



Moses Lake Classic Car Club President's Corner

By: *Dave Robins*

May 28, 2024

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Greetings ! Let's take a rear-view mirror glance at where the month of May drove our Classics .

Most of the guys were busy (I'm calling them "Car Preppers") getting their **Classic Cars** ready for **Cruising Season**, hoping to make sure (as much as possible) that they and their "**Classic**" won't become the latest custodian of the "**Duck Award**" for Poor Performance. ((Dang Old Cars ~ always unknown))

"Good Luck with that" ~ our goal is avoiding surprise "B.D's when MLCCC puts rubber to the road.

- May 9th, 2024 ~ ~ ~ MLCCC's Regular General Membership Meeting (See WEB-SITE copy)
- May 11th, 2024 ~ ~ ~ Salute to Our Veterans Family Picnic (Some MLCCC Classic's participated)
- May 15th, 2024 ~ ~ ~ Senior Cruise In at Mc Kays Health Center (5 MLCCC car participated)
- May 18th, 2024 ~ ~ ~ Studebaker Garage Harrington Car Show (9 MLCCC CARS registered)
- May 24th, 2024 ~ ~ ~ First Cruise Night Out in Moses Lake (11 MLCCC Cars // Approx 75 Guests)

From my Prospective, comments on another **FIRST VENTURE via MLCCC's Community Outreach Program.** After much conversation, your Executive BOD & Advisors conceived the notion that it was time to generate some income of our own. Designed to enhance our Annual Charitable Giving Program, bolstering up our sustainable / balanced internal budget needs. We began our interface with Moses Lake's 44th Annual Springfest Celebration.

Consequently, and with a lot of coordinating meetings / interviews / budget planning, it was time to earnestly deliberate on the possibility. **Decision was unanimous :** **Let's create**

our First Cruise Night Out in Moses Lake - **point being** - **welcome visitors to our town** and get as many local businesses as possible to buy into the idea on the other side of town proper. Away from the big **Mc Cosh Park** area that's overrun. With that vision, the BOD & Advisors went to work, now we also had a time frame to achieve success. We identified our business partners and began to collect "**Welcome Coupons**" to be given to would-be evening cruisers . Given out freely when purchasing an **MLCCC 50 / 50 Ticket** for our main drawing. *Sort of an everybody wins type of agenda, (Yes, it worked very well.)*

MLCCC's Vision was to develop a place for **Cruisers** to gather (No registration fee) // find new friends from both near and far // social interaction // with plenty of **Show & Shine** laced with fun car talk and photo sessions // 7 participating food coupon business supporters, all with-in walking distance of **Cruise Night Out's Central Staging Area** .

Immediately near and adjacent to : **Mc Donalds // Staples Box Store // Big Lots Box store // Burger King** . City wide specific car cruising maps developed // 50 / 50 Raffle Tickets sold with a \$250.00 PRIZE MIINIMUM GUARENTEED WINNER. (**Yes, that worked very well too !**)

So for MLCCC ~ The **First Cruise Night Out in Moses Lake** was born and treading on unknown pavement **2024 Memorial Day Eve - May 24th, 2024** (for Historian's Books)

The planning just blossomed quickly, and it was time to put the rubber to the road type of aggressive activity (Muscle Car Talk) with "Full Pedal to the Metal" . (Cool Uh ?)

Special Event LOGO designs // Advertising Blitz in modern media formats // Business partners were identified and committed // Sound system arrangements with Downtown Association's partnership // Ordering and printing of 44 Special Event Tee-Shirts to be sold // MLCCC BOD & Advisors Task Groups were identified // MLCCC,s General Membership briefed and informed // Meetings and continued pre-event planning with ML Police Department and discussions on event site security // Columbia Basin Herald News Paper's final interviews and article – published In Thursday's May 23rd, 2024 Edition // Publishing of the official in city Cruise Route Maps that made three trips throughout the evening .

"Welcome to OUR TOWN * MOSES LAKE, WA and our 44TH Annual Celebration of Springfest 2024.

(WHEW ! UH ?) HUGE KUDO's Board Members & Advisors // Task Group Teams



Suddenly **First Cruise Night Out in Moses Lake's** starting line and on schedule.

From 4 to 10 pm ~~ Blessed with cooperating weather (Somewhat) on time start.

Now we're confident with a new slogan :

"Stage the Classics ~ They'll come" :

"Please Check out the evidence on our Website"

Moseslakeclassiccarclub.com

NOTE : I'll stop this dissertation and my ramblings by telling you that MLCCC was **Highly Successful** for our First CRUISE NIGHT OUT ~ **Yes ! They still want more !**

Finally "Thanks to all who are active by supporting MLCCC's Events and Planned Activities. Keep watching and join in on our fun and friendship".

Blessed to serve you as
Current BOD President

Dave Robins

