



ABATE of Alaska Board Meeting Minutes  
Scheduled: 04 May 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--present
- b. Dan "RC" Owens--present
- c. Ed Rutledge--present
- d. Barb Smart--present
- 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
- e. Sgt-At-Arms - Daniel "Spider" Schneider--present
- f. Legislative Affairs - Tom "Zookeeper" Evans--present
- g. Run Coordinator - Chris "Token" Applebee--present
- h. Newsletter Editor - ??
- i. Membership - Ken Coston--present
- j. Rider Education - Barbara "Barb" Smart
- k. Gaming - Ed Rutledge--present
- l. Products - Judy Smith?? & Ken Coston—Ken present
- m. Public Relations - Ken Coston--present
- n. COC Liaison - Chris "Token" Applebee--present

**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 April 06, 2017 motion to approve by RC and seconded by Spider with date change –approved

**IV. INTRODUCTION OF ANY GUESTS & MEMBERS –**

- a. Deb Russ, Neil Dewitt, Tim Kelly, Ralphie
- b. ????

**V. OLD BUSINESS –**

- a. 2017 Custom Cycle Show (April 15 & 16, 2017)/ Swap Meet
  - a. Follow-Up/Report--25 new and renewed members
  - b. Crash tubes extremely popular gave away 100 plus
- b. Three Angels Memorial – (Ed)
  - i. Set date to build/place memorial/complete it
    - Benches and table are staged onsite
    - Awaiting Ground Prep
    - The memorial is movable in case of Muni Lease issues
  - ii. New Memorial Track Sign is up on Fence. (Ken)
  - iii. Muni only approved extension for a year with one year at a time renewal (The sign is movable just in case) Heritage Land bank is currently looking for another location for training. Old Alaska Native Hospital Site is an alternate site (zoned PLI). Reach out to corporation building on current training location. Other locations are being looked at. Reach out after bike blessing
  - iv. Pricing for business signs should be capped at \$500 for the first year maybe increase thereafter. Only business logos are permitted.
- c. The Gathering and Bike Blessing (May 6, 2017)- (Ed)
  - i. Site permission waiver from Veteran's Board no longer required.
  - i. Permits applied for and fees paid. Proclamation from Mayor's Office (not confirmed) and Governor (rep from office will be present) are issued and Ed intends to put in for future events to lock in the space for the Bike blessing event.
  - ii. Greg Porter (CMA) will start a fundraising campaign to raise \$10K. 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
    - Greg has Received \$2500 donation form Richard Irwin
  - iii. 2017 Bike Blessing Planning Meeting Schedule
    - Last Meeting was May 1<sup>st</sup>
  - iv. April 28 Deadline for Vendors to register has passed. Ed provided Final vendor list and menu
  - v. 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.
  - vi. Scouts (almost 40) will help with parking and trash clean-up
  - vii. Set up at 7 am
- d. Break-Up Run (May 13, 2017) – (Chris)
  - i. Flyer done

- ii. Sheep Creek Lodge
- iii. Changing third stop to Valley Bike Blessing
- iv. Insurance in place for the run
- v. Someone will touch base with Denali Harley regarding stop change
- 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.
  - 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. Marketing-combined effort between products and marketing, Quantities small(expensive) large (stuck with later) Barb 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)
  - 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-
- vi. T-shirts commemorating anniversary (Three Angels) on dedication half of proceeds donated to charity of choice. (Ken)
- vii. Gremlin bells with ABATES logo
- viii. Any marketing should have ABATE logo
- ix. Get an up to date of the inventory we have
- x. **Spotlight on business sponsors --- May is Anchorage House of Harley**
- g. 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 volunteered to go out to Valley ABATE meeting. Change the terms from one to three years. Committee should be volunteers phone calls and emails beginning now.
    - Next meeting May 20, 2017 at 5:00 pm at Tim Kelly's
- h. ABATE of Alaska Policies and Procedures
  - i. Initial Policies adopted
  - ii. Partially started Technology Policy
- i. 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
- j. MRF Updates
  - i. MAC appointments delayed
    - Deadline has passed, but no appointments announced yet
  - ii. Donations for MRF travel
    - **Denali Federal Credit Union - \$250**
    - **Arctic Apostles/Anchorage CMA - \$500**
    - **House Of Harley / Dia - \$250**
    - **John Schuelke - \$1,000**
    - **Conoco Phillips - \$1,000**
  - iii. COC has committed (requested \$600) to assist ABATE with balance of funding
  - iv. John Weddleton/Boscors, The Motorcycle Shop, and Neighbors Windows and Doors have all offered to donate mileage or purchase mileage tickets for ABATE using mileage.
  - v. Additional funds needed for going to SMSA
  - vi. Meeting of the Minds Williamsburg, VA Spider *volunteering* to go
  - vii. Need letter of Intent and why we travel. Talking points and tax id and invoice to be provided.

**VI. NEW BUSINESS**

- a. The Motorcycle Open House - Saturday, May 13<sup>th</sup> – Booth?
- b. ABATE Training Range Lease
- c. Eagle River Triathlon- June 4<sup>th</sup> ABATE blast to follow

**VII. OTHER SHORT BUSINESS**

- a. Make sure to mention vendors as a thank you for their donations
- b. Sam's Club a possible partnership in July event someone needs to step up follow through (possible kick-start type thing)
- c. Ken has been sending newsletters to potential advertisers

**VIII. ACTION ITEMS FROM LAST MEETING/PENDING**

- a. For Gaming, RC/Ed to talk with Tom Warden on it.
- b. 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

**IX. ACTION ITEMS FROM THIS MEETING**

- a. None
- b. ???

**X. ADJOURNMENT**

- a. Next scheduled Board Meeting Date is Thursday, June 1, 2017 at Tudor Track??
- b. Next General Membership Meeting is Thursday, May 18, 7:00 pm at Sea Galley.

c. Motion to adjourn by...Havoc motioned Barb for second approved.

**XI. Calendar**

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