky, TX

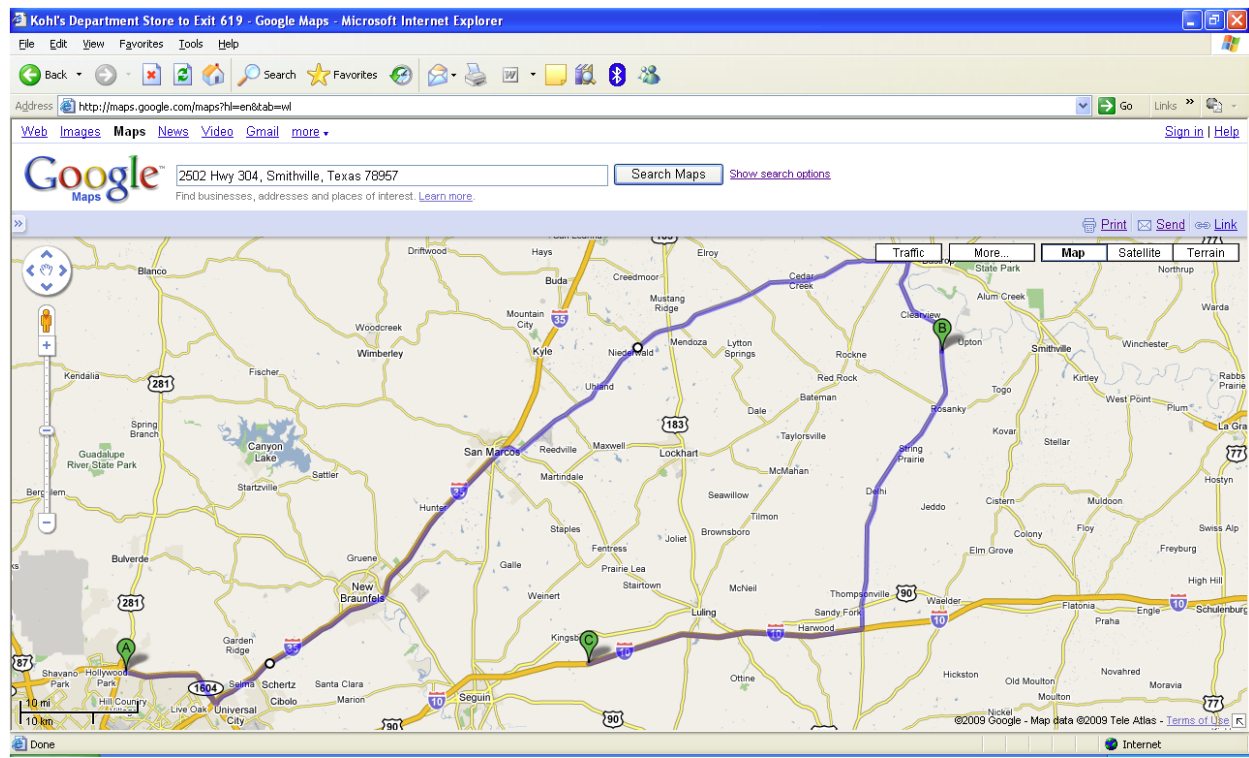




A: Shipley's Donuts, FM 1604 at Redland Road

B: Central Texas Museum of Automotive History, Rosanky, TX

C: Rest Stop at Exit 619 on I-10W – Release Point and End of Run



____ Lastly, don't forget that a trip report is required in order to brag a little and make other members jealous over what they missed.

1. Provide the Activities Chairman with a short narrative that talks about what you did, where you went, what you saw, and how much fun you had. It is due to the Activities Chairman three days prior to TCA general meeting following the event.
2. Ensure you have photos of the event for inclusion on the TCA website (webmaster@texas-corvette-association.org) and the TCA newsletter (tjhobbs94@gmail.com). This helps members see what they missed and generates interest for future events.

You will find that CEOing an event is fun and rewarding. This guide is intended to help you ensure that you have all major parts of an activity covered, and avoid problems on the day of the event. When you are ready to CEO an event, please feel free to discuss it with the Activities Chairman, Mark Horner – activities@texas-corvette-association.org.