

Women On Wheels®
January 2023, Quarterly Board Meeting

Women On Wheels® Inc.
Board of Trustees Meeting
Meeting Minutes-Finalized
January 21, 2023

The BOT Meeting 10 am (EST): Topic: General BOT Meeting
Time: Jan 21, 2023 10:00 AM Eastern Time (US and Canada)

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 10:10am EST on January 21, 2023.

Board of Trustees in attendance: Carol Skala (CS), 2022 President, Marilyn Vershure (MV) President (elect), Donna Schoenfeldt (DS) Vice-President (elect), Gwenn Dailey-Gee (GG) Secretary (elect), Sue Frish (SF) Treasurer, Nancy Mustachio (NM), Trustee, Sharon Elmore (SE) Trustee, Laura Mitchell (LM) Trustee.

Members Present: Pam Eddy, Laura Shaffer-Munson, Laurinda Ramonde, Brenda Ackermann, Alice J Stewart, Ruth A. Schuetz, Kathy Koop, Cris Baldwin, Janice Seiller, Margaret Wraight, Trudy Williams, Christine Scott, Melissa Block, Marijo Hain, Jane Santos, Udhaya Reddy, Connie Weihert

The Mission Statement was read by Secretary Gwenn Dailey-Gee:

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

Swearing in of Officers;

President Carol Skala swore in Marilyn Vershure as President. President Marilyn Vershure swore in Donna Schoenfeldt as Vice-President, then Gwenn-Dailey Gee as Secretary and Sue Frish as Treasurer. Then Marilyn appointed Laura Mitchell as Trustee to the 2023-2025 Board. Marilyn swore in Laura Mitchell, Nancy Mustachio and Sharon Elmore as Trustees.

2023 President Marilyn Vershure

First of all I want to thank the outgoing Officers and Board of Trustees for your hard work in 2022. You went through a lot last year and we hope to continue where you left off. I am proud to serve as your President for 2023. I hope I can continue the strong leadership that I have been following. I am looking forward to working with our new Board of Trustees.

We will have three BOT members expiring in 2023, so keep that in mind this year if any of you are interested. This year we will be kicking off our new marketing plan, so stay tuned for new information soon. We are hopeful that in the next two weeks we will have a new phone system set up using the same phone number. I would like to get the organization transitioned to Illinois, since the mailbox in Nebraska is not working very well. If something isn't working we need to make adjustments so we can grow as an organization.

Over the past few years the Operations Manual and the Ride-In™ Planning Manual have been going through some overhauling to ensure that we are streamlined to provide the most to the

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organization. This year we are putting the finishing touches on them for the future generations of our organization. We hope to get the website, Wordpress database and Access database working together so we are not having to do so many manual repetitive entries.

I have told my Atlanta Peach State Chapter that the more you put into WOW the more you get out of it. So saddle up and step up to your future in WOW! You will not regret it! Think of all that WOW has given to you for oh so many years. I made many new friends, saw the country, I learned GOOGLE, learned how to pack and work on motorcycles. Many of these friendships have been for over 25-35 years. I would have never dreamed of riding a motorcycle to every state, most of Canada and half of Mexico. That would have never happened if it hadn't been for WOW.

My motto is going to be "Ask not what WOW can do for you, ask what you can do for WOW.

If you have any questions or concerns, please reach out to me or the BOT.

Thank you.

Marilyn Vershure,
2023 President, WOW

Meeting Agenda was reviewed by (CS/MV)

Approval of the October 2022 BOT meeting minutes. Motioned by Donna Schoenfelt, seconded by Sue Frish, no objections, the motion carried.

CONSENT AGENDA: Reviewed by (CS/MV)

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/A Coordinator
- E. Election
- F. Insurance/Sanctioning Coordinator
- G. Magazine
- H. Mileage Coordinator
- I. Members Voice
- J. Nominating
- K. Office
- L. Participating Business
- 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 Laura Mitchell, Seconded by Donna Schoendfelt, there was no opposition. **Motion carried for the Consent Agenda.**

Old Business

1. **2023 Ride-In™ Donna** -This has been the largest Ride-In(™) Committee in history.
2. **Office - Carol** - Multi locations: Historical stuff, magazines (Putt), pins/mileage (Santos), (Mitchell) new member and PBP packets office supplies; (Eddy) name badges for 20+ years, Phone, member renewals (CS) still has a few tubs of WOW stuff, safe, computer and printer and shelves. Carol discussed what was left of the office and at her house. Historical documents are in notebooks and the BOT needs to decide what to do with it.

Pam E. - Manages the email, and membership as they come in through the mail and the website. The mail comes to Nebraska and it may take 4 weeks to come to Pam Eddys. She manages the phone as well. Nancy is working on replacing it with a VOIP that will use the same number. VOIP is an online app that resides on any phone/computer and whoever needs to monitor the phone will be able to access it. The database needs to be merged with the website. It is currently using 3 separate databases. (Access -historical, then gets added to the Web which has to be done manually, then has to go to QuickBooks.)

New Business

1. **Technology - Sue** - New Quickbooks for Pam Rusk, Website Improvements/updates, Laptop Sue - investigating a database that will encompass all of the ones we use into one, and remodel the website to be user friendly. If the current website cannot be updated for what we need, we will need to replace it. Nancy - the website needs to be cleaned up from behind the scene. The membership information center will need to be adjusted to support current members and to get the information out to the members and future members.
2. **2023 Budget- Sue**- We will be in a deficit due to the need to upgrade the website and our new Marketing/PR project. The investment will need to be dipped into to balance the budget. Gwenn motioned for the 2023 budget to be passed, Donna Seconded, no objections, the motion carried the **2023 budget was passed.**
3. **Ride-In™ 2024 - Marilyn** - Marilyn and Laura are going to be the Co-chairs in Rapid City, SD. It is not only motorcycle friendly, but it's also the City of the Presidents. There are a lot of activities out there to do, and the visitors bureau has really been working with us.
4. **Ordering of year Pins** needed for 2023 (MV)
Membership year pins will need to be ordered on the 5 year cycle, so that we do not have to place large quantities or pay for additional molds. They are only kept for 5 years.

5. **Vantage - Carol** - Women on Wheels® marketing and/PR plan - Carol will be continuing with the Marketing plan. Link for the presentation/Plan:
<https://docs.google.com/presentation/d/1YXoTiOUZYWhnw3iuWpvVuOk90ghLRi8zGqnBwae-hAw/edit?usp=sharing>

6. **Member comments:**

Janice - We have 552 full members, 85 support members, and 21 participating businesses. The businesses are not really passing out the memberships that they are given. 1/3 of the members are in chapters and 2/3 are not affiliated with a chapter. There is a virtual member Chapter on Facebook.

Donna - Have the Participating Business Program do a meet-and-greet or other events that will have us interacting with the members. Work with them.

Pam Eddy - Visit with the PBPs, make your presence known.

Marilyn - Contact the PBP's mid year to remind them they still have memberships to give away.

Peggy - Cafe Press is having a sale on banners which could be used for chapters or businesses and possibly have a few that can be checked out for events.

Laurinda - some members do things with several chapters so they do not affiliate with just one.

7. **Committee liaisons assignments - Marilyn** - Link for the Committees:

<https://docs.google.com/document/d/1wT6CIB3pnhyNUUHigl7Q6FkeZ-gRLIJfYBUkAnX3mQ/edit?usp=sharing>

Motion to adjourn meeting at 12:01 pm by Marilyn, 2nd Gwenn, no objections. Motion carried, the **meeting ended at 12:01.**

Several members stayed and chatted with the Board and had time to ask questions.

Submitted by Gwenn Dailey-Gee, BOT Secretary

A. President's Report

As of the January 2023 Board Of Trustees Meeting, I will be stepping away from the Board and leaving the helm to Marilyn. Six years of BOT experience conclude and I will transition to assisting in supportive roles within Social Media, Marketing and Strategic Planning. I will also continue to assist as an office volunteer. As is past practice, I will be available in an advisory role for the next President and for all of the BOT members.

The organization continues to rebuild itself in Phoenix fashion and is focusing on Marketing as a component of the Strategic Plans. Many of the steps we are taking in 2023 and beyond are as a result of my interactions with members and chapters over the past two years of #CruisinWithCarol. Things such as Women On Wheels membership awareness/recruitment & retention, chapter leadership "burnout", and frustration with the website take priority as we update our website/technology, formulate & implement a Marketing Plan. Significantly, recruiting members for Board Of Trustee & Committee roles are a priority.

Submitted by Carol Skala, President, Board of Trustees

B. Budget & Finance

Liability insurance will be due at the end of January.
Grafton & Associates CPA will again prepare the 2022 federal and state tax returns.
Royalty commissions received from CafePress significantly increased in 2022 due to the 40th Anniversary shirt, \$545 YTD.

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. Received \$9,922 in dividends and capital gains. YTD, though the market value of investment has decreased. The value as of 12/31/22 is \$119,875.

Preparing the 2023 budget for January 2023 meeting. Based on January BOT decisions, the Treasurer will finalize and upload to the WOW books.

The 2022 Ride-In™ was successful financially with a gain of \$4,257.
Materials and forms were ready for 2023 Ride-In™ registration which began on January 3rd .
There have been 65 members registered as of 1-16-23.

Submitted by Sue Frish, Treasurer

C. By Laws & Operations Manual

There are no changes to the Bylaws. The Operations Manual is being fine tuned. The RIC training manual is being updated, adding contract items and photos that need to be taken.

Submitted by Pam Eddy & Carol Skala, Committee Chairs

D. CD/A Coordinator

Current Active Chapters	42
Current Ambassadors	8
New Chapters Approved	0
New Chapter Applications in Process	1
Chapters Dissolved	0
Chapter Officers Resign/Reassign	0
Ambassador Resign	0
Requests for Chapter Charter packets:	0

CD/A Handbook Update	Ambassador rename and role
Notification of COC/Grievance Forms submitted or in process	1

CD Contacts:

- None

CDA Handbook Pages/Forms:

- Manual changed to reflect new role for Ambassador and responsibilities; grievance process; and Code of Conduct. Will be sent to all chapters with Charter Renewal Form and effective 1/1/2023

Facebook CDA Forum - Updates:

- No changes

Chapter Charter Packets:

- MN Chapter pending. While we have the application in hand, the proposed chapter has not yet completed information requested.

Chapter Logos/ Materials shared with Trademark:

- None

Submitted by Janice Seiller, CD/A Coordinator

E. Election

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

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

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. Was now written for “office” in Illinois. When the BOT moves handling of “office” tasks to another state location, we need to consider insurance implications. Do we really need this going forward as volunteers use their own computers etc? Note: I recommend that we no longer purchase this type of insurance as processing is done by volunteers not at an office location. 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. Due – January 25, 2023. 2022 Premium was \$1,412.00

General Liability: covers claims for damages against the organization and chapters, expires 4/8/2023. Period April 8, 2022 – April 8, 2023. Due March 25, 2023. 2022 Premium was \$2,824.26 Based on membership count – premium generally declines a bit, as membership counts decline

Sanctioning

AMA Annual Charter Renewal

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The 2023 charter renewal has been submitted with renewal fee of \$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.

2023 Ride-In™ Sanction and Insurance

Adult and minor AMA liability waiver forms are the same as 2021.

AMA's event Sanction for International Ride-In™ will be \$300-600 depending on the forecasted attendance. Event liability insurance thru Jones Birdsong will be approximately \$900 for Ride-In™.

Submitted by Sue Frish, Treasurer & Insurance Liaison

G. Magazine

The Jan, Feb & March 2023 issue was mailed out December 2022 and put on the web December 16, 2022. Sue Frish sent the labels to Roberts Printing. Margaret Wraight is now working from her home in Waterport, New York. We had 24 pages on 100 lb. stock.

Submitted by Donna Schoenfeldt, Magazine Chair

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 had until January 10, 2023 to fill out the ending mileage. There have been some roadblocks in the process of rolling the new Pilot out, 53 started the process and 46 ended 2022 year. There are 19 members so far to begin the 2023 Mileage Program.
- 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 for the 2023 riding year:
<https://forms.gle/Vb51iTXyiE1VY9RL9>

Submitted by Gwenn Dailey-Gee, Mileage Coordinator

I. Members Voice

No report

J. Nominating

The Nomination Committee received no self-nominations applications for the 2023 Board of Trustees.

Submitted By: Gwenn Dailey-Gee, Nominating Committee

K. Office

Office Operations:

With our new website, many tasks have been updated and the manual is being adjusted.

Membership & Registration:

The office continues to work with the Webteam regarding membership renewal & database situations. The webteam is reviewing options to remedy the database problems. As of January, there are still multiple 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 does not seamlessly fill our needs regarding membership, renewal and database records. We continue to develop our membership rosters, magazine label print files, and expired/renewing members from our old Access Database program.

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.

Mail:

Our system needs to be reviewed. Currently sending to a virtual mailbox in Lincoln Nebraska which can be forwarded. We have had continued issues with delays &/or undelivered letters. (Ex: in November the office received 2 member renewals that had March postmarks. Similarly, several members have recently called about membership renewals that have never been received – they have just disappeared into the void!)

Computer:

The WOW office computer is no longer viable and will be scrapped of all data and then the components will either be sold, donated or recycled/disposed of.

20/30 year badges:

Just as a reminder, all of the 2022 badges for 20/30 years have been ordered and sent out. These are not inexpensive and are now only sent to those who have confirmed that they wish to receive them. To further cost savings, beginning in 2023, Women On Wheels will provide a “Member Since XXXX” badge upon reaching 20 years of membership. No longer will a separate 30 Year Badge be created/paid for by Women On Wheels. (Should a member wish to have a 30 year badge, it can be ordered by the member through the office).

Sympathy card:

Card sent to Dru (Dorothy) Pritchard re passing of mother

L. Participating Businesses

We are moving along with this program and have 6 new Businesses to add to the list from New Jersey.

Bergen County Harley Davidson 830181
Locomotion Powersports 830179
The Cycle Exchange 830180
Pompton Sport Center 830182
The Riding Academy 830183
Cross Country Powersports 830184

Submitted by Donna Schoenfeldt, PBP Coordinator

M. Public Relations

Topics needing further development in 2023:

- Data is needed to provide guidance to the organization regarding our demographics and our focus for Public Relations – 2023 focus is promotion/marketing of Women On Wheels.
- We still need to create a cohesive message for Women On Wheels. The mission statement & goals of WOW needs revisiting.

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

We have completed a partnership with VANTAGE (students/school program) which has provided us with ideas used to create a marketing plan – discussed elsewhere in the January BOT meeting.

Social Media (Instagram/Facebook):

A current situation involves taking control of a fake TikTok account created to impersonate our organization. The Trademark Committee has been informed. It may be necessary to create a TikTok account to force the imposter out of existence.

#MemberNovember was a success. Additional themes are being developed. At this time our Instagram followers are 1059 (-31) and Facebook Public Page is followed by 10,130 (-35) people/9914 Like The Page.

Communication within and about WOW

We must continue to cultivate additional relationships with the public. What additional ways shall we use to make ourselves known?

WOW Activities:

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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

(2024)

National Events: BOT meeting January, BOT meeting April, BOT meeting October, BOT meeting at Ride-In), June 2024 Ride-In: Rapid City South Dakota

Submitted by Carol Skala, Chairperson & Board Liaison

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 forward.

- A) **Leadership/Board of Trustees** - A continuing 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.
- B) **Operations Manual** – The manual is functional yet needs further updating to reflect current procedures.
- C) **Revenue and membership enrollment** – Membership levels continue to drop. Marketing needs to be a priority as we invest in recruitment & retention.
- D) **WOW Activities – National & Regional:** Our annual featured event will be in Harrison, Arkansas in 2023. Existing annual events are encouraged to open to larger regional participation

Part Two: 2023 Focus – Membership Experience & Role of Chapters

Marketing: This MUST drive all our decisions! Without members we will not have an organization. Specifically, we must create an active plan and allocate financial resources to invest in our future. Word-of-mouth is not sufficient to create the growth we need.

New membership package:

- The proposed new marketing package includes ways to meet the financial, emotional, social expectations of our potential members.
- “Soft” benefits are presented as perks of membership.
- Use social media & the website to inform members of their benefits and local/regional/Ride-In events.

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- Market using local/regional & Ride-In events as an introduction to WOW.
- Reach potential members through marketing of Women On Wheels to the motorcycle community.

Retaining membership package:

- Elements of the proposed marketing package address the expectations of our current membership
- Market the soft benefits of membership to existing members.
- Increase participation in local/regional/Ride-In events.

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.
- Assemble a marketing resource package for chapter use – member marketing, Participating Business recruitment, suggestions for outreach activities.

Part Three: 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. We are continuing to learn how to update the new website.
 - a. Have updated form links and descriptions
 - b. Have added items to Resources list
 - c. Added 2023 tab to list Jan-Mar Magazine
3. Member renewals continue to frustrate our members
 - a. We have added notes on resource pages to help with navigation
 - b. We will find and edit renewal messages going out
4. Items accomplished:
 - a. Opened 2023 Ride-In™ registration
 - b. Updated chapters and Participating Businesses map points & lists

Submitted by Sue Frish, Webteam

P. Trademark

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A current situation involves taking control of a fake TikTok account created to impersonate our organization. It may be necessary to create a TikTok account to force the imposter out of existence.

Submitted by Carol Skala report

Q. Ride-In Report

All contracts have been signed and amended.

RIC monthly zoom calls have been scheduled thru June.

January/February/ March 2023 magazine contains a variety of kick off materials: Registration forms, hotel pictures and rates. Member Recognition Nomination forms due March 15th. Pin and T-shirt design entries are due by February 15th. The Board will select a design for pin and T-shirts in February

Articles on things to do such as Ax Throwing for \$20 a person.

The Committee is working on First Timers and Support members' rides. They are also organizing a Bike Show and bike wash area, decorations, postal station, meet and greet, group photo and banquet and entertainment.

Submitted by Donna Schoenfelt, 2023 Ride-In™ Co-Chair

R. Future Ride-In™

We have been working with Tyson Steiger, the Director of Convention Sales part of Visit Rapids City SD. He asked us to come and visit the site with his Amazing Rush program. This involved 2 members (June Reeves and Amy Nordhal) participating in a competition that showed the Board and 2024 Co-chairs (Marilyn Vershure and Laura Mitchell) what Rapid City had to offer. Our rooms, meals, and transportation were complimentary. They are really looking forward to us coming. We won the competition and the hotel is holding our trophy until we arrive in 2024. We liked everything we saw, the people we were working with and signed the hotel and catering contracts for The Ramkota Hotel. .

Submitted by Donna Schoenfeldt, Future Ride-In™ Chair
