



ABATE of Alaska Board Meeting Agenda
Scheduled: 06 April 2017, 7:00 PM to 9:00 PM

I. ---Board Members -

Four of Six Board Members needed to establish Quorum (Indicate if Present)

- a. Dan "Havoc" Coffey--absent
- b. Dan "RC" Owens--present
- c. Ed Rutledge--present
- d. Barb Smart--absent
- e. "Big Dave Grizzly" Monroe--present
- f. Daniel "Spider" Schneider--present

II. OFFICER REPORTS (Optional) -

(Indicate if Present)

- a. President - Tom "Zookeeper" Evans--present
- b. Vice President - Dan "RC" Owens--present
- c. Secretary - Lesle "Scottie" Moore--present
- d. Treasurer - Judy Smith--present
- e. Sgt-At-Arms - Daniel "Spider" Schneider--present
- f. Legislative Affairs - Tom "Zookeeper" Evans--present
- g. Run Coordinator - Chris "Token" Applebee
- h. Newsletter Editor - ??
- i. Membership - Ken Coston--present
- j. Rider Education - Barbara "Barb" Smart--absent
- k. Gaming - Ed Rutledge--present
- l. Products - Judy Smith?? & Ken Coston??--present
- m. Public Relations - Ken Coston--present
- n. COC Liaison - Chris "Token" Applebee

III. UPDATE OF AGENDA & APPROVAL OF MEETING MINUTES -

- a. Current Agenda Updates/Additions –
- b. Approval of Agenda, Approval of Board Chair to take items out of sequence if deemed necessary.
- c. Approval Past Meeting(s) Minutes – From March 02, 2017 approved by the board

IV. INTRODUCTION OF ANY GUESTS & MEMBERS –

- a. Kimmie, Dirty Mike (Shameless Freaks), Andrew, Greg
- b. ???

V. OLD BUSINESS –

- a. Meet and Greet – Laura
 - i. Budget vs Costs? See email. Planning meeting October?? La Cabana would cater in the future...completed
- b. Three Angels Memorial –
 - i. Set date to build/place memorial/complete it
 - ii. Make sure new Memorial Track Sign is up as well on Fence. Muni only approved extension for a year with one year at a time renewal
 - iii. The sign needs to be movable just in case
 - iv. ABATE sign needs to happen as well as the Memorial prior to season opener (before the first class)
 - Ed talked to concrete guy about podium or pedestal for a plaque will converse with Barb when he comes back to Anchorage Tom has artwork for the sign. Goal is to have sign up by end of Month along with Memorial. Judy's son willing to help if things fall through locally.
 - v. Ken contacted by Neighbors Windows and Doors regarding sign. Suggested they may be willing to pay for sign. Barb interjected information regarding wind and sign should not be solid because of wind. Sign size suggested 4x5. Barb mentioned ABATE of Alaska running along bottom of sign. Readable at 55mph. Ken will meet with Barb after the meeting tonight. Pricing for business signs should be capped at \$500 for the first year maybe increase thereafter. Only business logos are permitted.
- c. 2017 Custom Cycle Show (April 15 & 16, 2017)
 - i. Setup is 4/14/2017, Friday night 5:00 PM
 - ii. Barb will email instructors inviting them to help man booth and answer Rider Ed questions
 - iii. Sign-Up Sheet open slots for persons to volunteer at ABATE booth
 - iv. Items for Event:
 - Event Pouch for sign-ups and sales
 - T-Shirts and ABATE Swag
 - Flyers for events
 - Rider Education Tri-folds
 - ABATE Newsletters
 - MRF Info & Newsletters
 - ABATE of Alaska Membership Drive (April15- May 6)
 - a. Prize pack for the top recruiters.
 - b. Table at UAA?? Ken and Andrew get together. Not just membership but also rider courses.
 - c. Announcements on Facebook get people to sign up
 - d. Membership apps via paper or referred by on WA
 - Eagle Scout Tiernan Walters in Booth – Crash Tubes
 - a. Information sheets
 - b. Assembly, etc.
- d. The Gathering and Bike Blessing (May 6, 2017) – Ed and Greg

- i. Permission waiver no longer required.
- ii. Permits applied for and fees paid. Proclamation from Mayor's Office issued and Ed intends to put in for future events to lock in the space for the Bike blessing event.
- iii. Greg Porter (CMA) will start a fundraising campaign to raise \$10K. Ed met with Greg last week to set up. Greg is going around asking for \$500 from churches hoping they will give more. Ed giving Greg the run of it. Greg going to see Rotary Club. What bikers do for charities etc. Raising awareness and funding checks made to ABATE of Alaska (for next year talk about bringing 1500 plus to vendor's door raising fees???) People still come no matter the weather Getting people to support ABATE
- iv. 2017 Bike Blessing Planning Meeting Schedule
 - The meetings are on Mondays at 6:30 at City Church. First meeting occurred Monday 1/30/2017
 - The dates are:
 - a. April 17th
 - b. May 1st
- v. Ed – still working on payment regarding late comer businesses wanting to set up at event.(April 28) Deadline Ed provided updated vendor list and menu
- vi. Two types of insurance for the event. AMA waiver insurance covered Rolling Thunder, non-profits were under our insurance and food and retail vendors were under their own and need to provide a COI.
- vii. Scouts (almost 40) will help with parking and trash clean-up
- viii. Set up at 7 am.
- e. Financial Solvency and Fundraising
 - i. <http://www.keyfundsol.com/Services.html>
 - ii. Sponsors for MRF and SMSA travel?
 - Motorcycle Vendors
 - Dealers
 - Spider to look into Sport Bike classes to be offered by ABATE, to generate some revenue. Looking for volunteers to get certified on their own not happening this year
 - Monster energy drink may pay to get an instructor for here
 - iii. Potential Fundraising
 - <https://www.classy.org/> -
 - CrowdFunding
 - Peer-to-Peer Fundraising (Individuals, Teams)
 - LeaderBoards (Top Individuals, Top Teams)
 - Connected to Facebook Profiles for sharing
 - Mobile friendly
 - Donator can choose to cover processing fees/transactions fees in addition to making donation
 - Pricing

- a. \$250/month + 3% Per Transaction Fee (paid quarterly)
 - b. Possible Initial Option (Must be Approved) - \$125/month + 4% Per Transaction Fee (paid quarterly)
- iv. Havoc mentioned past years ABATE events to raise monies – raffles, spaghetti feeds, etc. bring back but requires volunteers to manage events need addition streams of revenue in addition to rider ed
- v. ABATE of Alaska Non-Profits Minimum Reserve
 - Any updates or follow-up? Big Dave to locate Laura’s email on it and send it out. ABATE needs to agree on the amount. *[keep for September agenda]* Discussion ensued regarding revenue decreases, and solutions to increase revenue, such as sponsors for events, and selling ads in newsletter and on radio.
- f. Membership
 - i. Big Dave has created sustaining membership on-line for \$100.
 - (Diamond) Patch Created
 - Shows and increased commitment to supporting ABATE of Alaska (maybe occasional advice request and/or dinner)
 - Clubs and individuals can be a Sustaining Member
 - Other than patch, no additional rewards...
 - ii. Tom will create “What ABATE Does” and bring to next Board meeting—will have final out after refinement standalone marketing tool
 - iii. (Diamond) Lifetime Patch Created (only awarded)
- g. Marketing-combined effort between products and marketing, Quantities small(expensive) large (stuck with later) Deb indicated current logo is dense for small items. Contact Clint regarding redesign of logo. A simplified version would be beneficial. Items that have longevity, gender neutral like neck tube. Chris indicated that we already have some in a box somewhere. Key chains, t-shirts, window decals, etc.
 - i. Yard signs
 - ii. Decals–Havoc mentioned having removable ABATE stickers, with logo and info, for vehicle windows and motorcycle shields, to put ABATE out there. Need to research different options on stickers, and window decals, etc. RC -ABATE decals on side of course bikes
 - iii. Stickers
 - iv. Keychains
 - v. Signage for Tudor riding range fence (Ken will be done before first class)
 - Steve Stripling agreed with getting people to buy signage for Tudor riding range fence, working on recommendations
 - Fence is 5’8” tall, posts are 8’6” to 10’ apart, 31 sections over 200 feet long.

- 5' x 8' billboard double-sided vinyl, plywood, sheet metal?
 - Company Logo, no phone number??
 - 800 to 1000 students seasonally and fully visible from Tudor-
 - T-shirts commemorating anniversary (Three Angels) on dedication half of proceeds donated to charity of choice. (Ken)
 - Gremlin bells with ABATES logo
 - Any marketing should have ABATE logo
 - Get an up to date of the inventory we have
 - **Spotlight on business sponsors --- April is Neighbors Windows and Doors**
- h. By-Laws Changes and Issues (Tim Kelly)
- i. Structure of ABATE of Alaska compared to other SMROs?
 - ii. Havoc mentioned Bar Association putting on classes for non-profits, 2-3 days of training. Spider (struck out) will check on this information.
 - iii. By-laws posted on ABATE website as pdf file for reviewing.
 - Increase membership to statewide with chapters' presidents would sit on the board
 - Present a hierarchal picture to encourage other communities to participate in ABATE of Alaska
 - Plan is to set up Regional ABATE chapters reformat teleconference for quarterly meeting. Tim went and six members showed and were supportive of reorganizing to a state organization with an Anchorage chapter. Committee should be volunteers phone calls and emails beginning now. Local chapters are stand-alone belonging to an umbrella state organization
- i. ABATE of Alaska Policies and Procedures
- i. Initial Policies adopted
 - ii. Partially started Technology Policy
- j. ABATE of Alaska Officer Operations Manuals
- i. Run Coordinator
 - Tom and Chris to discuss and work on
 - ii. Membership Coordinator
 - Ken, Diamond, Ralphie, and Big Dave to work on need to draft policies had several meetings regarding
 - iii. Elections Process
 - Vice-President oversees elections
 - Big Dave has draft for Vice-President duties
 - Approved by Board
- k. MRF Updates
- i. Sustaining Organization Annual Membership
 - ii. ABATE promoting MRF memberships??? (Tom and Big Dave)
 - iii. MAC appointments delayed

- iv. First donation from Denali Federal Credit Union (250) received for travel. Additional funds going to SMSA.... And Meeting of the Minds Williamsburg, VA Spider *volunteering* to go
- v. COC has committed to assist ABATE with balance of funding
- vi. Need letter of Intent and why we travel. Talking points and tax id and invoice to be provided.

VI. NEW BUSINESS

- a. First ten classes are full
- b. ??

VII. OTHER SHORT BUSINESS

- a. Memorial Day Run Green Knights Anniversary
- b. ???

VIII. ACTION ITEMS FROM LAST MEETING/PENDING

- a. Fred Meyer Community Rewards and Amazon Smile (still working on) -- Big Dave confirming it is us and sending an email
- b. For Gaming, RC/Ed to talk with Tom Warden on it.
- c. Previous ABATE Secretary to send Webmaster all Board Meeting Minutes from previous years prior to 2016 to be placed on ABATE website. Still working on
- d. Barb and Ed for memorial
- e. ??? Newsletter. Feature business partners monthly as suggested by Dan "Havoc" Coffee.

IX. ACTION ITEMS FROM THIS MEETING

- a. Work with Greg and Ed for the layout at the Blessing

X. ADJOURNMENT

- a. Next scheduled Board Meeting Date is Thursday, May 4, 2017
- b. Next General Membership Meeting is Thursday, April 20, 2017, 7:00 pm at Sea Galley.
- c. Motion to adjourn by...RC motioned...Spider seconded motion approved by the board.

XI. Calendar

- a. Events/Run dates for 2017 -
 - i. Bike Show (April 15 & 16, 2017)
 - ii. The Gathering & Bike Blessing (May 6, 2017)
 - iii. Break-Up Run (May 13, 2017)
 - iv. Christmas In July Toy Run (July 23, 2017)
 - v. Freeze-Up Run (September 16, 2017)