



ABATE of Alaska Board Meeting Minutes
01 June 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
- c. Ed Rutledge-present
- d. Barb Smart
- 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
- 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
- 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-evoked.
- c. Approval Past Meeting(s) Minutes – From April 06, 2017 approved by the board

IV. INTRODUCTION OF ANY GUESTS & MEMBERS –

- a. Steve Stripling, Erin Goggins, Tim Kelly, Sam from the Veteran Administration
- b. ???

V. OLD BUSINESS –

- a. Three Angels Memorial/Lease – (Ed/Barb)
 - 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) (Muni terminated lease at end of 2017 season)
 - iv. Pricing for business signs should be capped at \$500 for the first year maybe increase thereafter. Only business logos are permitted.
- b. The Gathering and Bike Blessing (May 6, 2017)- (Ed)
 - i. Follow-Up/Report- Went well issued that were brought up have been addresses and resolved. Emails have been exchanged. Suggestion that site is no longer suitable for our group. Same issues that have occurred for last 15 years
- c. Break-Up Run (May 6, 2017) – (Chris)
 - i. Follow-Up/Report--Good turnout. Positive feedback from Sheep Creek Lodge. Domino's Pizza(local) wants to be more involved; possible sponsorship of freeze-up run in the fall.
- d. Financial Solvency and Fundraising
 - i. <http://www.keyfundsol.com/Services.html>
 - ii. 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)
 - iii. 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

- e. 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 --- June is The Motorcycle Shop**
- 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 Second meeting occurred May 20, 2016
- 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
 - BITB Report
 - 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 (not yet received)**
 - **John Weddleton/Bosco's - \$200**
 - **The Ascendants RC - \$150**
 - iii. COC has committed to assist ABATE with balance of funding
 - iv. John Weddleton/Boscos, 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. Bike Blessing 2018
- b. Facebook for Non-Profits Email
- c. Christmas In July Toy Run (July 23, 2017)
- d. Sams Club event July 16??, 2017

VII. OTHER SHORT BUSINESS

- a. Harley cards issued at last general meeting by Dia Barb approved with no issue
- b. Erin Goggins stepped up to newsletter editor approved by board

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
- c. Barb and Ed for memorial – Progress ground needs to be prepped and memorial set up

IX. ACTION ITEMS FROM THIS MEETING

- a. Tom follow up with APD
- b. Ken will talk to Sea Galley regarding seating
- c. 2018 Blessing Permits submitted with COI

X. ADJOURNMENT

- a. Next scheduled Board Meeting Date is Thursday, July 6, 2017
- b. Next General Membership Meeting is Thursday, June 15, 7:00 pm at Sea Galley.
- c. Motion to adjourn by...Spider seconded by Havoc approved by the board

XI. Calendar

- a. Events/Run dates for 2017 -
 - i. Eagle River Triathlon Road Guard Support (June 04, 2017)
 - ii. Christmas In July Toy Run (July 23, 2017)
 - iii. Freeze-Up Run (September 16, 2017)