

Women On Wheels®, Inc.  
Board of Trustees Meeting  
**MEETING Minutes Final**  
April 23, 2022

The General Meeting of the Women On Wheels® (WOW) Board of Trustees (BOT) was called to order via Zoom conference call by Carol Skala (CS), BOT President at 10:45 am (EST) on April 23, 2022. In attendance were Trina Michaelis (TM) Vice-President, Sue Frish(SF) Treasurer, Marilyn Vershure(MV) Secretary, Trustees Gwenn Gee(GG), Donna Schoenfeldt(DS) and Jordan Baez (JB)

Members Present – Pam Eddy, Janice Seiller, Gwynneth Wacker, Brenda Ackermann, Peggy Walker, Kathy Koop, Margaret Wraight, Mary Jo Anoka, Dori Turner,

The Mission Statement was read by Secretary Marilyn Vershure:

*To unite all women motorcycle enthusiasts for recreation, education, mutual support, recognition and to promote a positive image of motorcycling.*

Meeting Agenda was reviewed by (CS)

The Jan 2022 BOT Minutes. CG made the first motion. GG seconded. Minutes approved.

Member Comments: President Carol Skala recognized: Donna and Margaret for a great magazine; Gween & Shain Bare for development of annual mileage program; Sue, Carol and Trina on the web team. Sue Frish thanked Pam Eddy for all the work she does in the office. Gwynneth Wacker recognized the Twin Cities chapter for welcoming her into the chapter.

**CONSENT AGENDA:** Reviewed by (CS)

Note: Items under the Consent Agenda are considered and enacted on a single motion. There is no separate discussion of these items prior to the Board vote unless: 1) a Board member requests that an item be removed from the Consent Agenda for separate action or 2) a member requests an item be removed and this request is, in turn, proposed by a member of the Board of Trustees for separate action.

Request Approval of Standing Committee Reports as submitted (see attachments)

- A. President's Report
- B. Budget & Finance
- C. By Laws & Operations Manual
- D. CD/SA Coordinator
- E. Election
- F. Insurance/Sanctioning Coordinator
- G. Magazine
- H. Mileage Coordinator
- I. Members Voice
- J. Nominating
- K. Office
- L. Participating Dealer
- M. Public Relations

- N. Strategic Planning
- O. Technology
- P. Trademark
- Q. 2022 Ride-In™
- R. Future Ride-In™

Items Removed from Consent Agenda (if any): None

**Motion** to approve Consent agenda by GG, Seconded by TM, there was no opposition and motion carried.

### Old Business

1. **Sue/Carol - Review 2022 Budget.** \$800 net income first quarter. \$11,000 income (mostly Ride-In) \$10,000 expenses. In 2020 there were 870 members, in 2021 777 members and at present time have 771 members
2. **Donna- 2023 Ride-In** - There will be brochures/packets at Winona to hand out. We will be placing WOW ad in their new travel brochure. Sue has \$600 in the budget for Harrison travel brochure ad and it will be a business card size . A video on Harrison, AR will be played at the Winona Ride-In and the mascot will be announced and copies will be made. The costs of the flat stick mascots needs to be figured out. Trina paid for the ones last year. Gwenn is working with her printer about donating flat mascots on card stock. They will also be on the website for individual printing.
3. **Carol – Technology** - MB Branding has our website up and running. We have a good rate with MB because we are a non-profit organization. There was \$5,000 allocated for the website. There are still a lot of unbilled hours with many extra costs incurred because the old site was antiquated and some things had to be completely redone because they would not transfer over. The old system had not been updated in 12 years. If we weren't a non-profit the costs would have been twice as much. PDPs are now on the website but Sue is still testing their renewals. When more than one member was using the same email, it caused another problem. Carol, Sue and Pam Eddy have been calling all of those to get another email.

**Motion-** To approve up to \$10,000 in additional funds to finish development of the website by TM, second GG. Motion passed.

The CafePress link is now on the website. Deanna Foster needs help and info for the calendar page. Margaret Wraight suggested looking into having links featured on calendar for events. The member map did not pick up all the members. There was a questions if WOW gets a kick back if members renew their AMA membership on the WOW site or is it just new members? In October chapter renewals will go out.

The current WOW cellphone is with Spectrum. Sue reported we are paying \$14 a month now until they find out its not connected with a landline/internet account. Jordan had been checking to see what kind of deal we can get on a cellphone. Mint Mobile we would have to sign a new

contract every 12 months. Kathy Koop said Mint doesn't have good reception and Margaret commented that Consumer Cellular has the best ratings from Consumer Reports. Pam Rusk suggested \_\_\_\_\_ and buy their phone and we would get 300 minutes for \$20 monthly. Kathy Koop suggested Consumer Cellular which will port over phone number for \$14.95 monthly. Carol commented that we need to be able to retain same number. Donna said to check to see who has cell tower overlays.

4. **Carol – The Year of the member** – In 2020 the focus was if WOW was going to make it as an organization. In 2021 the Phoenix was released. The focus for 2022 is the Year of the Member. The old goals are being reviewed to make sure they are modern goals. Current member benefits include: membership card, magazine, patch, pin. WOW directory similar to AAA but it's free. Possibly give out some scholarship memberships, hardship cases, and free give a ways. We advertised in WRN (Women Rider News) which only gained one new member. We have worked tradeshow and didn't get many members from those either. Suggestion to possibly change PDP to PBP (Businesses to include: riding schools, gear providers.)

Motion: Five minute recess CS, second GG.

Meeting reconvened at 12:00pm EST

5. **Carol – Marketing** - Jordan checked with Indeed and there is a charge of \$720 for 60 applicants for a marketing person. Trina also checked with Zip recruiters and it was \$299.00 a month. Kalen in AK also volunteered to help. We currently have 4 membership levels: GEM, full, support and child. We are mostly middle aged to retired (45-65 and beyond). Gwynneth Wacker volunteered to assist in marketing and PR. She has a lot of knowledge in this area and knows where all the websites and how to reach the younger people. The future depends on marketing. WOW needs to clean up presentations, they are outdated. Sue- inform prospective members we are about networking and camaraderie. Trina- you make lifelong friends. Jordan – put information out on TikTok and blogs on Revzilla. Dori – include photos of all races and ages. Margaret – suggested TikTok and Instagram as potential future platforms. We are trying to reinvent ourselves. Kathy Koop – get some photos from the Garden State group. Gwynneth – suggested Tik Tok, Instagram, have shareable info. Gen-x don't use Facebook much anymore. Gwynneth will work with Trina & Jordan. She has access to kids that are majoring in marketing in Vantage schools. Dori also wants links. Individual chapter do charity events, National does not. Margaret – most young people don't read printed material or pdf files. Blog pages are formatted differently. Jordan is doing the blogs. Gwynneth – suggests new website, summary for each article, videos, PR, digital journalism, a marketing team could be divided into various aspects. Margaret – need to unify topics across all platforms. Janice – need to set up generic email accounts and remove our personal info. Carol questioned - how do we as BOT go forward: 1. What have we done? 2. Where are we going? 3. How do we do it? Sue commented that the May meeting will move us forward. Trina will gather all marketing info. Jordan will do the blogging but needs topics for blogging. Margaret – digital platforms. How can we use the magazine as a marketing tool? Margaret will research other digital magazines. Sue – there needs to be a marketing team. In May the marketing team should meet every couple of weeks. June goal is to have a developmental plan. July – announce action plan. August\_\_\_\_\_.

Motion: To take a 45 minute recess by MV, second TM. Motion carried.

Meeting reconvened at 2:15pm (EST)

**6. Carol – Office Report** – Member year pins will be reordered in a 5-year cycle. Starting in 2023, 20- year name badges will be gold and will have member since date. They cost about \$20 and members will be asked if they want one before ordering. More items have been dispersed to different volunteers all over the country and they are handling different functions of the office. Carol discussed the issue with join and adjusted join dates. Membership join date is manually adjusted if there was more than a 3 month lapse in membership. After discussion it was decided that adjusting membership join dates will stop. If a member has expired more than 3 months their membership join date will start over from the date of renewal. Members receive a total of 5 renewal notifications. We are currently using two separate membership data bases and Pam Eddy has to enter renewals in both databases.

**7. Gwenn- Mileage/Riding Program** - Gwenn reviewed the new Mileage Program.. This year it will run as a pilot program July 1-Dec 31. In 2023 it will start Jan1 and end Dec 31. This is not about competition but rather a personal goal. If members don't send in starting or ending mileage they won't be chased down to fill it out. A separate form will be needed for each bike. This is a cumulative, personal goal including all bikes and receiving bars for 5, 10, 15, 20, 25, 50,100, 250, 500 and a million-mile patch. Those bars will need to be requested using an honor system.

**8. Carol/Pam Eddy - Bylaws and Operations Manual** - no change in By-laws.

Operations manual is still being updated and committee procedures are also still being updated.  
We will be taking secure info out of the operations manual.

Motion: to approve updates and addendums to the operations manual, TM, second GG. Motion passed.

### **New Business**

1. **Marilyn** is checking with the Insurance company to see how many times a rider needs to sign the liability waivers. Renewal has box to check, but it does not flag if it is not checked. We have always had an unofficial policy that a person needs to join after attending a meeting and/or ride three times. We are to see if that is located in our past records and if we find it, we will add to the operations manual.

2. **Carol**-We have created an employee/volunteer list and will be available upon request.
3. **Carol/Janice Seiller**- CD/A is the new title. 3 chapters did not renew this year. We are adding support group and virtual group pages to the Facebook. There will be a virtual chapter drop-in session/meet and greet on Wednesday at the Ride-In before the new member ride. There will be a virtual member contest at the Ride-In. We have members in two groups (snowbirds). No reported grievances this quarter. There will be an election for Ambassadors for next year. Chapters want more members and helpers. Renewals will have 7-8 months before they are stopped.
4. **Donna/Sue**- magazine Q-1 mag \$5.50/copy 687 copies, Q-2 \$5.76/copy, 600 copies -more pages and color averaging this year \$5.50/copy. May need to increase costs of printed magazine from \$20 to \$25. Average cost currently is \$22 per copy. Cheaper to add pages by 8 pages at a time.
5. **Carol**- Does anyone have any WOW images for BOT to review? Lady Rider and Phoenix logos will stay. Looking for images for 2023 merchandise.
6. **Gwenn** - Two BOT positions are open for 2023. Deadline for submitting applications was April 15th. There were nominations received. We had 5 referrals but only 4 qualified. Gwenn and Carol will reach out to these ladies. They will need to be appointed in October 2022 to start the Jan 2023 term

Motion: to adjourn meeting at 4:25pm(EST) TM, second GG. Motion Passed.

Submitted by Marilyn Vershure,  
Secretary, Women On Wheels®

Committee Reports in order of Agenda:

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