

Women On Wheels®
July 2023, Quarterly Board Meeting

Women On Wheels® Inc.
Board of Trustees Meeting
Agenda and Reports for GENERAL MEETING
July 4, 2023

The General Meeting of the Women On Wheels® (WOW) Board of Trustees (BOT) was called to order at the Ride-In™ and on Zoom conference by BOT President. (MV) at ____.

BOT in attendance were:

Members Present July 3, 2023:

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.

Meeting Agenda was reviewed by (MV)

CONSENT AGENDA: Reviewed by (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.

These have been moved around to be clustered together. Request Approval of Standing Committee Reports as submitted (see attachments)

Organizational:

- A. President's Report
- B. Strategic Planning
- C. Insurance/Sanctioning Coordinator
- D. Budget & Finance
- E. Office
- F. Bylaws & Operations Manual
- G. Trademark
- H. Technology

Nominations/Elections:

- I. Election
- J. Nominating

Communications:

- K. Public Relations
- L. CD/A Coordinator
- M. Members Voice
- N. Magazine
- O. Mileage Coordinator
- P. Participating Business

Ride-Ins™:

- Q. 2023 Ride-In™
- R. Future Ride-In™

Items Removed from Consent Agenda (if any):

Motion to approve the Consent agenda by , seconded by, all approved.

Motion to approve the April 2023 BOT meeting minutes by, seconded by, all approved.

Motion to adjourn the meeting at ___am by, 2nd, all approved.

Old Business

1. We had previously discussed giving Chuck Day a thank you payment of \$300. Laura made a motion of \$300, SF seconded. Motion passed.
2. We continue to draw upon the assessment provided by the Vantage marketing review to improve and increase our branding awareness. A compilation of marketing material has been tailored for those Chapters requesting resources. The use and redesign of our branding elements is still an active discussion - the Lady Rider, Phoenix and Women On Wheels® script are currently in use to appropriately identify us on social media and printed items, such as banners and clothing.

New Business

1. Magazine costs have increased due to the drop in the number of printed units. We dropped from 687 to 340 printed publications between 2022 and 2023. It is now costing \$40 per year/per member for a printed magazine publication, plus a postage increase. We are checking into digital printing vs offset printing for cost saving options. We are also considering a possible change to the weight of paper chosen, in order to save costs. We use 80 lb to 100 lb paper depending on what is available.
2. Jane Santos had requested a new RA map be updated and posted. It makes it a lot easier to read than the lists.

3. Virtual chapters: 36 people, only 5 members are non-affiliated. We will discuss this at the general meeting. If there is not more participation, it will be dissolved. We will be looking into more fostering/adopting members that do not have chapters in their areas to take the place of the virtual chapter.
4. New chapter renewal form for 2024. There will be a place for officers, and leaders, chapter event calendar payment entry, and the confidentiality sheet for the CD to sign.

Submitted by Gwenn Dailey-Gee, BOT Secretary

A. President's Report

This quarter I have been able to attend two regional events. First, In April, I headed up to Dahlonega, GA for the third Annual Atlanta Peach State Riders Croozapalooza. We took over the lobby and told lots of stories. We were so glad to have some of the new members from Tennessee. There was also a women's softball tournament at the hotel, so it was a bit crowded at times. They loved our stories along with the night manager, who kept sending June Reeves photos. We had members from Georgia, Florida, Tennessee, Illinois, Louisiana attending.

Then in June, I flew up to the MO State Rally. There were many attending from Missouri, Illinois, Wisconsin, Kansas, Iowa and Georgia. It was a great event, and I don't know why I have never attended before. Since I didn't have a bike, I caught a ride on a Spyder and a Goldwing Trike. That never felt so good!

As most of the BOT are on the RIC, we have been really busy, finishing up the details. I have a full carload to drive up with Kay Smith. We are leaving on June 27th. After the Ride-In™, I plan to attend the Midwest Rally and the WOW WOW. I am looking forward to seeing all 200 wonderful registered members in Harrison!

Submitted by Marilyn Vershure, President, Board of Trustees

B. Strategic Planning

Our growth is steady and determined. Although we encountered challenges with our website, we resolved the primary issues through diligent effort. Excitingly, we migrated our entire website to a scalable, more secured web platform, Go Daddy. This significant development positions us for forthcoming progress. As we eagerly anticipate positive advancements, let us continue spreading our genuine passion for motorcycles to the public, while ensuring safety remains paramount.

The Board of Trustees remains deeply committed to advancing our public relations efforts. We have identified four key areas of focus to guide our endeavors.

1. We aim to enhance our visual image and branding, ensuring clarity and consistency in how we present ourselves to the public and WOW community. This will help us effectively convey our identity, unity, and message to prospective members, business partners, and members across the country.
2. We are dedicated to providing greater support for membership drives, aiming to provide motivated individuals and dedicated Chapter leaders with the resources necessary to promote our organization's mission and values.
3. We are committed to increasing the collection and distribution of compelling news and activities, leveraging the power of storytelling to captivate our members and pique the interest of others in the motorcycle community.
4. We recognize the importance of strengthening our connections, forging meaningful relationships and partnerships that enable us to collaboratively support each other in this wonderful sport of motorcycling.

For more comprehensive insights into our media strategy, please refer to the Marketing Report. Together, we will propel our organization forward and foster a positive and enduring impact on the members we serve.

Submitted by Marilyn Vershure, President

C. Insurance/Sanctioning

Insurance

Directors & Officers: Covers claims for damages against officers and directors. The period is January 29, 2023 – January 29, 2024. Premium paid was \$1,458.00

General Liability: Covers claims for damages against the organization and chapters. The period is for April 8, 2023 – April 8, 2024. Premium paid was \$2,817. This is based on membership count – premium generally declines a bit, as membership counts decline

AMA Annual Charter Renewal

The 2023 charter renewal was received. 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 2022.
- AMA's event Sanction for International Ride-In™ was purchased.
- Event liability insurance thru Jones Birdsong. Will be approximately \$900 for Ride-In™

Respectfully Submitted, Sue Frish, Treasurer & Insurance Liaison

D. Budget & Finance

Grafton & Associates CPA prepared and filed the 2022 federal and state tax returns. We paid \$1874 in taxes and are scheduled to pay estimates for 2023 taxes.

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 \$650 in dividends in the first quarter, expect a similar dividend for second quarter. The market value of investment is up \$1,174 from 3/31/23. The value as of 5/31/23 is \$124,392.

Invoices for Ride-In™ purchases have been paid as received.

Ride-In™ registrations have been processed as received.

Respectfully submitted by Sue Frish, Board of Trustees, Treasurer

E. Office

The website continues to be under construction. All of our information was moved to our own web domain with MB Branding, who is doing the conversion. Members are currently still unable to pay for memberships or renewals on the website and are being sent an invoice to make payments. We still have not heard of a possible work completion date from MB Branding. We continue to develop our membership rosters, magazine labels, and membership statistics from our "old" Access Database program.

Pam Eddy, Office Chair

F. By-Laws & Operations Manual

There is a request to update the Election Bylaw regarding the mailing address for the mail-in ballot. We will vote to update the mailing address to the election chair's mailing address after it has been posted for 30 days on the website.

Since most of the BOT is on the RIC committee and have been working like crazy, we will finish updating the operations manual after the Ride-In™.

Submitted by Marilyn Vershure, President

G. Trademark

There is a fake TikTok Women On Wheels account impersonating our organization, emails have been sent to Tik Tok about the account. There has been no response. The committee will continue to research Tik Tok and the account. Follow up has been done and at this time there is still no response.

Submitted by Gwenn Dailey-Gee, Trademark Chair

H. Technology

Items accomplished:

1. Our website hosting server suffered a security breach on 4/20/23. It was determined that we needed to change the hosting company & manager.
 - a. Upon comparing hosting companies GoDaddy was the best fit and price.
 - b. The site was migrated over the week of 4/23/2023.
 - c. It is now under the control of the web team and with assistance from the development team.
 - d. We entered into a yearly agreement with the MB Branding team for maintenance of the website at the same rate as our former host/manager.
2. We deleted outdated links in the email forwarding system.
3. Webhook between Stripe and certain forwarding accounts have been resolved.
4. The Instagram feed on the website has been repaired and is now updating correctly.
5. The Ride-In™ registrations are successfully working in Stripe.

Items in progress:

1. We are continuing to work with developers in regard to Ultimate Membership Pro, Stripe and WooCommerce. We need these interlinks working properly to smooth out membership renewals, etc. processes.
2. Under previous host/manager plugins were not being updated in a timely fashion which caused some programs to behave erratically. MB branding has been retained to resolve the current issues with the Membership Pro program. We are preparing for testing of the program shortly.
3. Membership Pro is not connected to a payment processor
 - a. Membership renewals are manually invoiced
 - b. New memberships are manually invoiced

Submitted by Trina Michaelis, Webteam

I. Election

There was an error found in the link for online voting in the July, August, September issue of the magazine. A corrected link was placed in the Members Only Facebook Group and on the website by Sue. She also sent an email blast out with the correct info.

As of 6/12/23 there have been 22 online votes cast and 2 mailed or emailed to me. There was one additional vote sent on note paper instead of an actual ballot and I will mail that back to the member along with a paper ballot to complete and return back to me per our requirements.

Submitted by Laura Mitchell, Election Chair

J. Nomination

There were four members nominated for the 2024 Board of Trustees. **Gwenn Dailey-Gee, Vicki Martin, Nancy Mustachio, and Donna Schoendfeldt** have been nominated to fill the three open positions for 2024. Their information went into a ballot, was placed in the magazine (July, August, September 2023), posted to the website, and sent out on Facebook for the elections during the next quarter. The link for the ballot was corrected, the update was placed on the website and Facebook. Paper ballots must be postmarked by August 31st, and received no later than September 10th, and the electronic ballot will be shut off on August 31st at midnight.

There will be a meet the candidates at the Ride-In™.

Submitted by Sharon Elmore, Nominating Committee

K. Public Relations

Marketing:

Chapter focused marketing - information has been gathered for the large products (e.g. banner, table covering). The entire package may include a t-shirt, flyers, rack cards, stickers, a banner or table covering. The design for a general banner is currently in progress. Please note this is a focused marketing effort that works with each chapter to determine best needed marketing material.

Loaner box - material to be included in the loaner box has been compiled. No individuals have expressed interest yet in the use of the loaner marketing material. The purpose of the loaner box is to provide branded items, which a member can use to promote the Women On Wheels® Inc. mission at scheduled events. Additional information about the Loaner box and support to those individuals who would like to utilize this material will be a continued effort by Public Relations.

Strategic marketing plan - the key elements to immediately increase our presence are underway, such as an uptick in Facebook and Instagram postings and the creation of marketing boxes for Chapters. We now need to examine additional venues and channels to target our message and strengthen our brand. The Public Relations & Marketing Committee is in the process of assessing the outcome of current efforts and will present an approach to the Board prior to the next quarter meeting scheduled in October.

Social Media:

An issue, which prevented Instagram messages from posting to the Women On Wheels® Inc. website has been resolved.

Members are encouraged to send photos and event happenings to socialmedia@womenonwheels.org if they are interested in posting their news to our public Instagram and Facebook group.

L. CD/RA

Current Active Chapters	42
Current Ambassadors	7
New Chapters Approved	0
New Chapter Applications in Process	1
Chapters Dissolved	0
Chapter Officers Resign/Reassign	2
Ambassador Resign	1
Requests for Chapter Charter packets:	0
CD/A Handbook Update	N/A
Notification of COC/Grievance Forms submitted or in process	0

New Chapter Application in Process: Interest expressed for new chapter in New York, Western Catskill mountains.

Chapter Officers Resignation/Reassign: Idaho Gems - Fleda Wright-Bennie resigned effective June, 2023. Co-Director Sandra Werner has accepted. Buckeye State Lady Riders, OH - Co-Director

Dru Pritchard is acting Chapter Director.

Ambassador Resignation: Jane Santos, NE Regional Ambassador (CT, MA, ME, NH, NY, RI, VT) Effective June 2023.

Resignations: Personal reasons were stated for decisions to step down.

Submitted by Sharon Elmore, CD/A Liaison

M. Member's Voice

The Board of Trustees received a member's request to review and update the bylaw content currently posted on the web under Article V. Elections : Section 3. Election Committee. The recommendation is to update the reference which currently instructs its voting members to send ballots directly to the WOW office. Since the WOW office no longer physically exists, the Board of Trustees accepted the request to modify the instruction to read, 'return the ballot to the Election Committee Chair.'

Submitted by Nancy Mustachio, Member Voice Chair

N. Magazine

July, August & September 2023 magazine is done and sent to printer 340 will be printed with 24 pages on 100# paper. Member numbers and expiration dates were added back to the address label.

Submitted by Donna Schoenfeldt, Magazine Coordinator

O. Mileage Coordinator

The 2022 Pilot Mileage Program was a success and awards were printed for all who have participated and will be passed out at the Ride-In™ in Harrison, Arkansas. Certificates not picked up at the Ride-In™ will be mailed.

- 2023 is a year round mileage program, the form for use is:
<https://forms.gle/Vb51iTXyiE1VY9RL9>
- 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.

Submitted by Gwenn Dailey-Gee, Mileage Coordinator

P. Participating Businesses

There are a total of 15 Participating Businesses as of June, 2023. However, 5 of these expire at the end of this month or in July or August, 2023. I emailed each of them a reminder of their upcoming expiration date, but it would be even better if the local Chapters would approach them and remind them of their upcoming expiration. If there was a particular contact person in each area that could be contacted I could email them and send them a renewal application to take to the business. Hopefully this can be discussed in the CD/RA

meeting and further guidelines can be developed so that our businesses will be reminded to renew their memberships.

Due to expire in near future:

Jim Potts Motorsports, IL	6/30/23
Engelhart Motorsports, WI	7/31/23
Tim Walter Motorsports, IL	7/31/23
Simply Ride, MN	7/31/23
Rod's Ride On, WI	7/31/23
Open Road H-D, WI	8/31/23

Submitted by Laura Mitchell, PBP Coordinator

Q. Ride-In Report

RIC Final Zoom call, June 12th, finalized details.

The Committee has finalized the schedule, it is still subject to change as needed. A first time attendee ride and support member ride are scheduled. Prizes for the Bike Show have been finalized along with the awards.

The group photo is set for Thursday at the shelter area of where the opening ceremony is going to be, and smaller group photos have been discussed and it will be up for chapters to get themselves gathered for group shots; the BOT, RIC, and CDRA groups will have pictures taken before their meetings on Tuesday. Support and First Timers photos will be taken on their rides.

The group also organized a bike wash area, decorations, postal station, meet and greet, banquet and entertainment.

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

R. Future Ride-In Report

2024 Ride-In™ will be in Rapid City, SD, June 25-27, 2024. There will be info in Harrison.

2025 Ride-In™ is being looked at and worked on. Contact has been made and we are waiting to hear back from them on quotes to see if they fit our needs.

2026 Ride-In™ is being looked at and worked on.

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