

Women On Wheels®, Inc.
Board of Trustees Meeting
GENERAL MEETING MINUTES
January 22, 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, President at 12:22 pm CST on January 22, 2022. In attendance were President Carol Skala, President (CS), Trina Michaelis, Vice-President-Elect (TM), Sue Frish, BOT & Treasurer Elect (SF), Marilyn Vershure, BOT & Secretary Elect (MV), Trustees Gwenn Gee(GG), Donna Schoenfeldt(DS), Robin Brandt (RB) (proxy for Jordan Baez).

Swearing in of New Trustees

Carol Skala took the Oath of Office from Trina Michaelis Vice-President Elect. Trina Michaelis took the Oath of Office as Vice President from President Carol Skala. Marilyn Vershure took the Oath of Office as Board of Trustee member and Secretary from President Carol Skala. Sue Frish took the Oath of Office as Board of Trustee and Treasurer from President Carol Scala.

The Confidentiality Statement, Oath of Office and PCI Security documentation form were signed by all Board Trustees. (CS) All CD/SA, and various other volunteers sign the Confidentiality Statement. All BOT members and financial volunteers sign the PCI Security that pertains to protecting member information.

Members Present: (17) Sharon McCarthy - CD MA, Brenda Ackermann - AZ, Karen Sierawski - IL, Janice Sieller CD/SA Coordinator - IL, Laura Mitchell - GA, Margaret Wraight - OH Volunteer Editor, Deby Glover - ID, Pam Rush - TN, Dori Turner - CD VA, Pam Eddy - IL, Maggie McNally - NY, Chris Baldwin - MO, LaVern Haff - IL, Peggy Walker - WI, Kathy Koop – OH (KK), Monique Hubartt - IL.

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) A special thank you to outgoing VP Cindy Whitlow for her dedication and service to the organization and BOT. Also a thank you to all those members who have supported us in our Phoenix process and a special thank you to the Legacy members who submitted comments and questions today.

Motion to approve the October 2021 BOT minutes. CS 1st. SF 2nd. Motion passed.

Member Comments Received:

Kathy Koop – Submitted the following comments and Questions.

New Business:

- Point 3: Please let the membership know where everything from the office went. I understand it may have gone in multiple directions. If it is stable at this point, lay it out (who has what & city, state they live) for the membership so perhaps they can see that anyone from anywhere can volunteer. Update as it transitions. We the members/owners should be kept informed.
- Point 5: Not sure what you are looking for here. Is this for the renewal of the patent/trademark? Or are we looking to prevent anyone else from using Women On Wheels®? What we need to target is other motorcycle groups that try to use Women On Wheels®. WOW has gone up against heavy hitters (like Nascar) and not so heavy hitters like bicycle clubs over the use of “Women On Wheels®”. They were cars or bicycles (or wheelchairs for that matter!), we are motorcycles.
- President’s Report: ‘paid contractors’ comment. Please, please, please actually contact people who have offered themselves for roles. I personally know 3 people who have volunteered to take on some responsibilities and never heard so much as a peep from anyone on the board. We have talented women in this organization – tap them first!
- Bylaws/P&P’s: Make the BOT operations manual available to all members/owners on the website. Those who are interested will look at it. These have always been available because they can answer questions or offer guidance to members, CDs & SAs and now regional directors. Not doing so can make it appear to the general membership that the BOT is above all – not equals, just saying...
- CD/SA: Handbook pages: There was a reason this had to be included in 2005 from inside AND outside the organization and the membership was looking to the board for guidance and dealing with the 1%ers was part of it. It may not make sense now, but providing that guidance eased the burden of the board having to address issues as they came up every time. Really look at what you may be discarding before eliminating it.
Regionals: Glad to see the concept! Not sure how you came up with the map (membership numbers?), but hey! It’s a great start!
- Welcome Committee: Kind of confusing to me, but I admit it was a quick read thru but a great idea, again! And the virtual chapter notes... that’s gonna take some explaining. Maybe create a tree to see the flow from member to board. That way, interested members can see the chain of command, so to speak.
- Magazine – Do you realize that not all members have internet access or are physically unable to read the magazine online? What is the minimum number of mags that can be printed? When I think about it, the only ‘thing’ I get from my membership is... nothing! I take that back... An add-on pin every 5 years – if I remember to ask for it - and all for the stunning price of \$45! That being said, I do understand insurance, office costs, etc. but I worry that you are pricing WOW® out of business. If you feel this is out of line, research Women In the Wind, HOG, Goldwing, BMW owners and compare what they offer their members versus what you think keeps our membership happy. That

magazine is a quarterly reminder of cohesiveness and at this time of change, could have members questioning what is happening to WOW, magazine - out of sight, out of mind! It is a tool for the members, consider it advertisement.

I want to thank everyone for the hard work that it is taking to move WOW into the future. I just ask that you keep in mind the most dedicated members have been members long before any of you were (except Sue F !). Many have been in your shoes from member thru trustee so we have seen changes from private ownership to member owned. Please remember that we are all owners and we trust you to lead the way! Thank you for listening – especially to the magazine part!

Kathy Koop Member 4269

Teresa Hakey (Putt) Submitted the following comments and questions.

NEW BUSINESS

1. #5 = EXPLORE OPTIONS FOR LEGAL SUPPORT FOR PATENT / TRADEMARK.

LEGAL ASSISTANCE WAS RECEIVED YEARS AGO. A DRAFT LETTER WAS CREATED FOR OUR USE TO SEND OUT FOR TRADEMARK INFRINGEMENT. AS LONG AS WE SENT OUT LETTER WE WERE DEFENDING OUR TRADEMARK. MOST INDIVIDUALS WOULD THEN STOP. IF SOMEONE WOULD NOT STOP, THEN THE ORGANIZATION WOULD HAVE TO DECIDE IF THE LEGAL FIGHT + PRICE WAS WORTH IT. TO MY KNOWLEDGE THIS HAS NEVER BEEN A PROBLEM.

TREASURER REPORT

1. MAILING ADDRESS LEFT OFF OF REGISTRATION FORM.

WHILE I UNDERSTAND THE THOUGHT OF ENCOURAGING INDIVIDUALS TO REGISTER ON-LINE, I FIND THIS TO BE GREATLY NEGLIGENT. THIS DOES NOT SCREAM INCLUSION OF ALL MEMBERS. IT IN FACT DOES THE OPPOSITE. I HAVE CONTACT INFORMATION + RECEIVED AN ADDRESS TO SEND MY CHECK TO. HOWEVER, WHAT ABOUT OTHERS THAT ARE NEW + DON'T WANT TO RESEARCH IN THE MAGAZINE WHO TO CONTACT. AT THAT POINT, I WOULD SAY FORGET IT + NOT SIGN UP OR GO.

State Ambassador:

- So is this a REGIONAL Ambassador OR State Ambassador. Who is Janice?

- I do like A REGIONAL Ambassador However Having 9 (As indicated on your map) is way too top heavy. you only HAVE 12 State Ambassadors

- Who MADE THOSE nominations? WAS it open to all in the organization? WHAT ARE THE Responsibilities of this person?

Is it Appointed / voted ON? This REGIONAL Position.

- Welcome Committee = Nice Touch.

Insurance:

I think it's high. When WAS last time it WAS stopped?

MAGAZINE:

IN My Summary.

OFFICE Report:

All Renewing members Receive their info Electronically. (only a handful are mailed out.) YEAR BARS ARE MAILED AS REQUEST only by A Volunteer.

- OK THIS is Ridiculous! AS A Renewing member I HAVE TO ASK FOR my PIN! I don't get A CARD!?! I Got NOTHING!!

Public Relations

- Never to see something being done Here
Alls can say is look at Women IN The Wind.
Same mission as us yet 133 chapters
AS OF JUNE 2021! I Bet their membership
is more than ours.

Technology Report

only 2 Issue: ① The Magazine As A Separate
Entity IF I WANT A Hard Copy FOR \$20.00,
ARE YOU SERIOUS! AMA IS \$49.00 A YEAR
WITH 1 PRINTED MAGAZINE EVERY MONTH!

② Price: Too much

My Summary Comments:

I do like to Idea of Regional Ambassadors
& Regional Events. FROM These Reports it APPEARS
THAT These ROLLS ARE THE Same AS THE State
Ambassadors. Too Confusing & Too Top Heavy
FOR OUR SMALL ORGANIZATION.

FORCING people TO USE ON-LINE INSTEAD OF
THE US MAIL IS A MISTAKE & WILL COST MORE LOST
MEMBERSHIP. FORCING people TO PAY AN ADDITIONAL
\$20.00 FOR A MAGAZINE WILL ALSO COST MEMBERS TO
LEAVE. I WILL NOT USE / READ THE ONLINE MAGAZINE &
I WILL NOT PAY \$20.00 FOR A MAGAZINE. WHICH LEAVES

me to my point. I pay \$45.00 FOR NO-PIN,
NO CARD, NO MAGAZINE NO NOTHING! I PAY
FOR THE GROUPS INSURANCE, TRAVEL, POSTAGE FOR
OTHERS, AMA ANNUAL CHARTER. - Realizing I
only pay a portion. What is the cost per
member without a magazine? I bet it's
NOT \$5⁰⁰ A YEAR.

I will be RENEWING FOR 1 MORE YEAR
KNOWING FULL WELL I GET NOTHING IN RETURN.
I will Re-evaluate IN 2023, HOWEVER I
do NOT Believe THERE will be A 2024.

Ruth

** Please see comment notes from the Zoom meeting attached as an addendum.

CONSENT AGENDA:

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
- ~~e. By Laws & P&Ps~~
- 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. 2023 Ride-In™

Items Removed from Consent Agenda:

1. Mileage Coordinator There is no report for 2022. (CS) This will be discussed under old business.
2. By Laws and P&P: (CS) There are 2 main documents that we are governed by. The Articles of Incorporation and the Bylaws. Currently we also have the P&Ps. We struggle to govern between all these documents as there are many inconsistencies, contradictions and outdated verbiage. In 2020, the BOT moved to update P&Ps or create a document that would make it easier for the BOT to lead our organization. With the early help of Karen Baetsen and more recently Pam Eddy + myself we have created a BOT Operations Manual that contains the nuts and bolts of how to conduct business. This manual mirrors the By Laws and is easy to follow. We are still working on Addendums for the various sections that will assist BOT or volunteers when, where and how to perform tasks etc. Currently it is on the job learning and we struggle at times. (PE) We compared the ByLaws line by line to this new Operations Manual to ensure we encompassed everything.

Motion to approve Consent agenda by (RB), seconded by (MV) There was no opposition and motion carried.

(SF) Made a motion to recess at 12:52 pm CST for 30 minutes (DS) seconded. Reconvened at 1:34 pm CST. (CS) Called the meeting back to order.

Old Business

1. Ride-In™ 2023. Update provided by (DS). Harrison, AR contracts have been signed. We have 3 hotels. They sampled banquet food and all liked the food. Explore Harrison has already done routes for us. The host furnished the hotel and meals. (CS) Said they will also put an ad in the Explore Harrison Brochure and book. July 4-6, 2023. Many events are going on at that time. Kathy Koop- please review travel costs. (DS) The hotel and all meals were comped as they really want us down there. (CS) All of my travels this summer were out of my personal funds, no WOW funds involved. Kathy Koop: So if we have no office, no travel costs why can't we afford the magazine? (SF) We'll review the membership costs in the budget under new business. Margaret Wraight suggested we submit an article in an upcoming magazine that explains the cost of a membership. (DS) As soon as the Winona Ride-In™ is completed the co-chairs; Gwenn Gee and myself; will be looking for Ride-In™ committee volunteers. Please watch for more information after Winona.
2. Mileage/Riding Program Proposal. Shain Bare has volunteered to create a new mileage program as the new coordinator. (GG) Skeleton program has been done. Still need a member to step up to write updates for the website, magazine, Facebook and reports. Categories could be changed. (SF) suggested the time frame could also be changed and publish the total amount of miles ridden.

New Business

1. Review 2022 Budget - (SF) presented report. It may have a few adjustments before it is posted. We have 819 members and 41 chapters. (TM) motioned to accept the 2022 Budget. (MV) seconded. No objections motion carried.
2. The 40th Anniversary/ 36th Ride-In™ Shirt. Announcement of winning design, availability date. These can be printed now thru Cafe Express on the WOW® website in multiple colors and styles. The name will be announced at the Ride-In™. (PE) suggested design could be used on the pin and/or flyers and signs. (TM) The winner will receive Ride-In™ registration, shirt, pin, banquet and picnic. (SF) motioned to approve the winning design contest award as stated. (MV) seconded motion. No objections motion carried. (TM) Here is the link to order off café press. <https://www.cafepress.com/womenonwheels/17288201>
3. Consolidation of office merchandise:
 - Year pins. (CS) I have all the year pins in IL. This year we will need to order 50 each for years: 2, 6 ,30,35 which should cover us for the next 5 years. Vendor does not keep the molds for more than 5 years. 4 new molds x \$77= \$308 and 4x50x\$2.85=\$570. Although 100 pins run \$1.92 each I don't see the need to maintain that qty. Total \$878 plus shipping. So fiscally it makes sense to order bars as needed on a rolling 5 year cycle. There is no minimum order, however it

makes no sense in paying a \$77 mold fee and then ordering one \$2.80 bar. (MV) I would like to see 1-10 year bars then go to 5 year increments after that, including up to 40 years. (CS) I motion we carry 1-10 year bars then 5 year increment bars, including 40 years. (MV) seconded. No objections motion carried.

- Year Badges (CS) The “Since date” noted on the badge is not necessarily a continuous date. There could be a lapse in time. 4 scenarios: (1) 1-12 months late, they would keep the same year. (2) 1-½ years late, they missed one year. (3) Start over with a new year. (4) pay for missed years or adjust since date. This is a complex issue. We will continue to explore options and take member comments then revisit the issue at the April BOT meeting.
4. Creation of Women on Wheels® marketing and/PR plan. (CS) We are looking for a new marketing plan and a new social media person. (DS) I may know a young person that might be interested. Kathy Koop: Do we have any members that have these skills? (SF) We have members in OH-2, IL, and LA with a marketing background. (CS) I will draft a letter of intent to the mentioned people before putting it out on our website or Facebook. \$2,600 has been designated for a social media person. If we have not found anyone by April, then we can send out to businesses. Robin Brandt mentioned Kyla Steward who is a member, has a degree in marketing and worked at “House of Harley Davidson”. (CS) A letter will also go out to her.
 5. Explore options for legal support for patent/trademark. (TM) We are looking for legal assistance that won’t charge us for every email and phone call. We are a 501C7 corporation. We have had issues this past year. I believe legal fees approached \$9K. Robin Brandt suggested that Jordan contact our current patent attorney to get the current cost structure from them and will pass this request onto her.
 6. AMA Link - (SF) We can be an affiliate with AMA and have an email link for members to sign up on our Website. Maggie McNally said we would get \$5 for new members and \$2.50 for renewals. (SF) made a motion to add a link to our website and Facebook. (TM)seconded. No objections motion carried.
 7. Committee liaisons assignments. (CS) With the departure of Cindy Whitlow we need to assign the BOT liaisons to the various committees. The updated committee lists will be published in the upcoming magazine. If you have any questions please don't hesitate to contact a BOT member. (DS) I will pass on the new information to the magazine to update.
 8. Review of BOT Operations Manual. (CS) per our previous discussion of the report (CS) I propose we accept this Operations Manual to replace the old P&Ps with the understanding we are still working on it. (TM) I motion we accept this operations manual as proposed (DS) seconded. No objections motion carried.

Final member comments:

CD/SA Amendment – Janice Sieller CD/SA Coordinator : Because the CD/SA report was submitted before recent events I need to add to the report: 4 States have flip/flopped for the RAs. NJ swapped with WV (Dawn P and Dawn J).TX swapped with WA. (Dodie has WA and Brenda Ackerman has TX. 2023 RAs will be nominated in Q4 for a 2 year cycle. We have 35 fully renewed chapters and 7 partially renewed chapters (missing info). 3 chapters have closed.

Motion to adjourn meeting at 4:52 pm CST made by (CS) seconded by (SF) No objections motion carried.

January 22, 2022 meeting minutes respectfully submitted by Marilyn Vershure,
Board of Trustees
Secretary, Women On Wheels®

Minutes approved: ??????

Committee Reports in order of Agenda:

Women on Wheel®

January 2022

Quarterly Board Meeting

President's Report

Settling into a more “normal” presidential year for 2022. This is my last year of BOT eligibility (6 years at the close of 2022), therefore I will be keeping track of presidential activities and total hours spent on WOW tasks so as to provide the next president with a current position description and time expectation.

The office (Pam Eddy) has fully transitioned to an independent data entry volunteer role. With our new website, many of these tasks have been updated and the manual is being adjusted to reflect this.

As President, I have connected with most chapters through #CruisinWithCarol. All chapters except Nebraska, Kansas, Idaho & Alaska have had the opportunity for a visit. This year's focus will be on the member experience and the evolving role of the chapter.

The digital face of Women On Wheels® has begun its first stage of renewal. We will be continuing to lean into online availability while remaining accessible to more traditional members. Next we will create a long term strategic plan involving marketing our organization focusing on our social media and website.

As an individual, I continue to pursue connections I have made through the Suffragist Centennial Ride (ex: Sturgis, Harley Davidson & Indian). Similarly, I am making an effort to attend WCM's monthly roundtable virtual events.

I continue to distribute many responsibilities to Women On Wheels® volunteers. We will need to fill some roles with paid contractors as approved by the organization. By doing

so, it is my hope to return to a more standard presidential role so that subsequent presidents can focus on leading versus rebuilding the organization. Tenure on the Board of Trustees is a six-year term, it is my goal to simplify the role before my term expires December of 2022.

Submitted by Carol Skala, President
Board of Trustees

Women on Wheel®

January 2022

Quarterly Board Meeting

Budget & Finance Report

Gift cards were obtained and sent to Pam Eddy [Office Volunteer], Chuck Day [SITE for web host support], Bert Magnuson [Volunteer Magazine Editor] and Pam Rusk [Volunteer Bookkeeper] in December.

Grafton & Associates CPA will again prepare the 2021 federal and state tax returns.

Royalty commissions received from Café Press significantly increased after the “COVID” shirt designs were added. \$233.61 through 12/31/2021.

Quarterly dividends, and year-end capital gains from Vanguard continue to be accepted as cash deposits to aid in the cash flow for the organization. \$26,221.89 for 2021 from both distributions.

2021 non-business income that will need to be reported on the Form 990-T will include \$26,221.89 investments and \$50 advertising. We have paid \$2,240 of estimated tax payments to the IRS in 2021 towards the final federal tax due.

Chapter renewals have been received; 19 via online payment and 11 via US mail. The “paperwork” required has been made into a google doc, making it easier for the chapters to provide needed information.

Preparation of the 2022 budget continues. The Board will review in January 2022. Based on January BOT decisions, the Treasurer will finalize and upload to the WOW books.

Materials and forms were ready for 2022 Ride-In™ registration which began on January 3rd. There have been 50 members who registered by 1-14-22.

2022 BOT Reimbursement Request form finalized; it reflects the IRS 2021 standard mileage reimbursement rate.

Respectfully submitted,
Susan K Frish,

Women On Wheels ®

January 2022

Quarterly Report

By-Law / P&Ps

The complete rework of the P&Ps has been ongoing and is being put into final draft format and will formally be called the Board of Trustees Operations Manual. Organization of the manual is being completed with the idea to have a document that will assist Board of Trustees members with job specifics and timelines, as well as have a guide to the general operations of the Women On Wheels® corporation.

Submitted by:

Pam Eddy

P&P rework Co-Chair

Women On Wheels®

January 2022

Quarterly Board Meeting

CD/SA Coordinator Report - Janice Seiller - Q4	
Current Active Chapters	44
Current State Ambassadors	12
New Chapters Approved	0
New Chapter Applications in Process	0
Chapters Dissolved	0
Chapter Officers Resign/Reassign	0
State Ambassador Resign	N A
Requests for Chapter Charter packets:	1
CD/SA Handbook Updated	N A
Notification of COC/Grievance Forms submitted or in process	0

CD Contacts:

- 22 Chapters have expressed intent to renew or close using the electronic forms. About 10 checks were received, the remainder paid via electronic means. Two chapters (as of 12/29/21) will be closing - Bling Bling Chics (TX) and Dreamcatchers (WV).

CD/SA Handbook Pages/Forms:

- Awaiting guidance from BOT on updates to Code of Conduct regarding wording within the CDSA Manual. Is this same wording in the WOW® P&P rules? It has not been updated since 10/2005. "Members are to promote cooperative co-existence with other motorcycle clubs and organizations. Members are to respect the rights of all members of the general community." Membership concern is the wording of cooperative co-existence with other clubs and organizations may be leading toward a 1%er feeling.

Facebook CD/SA Forum - Updates:

- Based on Charter renewals, invitations to CDSA Page will be sent in January 2022.

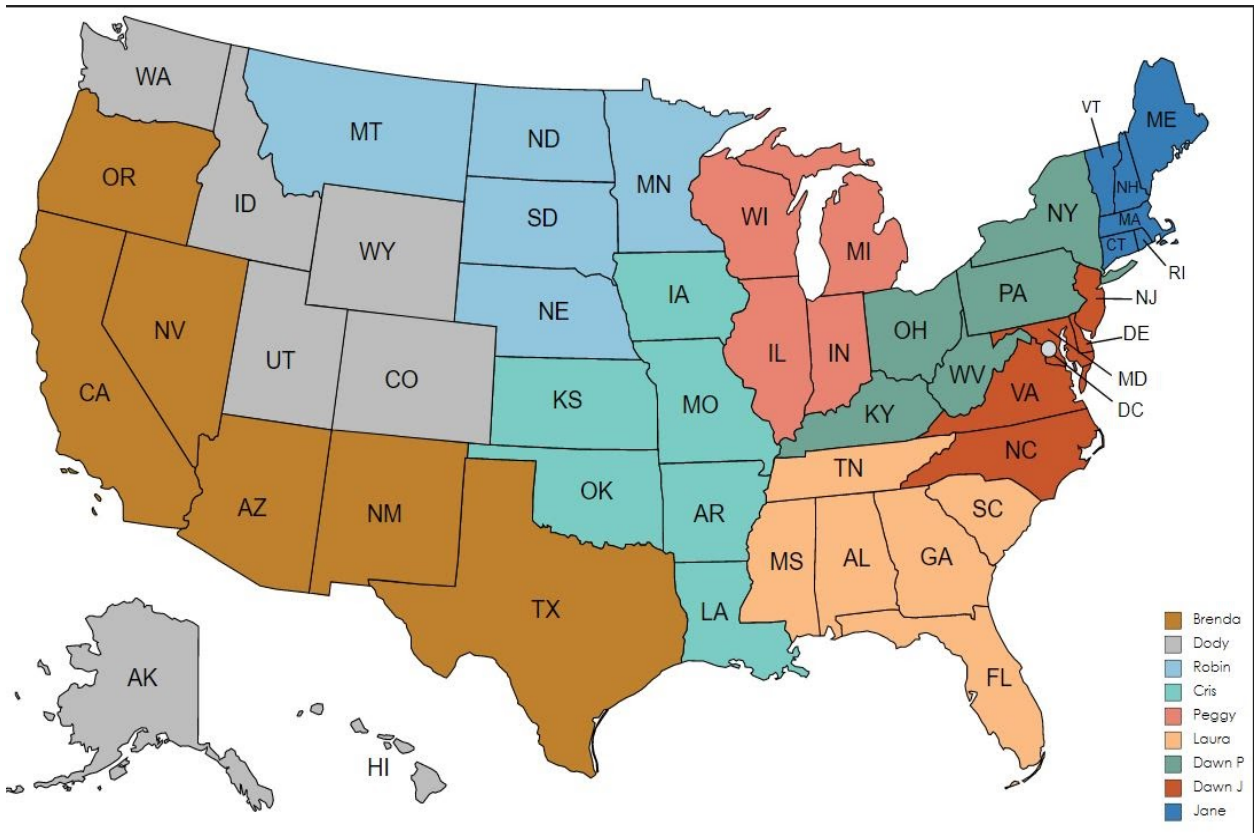
Chapter Charter Packets:

- One request was received from a gentleman in CA to potentially help start a northern CA Chapter.

State Ambassador:

- Nominations were held for the new Ambassador role. Dawn Jory, Dawn (Paws) Huber, Robin Weber, Cris Baldwin, Peggy Walker, Dody (Day) Malossi have accepted their regional roles. Janice will cover any open areas at this time.
- Laura Mitchell, Jane Cross and Brenda Ackermann will be joining from the Welcome Committee to assist in open regions. This was done to ensure a single point of contact and clear option for virtual / physical chapter membership options.
- SA job description is as follows: and is updated in the CDSA Manual with annual dates.
 - The State Ambassadors serve as the local contact (for a 1 year term in 2021). A State Ambassador is primarily a liaison between the Chapter Directors and the CD/SA Coordinator as well as the Board of Trustees. She would not be able to serve as a Chapter Director during her term. Her "jobs" include the following:
 1. Promotes good relations between the chapters in her state and those surrounding it
 2. Welcome and direct new members within an area (See map) to local chapters and or virtual chapter
 3. Assist in the setup of a virtual chapter for those members not near enough or not a good fit with their local chapters

4. Regional connection for all members to encourage joining of a local or virtual chapter
5. Assist in the promotion of open regional chapter events for members to attend (i.e. you don't have to plan them but if XYZ chapter is having a Halloween ride, you would put it out to your area)
6. Moderator for any social media pages set up for a Virtual Chapter (once this gets going!)
7. First resolution point for any Chapter issues (after Chapter director intervention when appropriate (this includes things like "I don't like that my chapter never rides or never meets"))
8. Compliance with the Confidentiality document for membership lists
9. Try and have fun! Remember we do this just to ride with cool people!



Welcome Committee Adoption

- At the October Board of Trustees meeting, the BOT endorsed the idea of a Welcome Committee to assist the office in distributing Membership Welcome Packets and to make an initial phone call to welcome new members to Women On Wheels®. Laura Mitchell, Brenda Ackermann & Jane Santos have stepped

into these roles and have been added as Regional Ambassadors to avoid a conflict of duties as the Ambassador role changes.

- o After the office completes registration of new members, they are sent a “Welcome to Women On Wheels®” email letter which includes their new membership card, basic benefits information and refers to a “Welcome Packet” which will soon be mailed to their home. This email is also shared with the email: newwowmember@womenonwheels.org which triggers the Welcome Committee to prepare the Welcome Packet and follow up with a personal phone call to affirm the packet arrived and to speak with the new member as a first point of contact. From there, the Regional Ambassadors (including the 3 newly adopted Welcome Committee members) will follow up by contacting the new member to make them aware of chapters and events in their region. If there’s no chapter in the area, ideally she can help make contact with other members of similar interests so our newest members feel a part of the larger organization from the very start and or direct them to the Virtual “Chapter” Facebook group.
- Additionally, the new member is invited to join the “Women On Wheels® Members Only” Facebook Group using a fictitious Facebook “persona” – Laura Wowmember which allows us to add members without an actual individual needing to be personal friends with the new member.
- Members not near a chapter are invited to join the “Women On Wheels® Virtual” group using the fictitious persona “Virginia Rider”.
- As of early January, the Welcome Committee has completed calls to the members that joined July-November 2021. They have gotten a lot of great feedback from the members who were happy that someone had reached out to them. The next cluster of new members will be called by the larger team of Regional Ambassadors who will connect with new members based on geographic regions.

Membership Monthly Reports:

- January: All CD / SA’s / chapter boards will complete the privacy document or to revisit the information sent to protect member privacy in case of misdirected or hacked email. These reports contain personal identifiers.
- Recommend revamping reports and using a single filterable report on a google drive for access by chapters. Eliminating the need to use the webmail server and make all reports self-service (i.e. Illinois also wants Indiana or Iowa, they can filter and retrieve. Eliminates sending multiple emails with states. As no guidance was received, this has started in Q3, with the old database reports being sunset in December (November data).
- Will no longer use the webmail server starting with January (December data) as it is not sending as expected. Example on sent email, I show Illinois is sent Illinois; however, the receiving chapter shows Massachusetts report.

Virtual Chapter Notes:

- Virtual “Chapter” Page has been created on Facebook as a home for members who choose not to, or are unable to, join a physical chapter. This allows the sense of belonging for over 50% of membership that is not part of a formal chapter. Physical Chapters will not be asked for membership lists, it will be on the honor system for joining the Virtual chapter. The reason here is pretty simple, the lists are inaccurate (with members listed in 2-6 chapters) and because you are a member in December, does not mean it is still “true” in January.
 - “Virginia Rider”; CDSA Coordinator (JS); and Gwenn Gee are the current admins with the Ambassadors being added in coming weeks. Virtual chapter Facebook page will be created.
 - Virtual chapter email created: WOWCDVirtual@gmail.com - would need to be added to the website.
 - Article written for Magazine, and Ride-In™ meeting set up with RIC for Wednesday.
 - Contest for a single logo for this larger chapter to foster belonging will be set up on the FB page during the summer (at / after the Winona Ride In™). Will ask for help getting this added to Cafe Press when ready.

Women On Wheels®

January 2022

Quarterly Board Meeting

Election Committee Report

There have not been any elections or activity for this committee during this quarter.

An election will need to be held for the 2023 Board of Trustees positions that will be open.

Submitted By: Gwenn Dailey-Gee
 Trustee | Board of Trustees
 Women On Wheels ®

Women On Wheels®

January 2022

Quarterly Board Meeting

Insurance / Sanctioning Report

Insurance

Business Owners Insurance: covers business personal property (computer, printer, phone, etc.), loss of income, embezzlement, etc. It was paid as if the office were still located in NE. Wherever the “office” is located, the policy needs to be written in that

state. It is written for “office” now in Illinois. When the BOT moves “office” tasks to another state location, we need to consider insurance implications.

Due – February 18, 2022

2021 Premium was \$464.00 may be more this year

Directors & Officers: Covers claims for damages against officers and directors.

Current period is January 29, 2021 – January 29, 2022.

2021 Premium was \$1,365.00

General Liability: covers claims for damages against the organization and chapters,

Period April 8, 2021 – April 8, 2022

2021 Premium was \$2,824.26

Based on membership count – premium generally declines a bit, as membership counts decline

AMA Annual Charter Renewal

We again were able to compile a list of 25 WOW members in good standing, who were also AMA members with valid AMA membership through January 31, 2022. The 2022 charter renewal was paid \$100.

Board members are required to maintain AMA membership, must annually view the AMA Risk Management Workshop video, and sign an affidavit that they have viewed the material.

2022 Ride-In™ Sanction and Insurance

- Adult and minor AMA liability waiver forms are the same as 2021.
- AMA’s event Sanction is in the process of applying
- Event liability insurance is through Jones Birdsong. Application will be sent when Sanction is received. 2021 invoice was \$987

Respectfully Submitted,

Sue Frish

Treasurer & Insurance Liaison

Women On Wheels®

January 2022

Quarterly Board Meeting

Magazine Committee Report

Jan, Feb, March issue was mailed out on November 24 and put on Web Dec. 18. Sue Frish sent the labels to Roberts Printing. Roberta Magnuson has completed her job as editor, but will continue to guide the new editor Margaret Wraight from Ohio on the next issue. Article submissions are emailed to: magazine@womenonwheels.org. 687

issues were printed on 100 pound stock due the unavailable 80 pound stock normally used. \$3,051 cost with 28 page self cover.

Submitted By: Donna Schoenfeldt
Trustee | Board of Trustees

Women On Wheels® January 2022 Quarterly Board Meeting
Members Voice

No concerns this quarter.

Submitted by: Jordan Baez
Board Of Trustees

Women On Wheels® January 2022 Quarterly Board Meeting
Nomination Committee Report

Nominations for new Ambassador roles were held during this quarter.

Nominations were held for the new Ambassador role: Dawn Jory, Dawn (Paws) Huber, Robin Weber, Cris Baldwin, Peggy Walker, Dody (Day) Malossi have accepted their regional roles.

Laura Mitchell, Jane Cross and Brenda Ackermann from the Welcome Committee will be joining to assist in open regions. This was done to ensure a single point of contact and clear option for virtual / physical chapter membership options.

Submitted By: Gwenn Dailey-Gee
Trustee | Board of Trustees

Women On Wheels® January 2022 Quarterly Board Meeting
Office Report

Sympathy card:

Cards sent to Chris Salem for Elaine Salem (October), Ramona Damiani for mother, Tim Thornton for Sylvia Thornton (December).

Office Lease/Terminal Building Sale: Still distributing items for sale using an online platform or donating.

Office Operations:

Office Manual: The office (Pam Eddy) has fully transitioned to an independent data entry volunteer role. With our new website, many of these tasks will need to be updated and the manual is being adjusted to reflect this.

Membership & Database Management: The general office & database entry handled by Carol Skala/Pam Eddy with understanding that it will eventually be fully offloaded to one or more volunteers. Merchandise component is still interwoven with office tasks. Most renewing members receive their information electronically (only a handful are mailed out). Year bars are mailed as request only by a volunteer (Jane Santos) All new members processed in office with information sent electronically and new packets mailed from a volunteer (Laura Mitchell). New members are being contacted by volunteer (Brenda Ackermann) to help them get acquainted with WOW, to be sure they get access to Facebook and which chapter is closest to them.

Misc Office:

Supplies needed: First batch of new calling cards received. Will create a pdf for member access. Also we will need some additional cards for the new member packets. We are on our last pack of "I love my motorcycle" bumper stickers. Using our last bag of support member pins, there are over 100 left – should be ok for at least the next 6 months-1year. Year Bars are transitioning to reducing year bars to 2,3,4,5 and then 5-year increments as depleted. New purchases are included in the 2022 budget.

Respectfully submitted,
Carol Skala
Board of Trustee, President

Women On Wheels®

January 2022

Quarterly Board Meeting

Participating Dealer Program Committee Report

The PDPs have stayed the same. I have sent emails to Arizona and Kansas on being new PDPs. Arizona turned us down and I have not heard from Kansas.

We had a request from Open Road HD in Fond du lac, WI for help on their Ladies Night. Dairyland Originals stepped up and helped with wrapping presents and set a table up to promote Women on Wheels®. They received requests from 6 ladies who were interested, and emails were sent to them.

Submitted By: Donna Schoenfeldt
Trustee | Board of Trustees

Public Relations Report

Public relations is a process of strategic communication that builds mutually beneficial relationships... (Public Relations Society of America).

Topics needing further development in 2022:

- *We still need to create a cohesive message for Women On Wheels®. The mission statement & goals of WOW needs revisiting. To move forward, we need to identify a focus before we can share the message via Public Relations.*
- *Marketing our Membership Benefits needs review. Members receive many perks but they're not widely publicized. Items like the magazine, membership resources, hotel discount, and more need to be developed into a marketed "membership packet" to publish.*
- *A marketing session is proposed for April of 2022 to provide guidance regarding promotion of the Phoenix and the 40th anniversary year.*

Social Media (Instagram/Facebook): Increasing activity on our social media pages has been a continuing goal. I have posted regularly recently highlighting our regional chapter activities and participating dealerships.

#WOWPhoenix

#women_on_wheels

#WOWMoreThanAnEvent

#OneBigWOWCommunity

#SupportingWOW

#WOWParticipatingDealership

Using the template: #WOWChapterNames and #WOWEvent to begin a structure for our social media

#WOWHeartOfIowa

#WOWGardenStateGirlsNJ #GSGNJ

#WOWAtlantaPeachStateRiders

#WOWDairylandOriginals

#WOWNEWFoxyRiders

#WOWWomenOnTheEdge

#WOWHeartland
#redhawkriders @redhawkriders
#WOWLadyslippers
#WOWOrangeCountySpiritRiders
#WOWCopperCruisers
#WOWRoadRunners #WOWTucsonRoadRunners
#WOWNorthwindRiders
#WOWShowMeRiders
#WOWIdahoGems
#WOWFlyingSquirrels
#WOWRideIn2022 (Winona MN)
#WOWSassyFox
#WOWSassyWinona
#WOWCroozapalooza (Georgia – Atlanta Peaches)
#WOWWOWWisconsin (Wisconsin - ???)
#WOWCabinFeverRally (Iowa - ???)
#WOWFallColorRideMN
#WOWMissouriStateRally (Missouri - ???) www.mowow.org
#IFRDECR2022 (International Female Ride Day East Coast Rally – Garden State Girls)
#WOWIceCreamChallenge

At this time our Instagram followers are 1,056 and Facebook Public Page is followed by 10,072 people. We STILL need someone to be our social media manager to put out a regular planned social media product.

Communication within and about WOW

We must continue to cultivate additional relationships with the public. We continue to work with the Women's Coalition of Motorcyclists.

WOW Activities:

(July 2022) Ride-In™: Proposal to market the Ride-In™ as inclusive versus members only. “Winona Women On Wheels® Ride-In™ – 3 day event for \$XX (includes event pass and 1 year membership).” The Ride-In™ Committee will need to work with the Public Relations Committee to advertise, encourage participation and attendance at that event.

(2022) Regional Gatherings: States & Chapters are being encouraged to participate in one regional WOW event per year in addition to the national Ride-In™. Existing annual events are being approached regarding opening to larger regional participation. Areas without regional events are being encouraged to combine with nearby chapters to create simple weekend gatherings.

Respectfully Submitted
Carol Skala, Chairperson & Board Liaison

Women On Wheels®

January 2022

Quarterly Board Meeting

Strategic Planning Report

Topics needing further development in 2022:

- *We still need to create a cohesive message for Women On Wheels®. The mission statement & goals of WOW needs revisiting. To move forward, we need to identify a focus before we can share the message via Public Relations.*
- *Marketing our Membership Benefits needs review. Members receive many perks but they're not widely publicized. Items like the magazine, membership resources, hotel discount, and more need to be developed into a marketed "membership packet" to publish.*
- *Chapter Benefits and expectations need review. The CDSA manual needs to reflect these.*
- *A marketing session is proposed for April of 2022 to provide guidance regarding promotion of the Phoenix and the 40th anniversary year.*
- *We must continue to cultivate additional relationships with the public. We continue to work with the Women's Coalition of Motorcyclists.*

Part One: Summary of the State of the Organization:

A. Leadership/Board of Trustees

A full 7 member BOT is currently seated. Additional applicants and supporting volunteers continue to be courted and encouraged to participate in critical committees to lighten the leadership responsibility.

B. BOT Handbook and Policy & Procedures Re-Consolidation

The draft of the "Operations Manual" is being proofed and assembled. Attachments/addendums of various sub-manuals are being added (ex: Ride-In™, CDSA, Magazine...)

C. Revenue lost due to membership enrollment

We believe that membership levels have stabilized – however it will take a full year of data to determine if this is a seasonal increase or a long-term improvement.

D. WOW Activities:

(July 2022) Ride-In™: Proposal to market the Ride-In™ as inclusive versus members only. "Winona Women On Wheels® Ride-In™ – 3 day event for \$XX (includes event

pass and 1 year membership).” The Ride-In™ Committee will need to work with the Public Relations Committee to advertise, encourage participation and attendance at that event.

(2022) Regional Gatherings: States & Chapters are being encouraged to participate in one regional WOW event per year in addition to the national Ride-In™. Existing annual events are being approached regarding opening to larger regional participation. Areas without regional events are being encouraged to combine with nearby chapters to create simple weekend gatherings.

Part Two: 2022 Focus – Membership Experience & Role of Chapters

January BOT Meeting 2022 – Strategic Plan components for 2022 will be developed.

Membership experience:

- Major analysis of the membership experience and the role of chapters within the organization especially the creation of support mechanisms to assist chapters. What does a member receive as a Women On Wheels® – do we meet the financial, emotional, social expectations of our membership? What benefits do we imply and fall short? What “soft” benefits does a member receive that we do not advertise yet should?
- Informing members of local/regional/Ride-In™ events - marketing & using events as an introduction to WOW®.
- Reaching potential members through marketing of Women On Wheels® to the motorcycling community.
- Enabling connections between members by providing avenues to develop mentorship/support.
- **The role of the Chapter:** What is the role of the Chapter – what need does the Chapter fill, how does WOW® national support the local Chapter, how does the local Chapter support WOW®?
- Begin a rollout of virtual “thematic” chapters via Facebook Groups allowing interactions beyond region
- Begin a rollout of “foster” chapters for at-large members located far from other members
- Support CDSA coordinator and all State Ambassadors & Chapter leadership as we develop a current handbook reflecting current needs as we envision future WOW growth.
- Create opportunities to “reignite” at the local/chapter level to give existing chapter leaders additional support and “retirement” options after years of service

April – Marketing plan for Ride-In™ & WOW organization begins. Prospective BOT members are courted.

July – Ride-In™ provides an opportunity for in-person feedback.

October – BOT election results will be confirmed. Strategic Plan components for 2023 will be developed.

Part Three: Imminent Major Tasks currently being addressed

Office: Rework of many “office tasks” as a result of website changes. Paper registration, Merchandise of non-Café Press items, Ordering recruitment/advertising

tools, Magazine label pull, Membership Lists distributed (??office – currently Carol Skala/Pam Eddy)

Dealerships Reviewed: (Processed by office & organized by Donna Schoenfeldt)

Magazine: Volunteer Magazine Helpers needed to assist Editor in review of articles, proofread submissions, maintain digital archives. Need to reassess the purpose and format of Women On Wheels® Magazine

Social Media: Social media needs to be fresh and current. Posts need to be several times a week minimum. Comments & questions need quick response time. A Media Maven “daily feed monitor” is needed to create, post & reply to messages on social media. Maintains current membership roster on Facebook Members Only Group.

Part Four: Long Term Major Tasks to Address

Again, these are issues that the current Board Of Trustees is aware of and it will be the task of the membership to provide the volunteer power to take on these tasks in the months/years to come.

- Marketing Proposal
- Social Media Maven
- Magazine

Respectfully submitted,
Carol Skala
Board Of Trustee, President

Women On Wheels®

January 2022

Quarterly Board Meeting

Technology Report

Items accomplished:

1. Changed the membership levels effective Oct 1st
 1. Full member with online magazine only = \$45
 2. Full member with printed magazine = \$65
 3. Gem Member with printed magazine = \$75
 4. Support Member = \$25
 5. Magazine subscription = \$20
2. Determined how to update the member google map
3. Completed the Discovery questionnaire to help MB Branding to understand our organization
4. Helped Beta test the new site and provided feedback

Women On Wheels® contracted with Martiel Beatty Branding to build a new website. Original target was to have the membership renewal/join and Ride-In™ registration up

and running at the beginning of January. Due to snags and a vital member of the team becoming ill, the cut over was delayed. The plan is to bring up Phase I and II of the new site the first week of February.

Interesting items encountered during the development of the new website:

1. Identifying “who we are”
2. How do we represent ourselves to the public
3. What are our identifying colors
4. Providing ‘auto’ renewals with ability to opt-out of it

This interesting journey will continue as we install the new site in phases

- Phase I is membership and Ride-In™ registration - which will use Stripe in place of PayPal for processing payments.
- Phase II will include Magazine and Chapters pages

Respectfully submitted
Sue Frish
Board of Trustee, Treasury
Web Team

Women On Wheels ®

January 2022

Quarterly Board Meeting

Trademark Report

1) Currently, we are updated on renewal classes and will not need any other paperwork.

2) Two possible trademark infringements were brought to my attention, one of which has been resolved. The other is still in the process of being worked out.

First- was a local group here in Virginia Beach, Virginia that had called themselves “Women on Wheels”. I reached out to the group and spoke to Karen, who is the “director” and informed her that the name Women On Wheels® is a registered trademark and asked her to change the name. She has changed the name and the issue was resolved.

Second- is a concern with a group that calls themselves “WOWDIT– Women on Wheels Do It Themselves” they are not technically in violation because their name is WOWDIT - Women On Wheels-Do it themselves, and they are mainly an online resource page for lady riders, but it is similar and can be potentially confusing. I have reached out to the group and asked that they add a disclaimer stating that they are not affiliated with the Women On Wheels® organization. I have sent a couple of emails and have yet to receive a reply. This matter is ongoing and will need to be discussed further with the BOT.

Submitted by: Jordan Baez
Board Of Trustees

Ride-In™ Committee Report

2022 Ride-In™ ~ July 12-14 in Winona, Minnesota.

- All contract amendments received and signed. Copies are on the Board's g-drive.
- RIC monthly phone conference calls continue and are scheduled through June.
- January/February/March 2022 magazine contained a variety of kick-off materials: registration form; hotel pictures and rates; Member Recognition Nomination form (nominations due March 15); pin design contest notice (designs due February 15); article about things to see (different than material published in 2020); information regarding the merchandise that can be ordered during registration; hotel and campground details; and details of the 40th Celebration on Wednesday.
- Contacts have been made and confirmed for entertainment during the Tuesday Opening Bash and Thursday Recognition Ceremony.
- Polaris Corp has expressed an interest in participating at the Ride-In™. Trina will follow-up with their contact person. There is room in the Fairfield parking lot for one demo semi.
- Contacts have been made and finalized for the Wednesday anniversary picnic, Thursday group photographer, Tuesday ice cream social.
- There is space and time for one seminar, on late Tuesday afternoon. The presenter and subject will be finalized during the January RIC call.
- By the end of January, the event schedule will be in solid "draft" form. This version will be used for AMA sanctioning and obtaining the event liability insurance, published in the magazine, and ready for preliminary website posting.
- April/May/June 2022 magazine material must be ready before the end of January. Included in the next issue will be: hotel details; registration form; draft schedule; volunteer form; notice of the Virtual Chapter Member meet & greet; seminar presenter bio; deadline updates; and information regarding rides.
- The Board will be selecting the design for the combined 40th Anniversary and 36th Ride-In™ t-shirt at the January quarter meeting.

Respectfully Submitted,
Trina Michaelis
Board of Trustee Vice-President
2022 Ride-In™ Co-Chair

Future Ride-In™ Committee Report

The annual Women On Wheels® International Ride-In™ is the very best place to enjoy the camaraderie of riding with other ladies that enjoy motorcycles and motorcycling. Each July, with the assistance of Chapters, general membership, and the Board of Trustees, WOW invites members to the 3 day event.

The chosen location is new each year, as the organization attempts to visit all regions of the country. Changing the Ride-In™ location each year allows the local members and chapters to highlight and share the very best of the scenery, roads and most interesting sites in that area.

With an attendance of approximately 250, members come from all regions across the U.S. And our international members often enjoy their summer “holiday” while attending the Ride-In™.

There are plenty of exciting events scheduled during the 3 days. As location and available space allow, there may be dealer sponsored events or demo rides. Throughout the event, dynamic speakers, and presentations both enlighten and entertain us. Local routes and maps highlight the area. These self-guided rides enable attendees to explore the area in smaller groups, at their own pace. Plenty of unstructured time is also built in, allowing time to enjoy the many friends that you will make at the Ride-In™. All of this activity will culminate with the Banquet and Member Recognition Ceremony.

The annual WOW® Ride-In™ provides an opportunity to ride, explore and enjoy the beautiful country that surrounds us, all while making new “WOWderful” friends to enjoy it with you!

Submitted By: Donna Schoenfeldt
Trustee | Board of Trustees

*** Addendum: Comments notes from BOT meeting on ZOOM*

Women On Wheels: Board of Trustees – January 2022 – Zoom Comments Summarized

Some helpful email addresses:

chapter@womenonwheels.org – for info about the “Virtual Chapter/Network”

magazine@womenonwheels.org – for article submissions

ShinySideUp185@gmail.com = for Margaret the magazine editor

Interested in attending a “magazine meeting”? contact magazine@womenonwheels.org and include your name & contact information.

Webteam@womenonwheels.org – for website information

If we put AMA on our Website, should we also put WCM? What else are we already involved in that may need a reference on our page?

Topics for lunch discussion in comments:

What makes Women On Wheels unique? What do we market? What makes us stand out?

- One of the only groups that allows men as support members.
- Family oriented – so CAN include family members

What is the role of the Chapter? How do we support our Chapters?

- If a chapter is willing to pay the fee, why make restrictions to limit it.
- CD – provides outreach and networking for new members, current members & other riding organizations
- Chapters are important – whether in-person or virtual. Virtual also offers the options of attending more chapter meetings from different regions, especially good if someone is traveling. Virtual is also easier for working members to join meetings or remote located members to join meetings & connect
- Copper Cruisers (Phoenix AZ) has members spread out +100 miles so chapter meetings are held virtually.
- Having a chapter is important & further cements our WOW experience.
- Idaho – the type of chapter that needs meetings to exist, just scheduling rides hasn't worked for us.
- No one wants to step up and do anything to even organize a single ride but they will complain that we are not doing anything. I try & try but people are busy with their lives. The North Shore chapter in MA is very active & I even try to have our members attend their events but that means riding an hour to get to their starting location.

Mileage Program Suggestions: Million Mile Challenge for Total WOW organization mileage, IFRD as start & end dates

Multiple positions available within WOW, some with possible stipend:

Public Relations

Media Production Specialist (Facebook/Insta/Twitter/etc)

Marketing - there are 4 members who have listed Marketing in the WOW roster... plus Kyla Steward (degree in marketing & worked for House of HD in Alaska)

*** Invitation for WV chapter that disbanded to contact Capital Cruisers in order to continue riding with women motorcycle enthusiasts.

501c7 information:

<https://www.venable.com/insights/publications/2008/06/requirements-for-taxexempt-stat-us-under-irc-501c7#:~:text=The%20club%20must%20be%20organized.of%20a%20private%20shareholder%3B%20and>