

Women On Wheels®  
July 2022, Quarterly Board Meeting

Women On Wheels® Inc.  
Board of Trustees Meeting  
**MINUTES OF GENERAL MEETING FINAL**  
July, 2022

Zoom Link (for the BOT meeting at 10:30 am and for the General meeting at 1:00pm):  
Topic: BOT and General Meeting July 2022 Time: Jul 12, 2022 10:30 AM and 1:00pm Eastern  
Time (US and Canada)

Join Zoom Meeting

<https://gcpsk12-org.zoom.us/j/93055338456?pwd=VWpNd2F4RDpYIBQekN5U04zVEVCQT09>

Meeting ID: 930 5533 8456

Passcode: 091987

The General Meeting of the Women On Wheels® (WOW) Board of Trustees (BOT) was called to order via the Zoom conference by Carol Skala, BOT & President (CS) at 10:42am on July 12, 2022.

In attendance were: Carol Skala, BOT & President (CS), Trina Michaelis, BOT & Vice-President (TM), Sue Frish, BOT & Treasurer (SF), Marilyn Vershure, BOT & Secretary (MV), Trustees: Gwenn Gee (GG), and Donna Schoenfeldt (DS)

Members Present July, 2022: Margaret Wraight OH, Deby Clover - ID, Brenda Ackermann AZ, Cindy Whitlow TX, Janet Kehr GA, Laura Mitchell GA, Ann O'Neill MN, Belinda Schlesener KS, Julianne Yarwood, PA, Christine Burman OH, Bunny Jakusowski NY, Kathy Hendricks PA, Sharon Elmore MN, Barb Grueschow MN, Marlene Morris MN, Karen Baetsen WI, Joanna Hostery 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)

Approval of the April 2022 BOT meeting minutes. Trina 1st, Gwenn 2nd. Motion passed.

Member Comments: None

**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

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- 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/Social Media, Marketing
- 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 TM, Seconded by DS. There was no opposition and motion carried.

**Old Business**

1. **Sue/Carol - Review 2022 Budget**
2. **Donna- Ride-In™ 2023. Update:** Added flexible dates: last week of June - 3 weeks in July.
3. **Gwenn- Mileage/Riding Program** - Cumulative mileage is during your WOW membership and covers all bikes added together. 27 bikes so far.
4. **Sue/Carol/Trina -Technology**
5. **Carol/Pam Eddy -Office update**
6. **Carol/Pam Eddy - Bylaws and Operations Manual**
7. **Carol -The Year of the Member.** We are like AAA, AirB&B, mentoring, directory
8. **Carol - Marketing** and PDP/PB (Participating Dealerships and Businesses)

**New Business**

1. **Board of Trustee - Resignation** -Jordan resigned. MV motioned to accept Jordan's resignation. Gwenn 2nd.
2. **Marilyn** - We are going to collect waivers from the different chapters to compare and present to our insurance rep to make sure we comply.
3. **Carol/Janice Seiller-CD/SA title** has been changed to **CD/A** - Chapter

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Directors/Ambassadors. We are adding Facebook Support and Snowbird groups.

4. **Donna/Sue** -We need to review magazine printed and mailing costs and prices. We will use this data to update prices in July. Costs averaging out to \$26 per year. Application shows \$20, in the magazine it shows \$25 on the index page. WOW will cover \$1 difference. SF made 1st motion to change to \$25, TM second. Motion passed.
5. **Carol**- Wearables - WOW is always looking for new designs
6. **Gwenn** - two positions are needed to fill the 2023 BOT open positions, and **Nancy J. Mustachio** will be filling in for the remaining portion of Jordan Baez's position. Qtr 4 2022 - 2023. Full slate of BOT is 7, 6 possible, minimum 4 to stay viable.

Submitted by Marilyn Vershure, BOT Secretary

### A. President's Report

As President, I am currently focused on task completion – specifically in producing a Marketing Plan, details of the Technology improvements and scheduling of Social Media, creation of a calendar driven Strategic Plan and recruiting members to Women On Wheels and specifically to Board Of Trustee & Committee roles. While connecting with chapters through #CruisinWithCarol continues throughout the riding season, the intensity of the schedule is abating. Hopefully, I am able to make it to Nebraska, Kansas, Idaho and Colorado (although Alaska is not currently in the plans). Additionally, while my schedule permits, I continue to attend regional WOW events.

This year's focus continues to be on the member experience and the evolving role of the chapter.

- Marketing continues to be a challenge. It is not my area of expertise and our pool of resources within the organization is limited. I am reaching out to one new member who may be able to assist – beyond her, we have no internal leads nor outsourcing options. Reluctantly, Women On Wheels® may need to use an external company to make this happen.
- Within the existing technology, our social media and website has an improved, more modern look. With the website's first stage of renewal complete, we are working on navigating the idiosyncrasies of the system to create a better experience for the membership users, the general public as well as the WOW team members who work with the programs. We will be continuing to lean into online availability while remaining accessible to more traditional members.

I continue to encourage distribution of the responsibilities of the Board of Trustees and to Women On Wheels® volunteers. This distribution of roles has made the leadership experience more manageable. Beyond the roles of these volunteers, it is important to remember that while some roles are with paid contractors (marketing/website), this organization is run by the Board of Trustees of Women On Wheels'® members. The organization needs members to step into the Board Of Trustee roles for the next cycle. As my term draws to a close in December of 2022, the next Board will not

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have significant rebuilding tasks, rather they will be able to focus on leading the organization of the future.

Submitted by Carol Skala, President, Board of Trustees

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## **B. Budget & Finance**

Grafton & Associates CPA prepared the 2021 federal tax return. We have paid \$2,240 of estimated tax payments to the IRS in 2021 towards the final federal tax due. Final payment of \$324 was made by the due date. The Nebraska final return was filed requesting the refund of estimated taxes paid as we no longer have an office in Nebraska.

Royalty commissions received \$77 from CafePress second quarter.

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. \$680.25 received for the second quarter 2022.

2022 Ride-In™ online & mail-in registration concluded on June 15<sup>th</sup>. Currently 245 members are registered for the Ride-In™. (37 were mail-in)

Payment was made for following Ride-In™ items:

1. AMA Sanctioning of Ride-In™ events and the liability insurance for the same.
2. 40<sup>th</sup> Anniversary Tumblers
3. 40<sup>th</sup> Anniversary Neck Gaiters
4. Plaques
5. Booklets
6. Pins
7. T-shirts

Membership renewals continue with some changing to electronic magazines only.

Submitted by Sue Frish, Treasurer

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## **C. By Laws & Operations Manual**

There have been no proposed bylaws or operations manual changes for this quarter.

Submitted by Pam Eddy & Carol Skala, Committee Chairs

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**D. CD/A Coordinator**

Current Active Chapters	41
Current Ambassadors	8
New Chapters Approved	0
New Chapter Applications in Process	0
Chapters Dissolved	0
Chapter Officers Resign/Reassign	1
Ambassador Resign	1
Requests for Chapter Charter packets:	0
CD/A Handbook Update	Ambassador rename and role
Notification of COC/Grievance Forms submitted or in process	0

**CD Contacts:**

- None

**CDA Handbook Pages/Forms:**

- Manual changed to reflect new role for Ambassador and responsibilities; grievance process; and Code of Conduct

**Facebook CDA Forum - Updates:**

- No changes

**Chapter Charter Packets:**

- No active requests at this time

**Chapter Logos/ Materials shared with Trademark:**

- None

**Ambassador Resignation:**

- One

**Membership Monthly Reports:**

- Sent within the first 7 days of month to all Chapter emails - 5 chapters have not yet complied with requests for a separate (non personal) email.

**Other Notes:**

- Recommend 2022 renewal form be put on WOW website as Google form like 2021. We will work with the Webteam. This captures the minimally needed information of changes to the chapter email; chapter leadership; and events that will be considered to repeat in the coming year to feed to PR, if the chapters choose to allow it.
- Continuation of CDA Phoenix Project - SA role is in transition now with ladies in place for 1 quarter. Will assess role in end of Q2 / early Q3 for voting late Q3 with installation of new Ambassadors January 1, 2023 for a 2 year term.

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- Virtual Group facebook page created as a home “chapter” for members who choose not to, or are unable to join a physical chapter. First meeting of this group at Ride In 2022
- Continued website chatter regarding renewal timing and loss of number.

Submitted by Janice Seiller, CD/A Coordinator

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### E. Election

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

- Trina Michaelis and Carol Skala’s terms are up in 2023.

Submitted by Gwenn Dailey-Gee, Trustee, Board of Trustees

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### F. Insurance/Sanctioning

#### Insurance

**Business Owners Insurance:** covers business personal property (computer, printer, phone, etc.), loss of income, embezzlement, etc. Paid as if the office were still located in NE. Wherever the “office” is located, the policy needs to be written in that state. Policy now written for “office” in Illinois. When the BOT moves handling of “office” tasks to another state location, we need to consider insurance implications. Due – February 18, 2023, 2022 Premium was \$613.00

**Directors & Officers:** covers claims for damages against officers and directors, Period is January 29, 2022 – January 29, 2023. 2022 Premium was \$1,412.00

**General Liability:** covers claims for damages against the organization and chapters, expires 4/8/2022. Period April 8, 2022 – April 8, 2023. 2022 Premium was \$2,824.26. This is 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 \$100 2022 charter renewal was paid.

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.

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- AMA's event Sanctions paid and received for Co-Chair ride (\$45) and International Ride-In™ (\$600)
- Event liability insurance thru Jones Birdsong. Paid \$247 for Co-Chair ride and \$821 for Ride-In™

Submitted by Sue Frish, Treasurer & Insurance Liaison

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### **G. Magazine**

We had 500 magazines printed for Q3 - July, August, September 2022. We had 32 pages on 80 lb paper. Margaret Wraight, editor and I spent a solid 2 weeks getting it ready for Roberts Printing. 2022 Magazine costs are running \$26 per year.

Submitted by Donna Schoenfeldt, Magazine Chair

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### **H. Mileage Coordinator**

The mileage committee has developed a shell of a Pilot Mileage Program.

- This is a pilot of the new Mileage Program. It will run from July 1, 2022 through December 31, 2022. Members will have until January 10, 2023 to fill out the ending mileage. There have been some roadblocks in the process of rolling the new Pilot out.
- The committee is looking at making it a year long program to capture your (members) "Personal Best" mileage. This would include the off-road riding members.
- Personal mileage bars and patches will continue to be given out as members meet the requirements and request the bars and patches.
- Form to be used by members opened on July 1, 2022 at 8 am.  
[https://docs.google.com/forms/d/e/1FAIpQLSdYbUsq2YLenRa93hjr8\\_W4I3JDP\\_tzJCxBrcJ6od\\_ZYFD8hQA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdYbUsq2YLenRa93hjr8_W4I3JDP_tzJCxBrcJ6od_ZYFD8hQA/viewform?usp=sf_link)

Submitted by Gwenn Dailey-Gee, Mileage Coordinator

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### **I. Members Voice**

No report

### **J. Nominating**

The Nomination Committee received no self-nominations applications for the 2023 Board of Trustees. However, we have had six members nominated from other members who thought they would be a good fit for the Board of Trustees.

- Each of the members nominated by other members were contacted via email to give them time to respond or be called for follow up.
- Of the six one expressed interest in volunteering for the board, there will be more follow up for questions that were not able to be answered during the phone call at the time.

Submitted By: Gwenn Dailey-Gee, Nominating Committee

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### **K. Office**

Sympathy card: Card sent to Penny Kirchhoff re passing of Rick Kirchhoff/husband (Support Member Red Hawk Riders). New sympathy cards have been purchased.

Office Lease/Terminal Building Sale: all valuable items have been distributed/sold or donated.

Office Operations: With our new website, many of these tasks have been updated and the manual is being adjusted to reflect this.

Membership & Registration: Conversion to new website has improved membership interactions (new/renewal/updates) in some ways but has also created a new set of complications as the new website technology does not merge with the old access database system. Currently, there are still two database systems being updated on a daily basis – this needs to be resolved. Also, verifying current membership status has its challenges as the free version of Ultimate Membership Pro renewal process does not seamlessly line up with our registration & update needs. Similarly, membership passwords, address changes and other updates occasionally flow through the office using emails & phone calls when there are challenges to using the online format. As in the past, membership rosters are developed and sent out to the CDA coordinator and the larger RA and CD in the organization.

Ride-In: The office is only receiving and forwarding the paper registration and depositing the checks received.

Telephone: The current account with Spectrum will need to be relocated with another provider as Spectrum does not support mobile accounts without a “landline” connection.

Inventory: All items inventoried with a current file on the “Office Computer”. Year bars reside with Jane Santos. Mileage bars/patches and recruiter bars remain with Carol Skala. Patches/pins/etc are



distributed between Laura Mitchell (Welcome Committee) and Carol Skala (office/merchandise). Rack cards & calling cards are available upon request from the office.

Merchandise component is breaking off from the office role although currently still interwoven with office tasks.

Submitted by Carol Skala & Pam Eddy, Office Co-chairs

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### **L. Participating Dealer**

I have worked at contacting some of our PDPs and it has been a little difficult with the web being down. I have kept some, but lost California and DSP in Illinois.

Submitted by Donna Schoenfeldt, PDP Coordinator

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### **M. Public Relations**

Topics needing further development in 2022:

- Marketing session advice is needed to provide guidance regarding promotion of Women On Wheels. Specifically in areas of demographics, organization description, bundling of benefits, publicizing the organization/benefits and targeting market placement.
- We still need to create a cohesive message *for* Women On Wheels®. The mission statement & goals of WOW needs revisiting.

Marketing: The creation of a Marketing plan is needed. Many of the PR goals are interwoven and the marketing will drive the application of Public Relations tasks.

The only lead we have for marketing is through the VANTAGE program of the Minnetonka, Minnesota School System. We are hopeful that through partnership with the students/school program we will be able to make some progress on a marketing plan.

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. Using the template: #WOWChapterNames and #WOWEvent to begin a structure for our social media. Hashtag lists are available in the Operations Manual – Public Relations section. At this time our Instagram followers are 1,070 and Facebook Public Page is followed by 10,162 people.

### 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:

(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.

WOW WOW – August, MidWest Rally - September

(2023 – Tentative)

National Events: BOT meeting January, BOT meeting April, BOT meeting October, BOT meeting July (at Ride-In), July 2023 Ride-In: Harrison Arkansas

Regional Gatherings: Iowa Cabin Fever – March, Croozapalooza – April/May, East Coast IFRD Rally – May, Missouri State Rally – June, WOW WOW – August, MidWest Rally - September

Submitted by Carol Skala, Chairperson & Board Liaison

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## N. Strategic Planning

**Part One: Summary of the State of the Organization:** We still need to create a cohesive message for Women On Wheels®. The mission statement & goals of WOW needs revisiting as we move forwards.

- A) **Leadership/Board of Trustees** - A concern is to recruit additional BOT applicants and supporting volunteers. We continue to encourage participation in critical committees to lighten the leadership responsibility. In the absence of a BOT election, volunteer applicants will be appointed and leadership role changes/transition plans enacted.
- B) **Operations Manual** - A working version of the “Operations Manual” has been approved. We are anticipating attachments/addendums of various sub-manuals as well as additions/corrections to this “Operations Manual” will occur regularly for the foreseeable future.
- C) **Revenue and 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. Updates to the original Phoenix Plan reviewed and incorporated into subsequent Strategic Plan components.
- D) **WOW Activities** – National & Regional: Our annual featured event will be in Harrison, Arkansas in 2023. States & Chapters are being encouraged to participate in one regional WOW event per year. Existing annual events are being approached regarding opening to larger regional participation

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

### The membership package:

- Do we meet the financial, emotional, social expectations of our membership? What “soft” benefits does a member receive that we do not advertise yet should?
- Informing members of their benefits and local/regional/Ride-In™ events - marketing & using events as an introduction to WOW.
- Reaching potential members through marketing of Women On Wheels® to the motorcycle community,

### The role of the Chapter:

- Create opportunities to “reignite” at the local/chapter level to give existing chapter leaders additional support and “retirement” options after years of service

## **Part Three: Imminent Major Tasks currently being addressed**

Marketing: The creation of a Marketing plan/advice is needed to provide guidance regarding promotion of Women On Wheels®, specifically in areas of demographics, organization description, bundling of benefits, publicizing the organization/benefits and targeting market placement. Many of the PR goals are interwoven within the Strategic Plan. (The only lead we have for marketing is through the VANTAGE program of the Minnetonka, Minnesota School System.)

Office: Rework of many “office tasks” continues as a result of website changes. (Carol Skala/Pam Eddy)

Dealerships/Businesses Reviewed: (Processed by office & organized by Donna Schoenfeldt & distributed by Laura Mitchell)

Magazine: Volunteer Magazine Helpers needed to assist the Editor in review of articles, proofread submissions, maintain digital archives.

Social Media: Social media needs to be fresh and current. Posts need to be several times a week. Comments & questions need quick response time. A Media Maven/“daily feed monitor” is needed to create, post & reply to messages.

## **Part Four: Long Term Major Tasks to Address**

A larger Strategic Plan has been created and incorporated into the Strategic Plan Operations Manual. It will be the task of the membership to provide the volunteer power to take on these tasks in the months/years to come.

Submitted by Carol Skala, President

### **O. Technology**

Items accomplished:

1. Phase II of New web site is completed
  - a. Chapter page completed with map displaying location of chapters
  - b. Participating Dealer renewal function is up and running
2. We continue to help members navigate the site to complete renewals

Next items to be completed:

1. Add AMA link to provide ability to get credit for our members' joining/renewing AMA memberships
2. Continue to sync the online membership database with the MS/Access database once a year's cycle is completed, this will become less time consuming
3. Help documents to include navigation tips
4. Put consistency into Participating Dealers/Business pages
5. History of Ride-In™ locations added back

Submitted by Sue Frish, Webteam

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### **P. Trademark**

No report

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### **Q. Ride-In Report**

- Last monthly RIC phone conference call was held on June 5.
- Polaris Corp has confirmed their attendance with the demo semi for all 3 Ride-In™ days. They will be bringing the Indian and Slingshot. The truck will be located at the Fairfield parking lot. Exact location will be determined, due to highway construction equipment using some of the space.
- Event booklet was printed at FedEx Office in Madison, WI.
- Orders submitted for shirts, pins, plaques, per the schedules. Special 40<sup>th</sup> Anniversary merchandise received.
- Response for the celebration picnic and banquet was strong – 248 registered through June 15; picnic – 224 and banquet – 217.
- Cris Baldwin continues to post Winona and WOW history topics on the Facebook page. Her information will be part of the ice breaker at the opening while ice cream is served.
- Items are being received for the “goodie bags”, which assembly will be Sunday July 10.
- Co-chairs will arrive in Winona on Friday July 8.

- A rare opportunity by a long-time member to "pay it forward" by generously offering her riding gear to our members for free. We opened up as a free swap meet and extended the use of
- this room for other members to also pay it forward to fellow members. This was a no-host "free event", with no money exchanged. This was a courtesy for our members, but no income generated.
- The RI budget experienced unforeseen high shipping, printing and material costs. These additional costs will affect the bottom-line profit. We will not know to what extent until all invoices have been paid and the event finances are finalized.

Submitted by Trina Michaelis, 2022 Ride-In™ Co-Chair

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### **R. Future Ride-In™**

- Plans are in place for 2023 Ride-In™ at Harrison, AR. We are communicating with Harrison and they will send brochures to the 2022 Ride-In™ to hand out.
- Plans are in place to check out possible 2024 locations with a trip to the area being investigated. I have noticed the prices of hotels have gone up a lot making this a challenge to keep within our price range.

Submitted by Donna Schoenfeldt, Future Ride-In™ Chair

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