

The Antique Motorcycle Foundation, Inc.  
Board of Directors Semi-Annual Meeting  
Orlando, FL  
March 9, 2013

**Call to Order**

Dennis Craig, President, called the meeting to order at 2:00 p.m. on March 9, 2013 at the Holiday Inn Express Orlando Airport.

**Roll Call**

Tracey Powell conducted roll call. The following Board members were present: Dennis Craig, President; Ken Kelly, Tracey Powell, Secretary; Jon Radermacher, Roger Smith, Vice President; Wanda Winger, Treasurer and Ed Youngblood. Mary Newton, Fundraising Consultant, and John Wendel, General Counsel, were also present. Jerry Doering, Ted Doering and Dottie Mattern were not able to attend. AMCA Board members were invited but were unable to attend due to a conflict during the National Meet in New Smyrna Beach.

**Approval of Minutes**

It was moved by Mrs. Winger and seconded by Mr. Kelly to:

**Approve the minutes of the September 7, 2012 meeting as written.**

The motion was approved. Jon Radermacher abstained.

**Treasurer's Report**

Wanda Winger distributed financial statements and reviewed information for the period ending December 31, 2012. Revenue and Expenses for the year were highlighted. Major expenses include advertising, travel and insurance for vehicles currently on display at the Kaizen exhibit. A check for donations to the AMF via Cornerstone Registration, Ltd. has not been received from the AMCA.

**Committee Reports**

**A. Fund-Raising Development**

Mr. Youngblood and Mr. Radermacher summarized the morning meeting of the Fund-Raising Development Committee. Since it has been determined that the current software is not adequate for data collecting, it was decided to hire professionals who will provide source documents to build a database and handle the details at a reasonable fee. Part of the agreement with Cornerstone is to provide web-based access to Board members and Mary Newton as needed. This will shift a significant amount of work from the treasurer to Cornerstone. Naturally, some fees will apply. A standard account will be set up and tested before it is determined if there is a need to explore other options.

The AMCA has continued to generously offer space in their magazine for donation appeals, and Mr. Youngblood proposed including a solicitation in the summer issue on a trial basis. If



profitable, the club will be asked for space for two promotions a year rather than one. With that explanation, Mr. Youngblood then asked Mr. Radermacher to review his suggestions as to how to improve on the appearance and navigation of the current website.

### **B. Website Development**

Website development expert, Jon Radermacher, requested bids from two graphic designers who will assist in improving the fund-raising section of the website. It is Jon's goal to launch the new website in June to coincide with the donation appeal in the summer issue of, *The Antique Motorcycle*, the journal of the AMCA. One of the prerequisites that will be required of the company selected will be to have a content management system which will allow Jon accessibility to constantly keep the site updated and accurate.

It was suggested later in the meeting that new Directors could be cultivated by determining levels of expertise needed on the Board; i.e., someone familiar with social media beyond website development.

### **Old Business**

#### **A. Strategic Planning**

Mr. Youngblood has assumed the responsibility of charting one-, three- and five-year goals of the Foundation. Board members will be asked to attempt to improve the AMF brand among partners and supporters by focusing on the Foundation's mission. Ed stressed that the complete buy-in of the Board is necessary in order to produce a long-range plan.

Following a lengthy discussion, it was determined that Directors will meet to discuss strategic planning in conjunction with, but separately from, the next meeting.

#### **B. Motorcyclopedia Development**

Mr. Craig reported on Ted Doering's behalf that the Kaizen exhibit has been considered a huge success, and the Motorcyclopedia Museum is grateful for it. Volunteers are needed to staff the museum, and different ways to address Ted's request were discussed. Ms. Powell suggested initiating a guest registration system with access to email addresses and/or phone numbers of individuals and clubs. This list could be used to seek local volunteers. Another way to solicit volunteers would be to advertise in the AMCA magazine.

### **New Business**

#### **A. Winners' Circle Exhibit**

Mr. Youngblood and Mr. Kelly reported that work has begun for the Winners' Circle Exhibit which will open at the Motorcyclopedia Museum when the Kaizen exhibit closes in September 2013. This will be a permanent, yet ever-changing, exhibit because of the staggered system. A permanent exhibit panel was displayed which features both the AMCA and AMF logos.



Mr. Kelly is already encouraged by the number of responses he has received from AMCA racing winners as a result of the article in the Spring 2013 issue of The Antique Motorcycle. Mr. Kelly introduced a new Winners' Circle brochure which might need to be reprinted because of an error. Mr. Youngblood will compose a news release announcing the new exhibit and a cover letter to accompany a direct mailing to chapters hoping to find more qualified donors.

The original Winners' Circle plan has been changed as follows: There will be two restored and two original vehicles from Classes 1 through 7 and two vehicles that have earned the Honor Competition 4 Star Award from Class 8, a total of 30, with the possibility of adding up to four "featured" motorcycles.

#### **B. 2014 Cannonball**

Mr. Craig reviewed a letter submitted by Mrs. Mattern which expresses her desire to ride in the 2014 Cannonball at her own expense, while raising money for the AMF through sponsorship opportunities. While Dottie is to be commended for this generous offer, members of the Board expressed concerns about how labor-intensive it would be without a dedicated publicist. Mr. Wendel also stated that there might be state charitable solicitation laws that need to be considered. Perhaps a qualified volunteer could be found to promote Dottie or possibly this might be included in the "extra projects" section in Cornerstone's agreement.

It is clear that more fact-finding must be done before determining how the AMF can be involved. A decision needs to be made by the September meeting in order to promote the ride at least a year in advance.

#### **C. Kaizen Promotional Materials**

Following a 15-minute break, Mr. Craig reported that he had previously received a call from Richard Spagnoli, AMCA President, which resulted in supplying promotional materials for the Kaizen exhibit giving credit to the AMCA and the AMF. One of the eight posters created was featured at the New Smyrna Beach event this weekend which welcomes Japanese motorcycles to the exhibit.

#### **D. 2013 Leadership Forum**

An article about last year's leadership forum and minutes from two recent conference calls pertaining to hosting this year's forum were distributed for review. The planning committee consists of four members of the AMF Board as well as Paul Danik (POG), Fred Guidi (AHRMA) and Paul Stannard (Hodaka). The forum, designed to bring together leaders of mid-size antique motorcycle clubs, has outgrown its Mid-Ohio location. In order to attract the most desirable speakers and attendees by holding the forum during a well-attended event, it has been decided to move the forum to the Barber Motorsports Park in conjunction with the 9<sup>th</sup> Annual Barber Vintage Festival on October 11-13. The forum will be held the Thursday evening before the opening of the event and is expected to "open doors for antique motorcycle enthusiasts."



### **E. Travel Exhibit**

Instead of a traveling exhibit, an opportunity has arisen that could field-test the Winners' Circle proposal at the Tellus Science Museum located in Crawfordsville, Georgia, approximately 45 miles north of Atlanta. The allotted space would be sufficient for one class with the possibility of growth down the road. Mr. Youngblood will keep the Board apprised of any future discussions with his museum contact assigned to guest exhibits.

### **F. Policies and Procedures**

Mr. Smith prepared operating guidelines and forwarded the draft to all members of the Board via email with the opportunity to comment prior to this meeting. A copy of the Policies and Procedures document, which included suggestions from Mr. Wendel, was distributed at the meeting for further discussion. A minor revision was made to the Renumeration for Board Service section and a new mission statement was selected.

A motion was made by Mr. Radermacher and seconded by Mr. Youngblood to:

**Adopt the Mission and Vision of the AMF as follows: The mission of the AMF is to share the story of antique motorcycling with the public and create awareness, understanding and an appreciation for two- and three-wheeled transportation and its contribution to history and technological development. The Vision of the AMF is as follows: To be the steward for the legacy of antique motorcycling for the benefit and enjoyment of current and future generations.**

The motion was unanimously approved, and the new mission statement and vision are officially adopted as of today, March 9, 2013. A copy of the approved Policies and Procedures document is attached to these minutes.

A motion was made by Mrs. Winger and seconded by Mr. Youngblood to read:

**For each scheduled Board meeting, Directors may be reimbursed for airfare or automobile mileage at the prevailing IRS rate.**

The motion was unanimously approved.

Directors then discussed the reimbursement of rental car expenses. In an effort to be appreciative of the Board's commitment, it was determined that the existing guidelines will not change, keeping in mind that there may be exceptions.

At that time, a motion was made by Mr. Kelly and seconded by Mr. Youngblood that:

**For each scheduled Board meeting, Directors may be reimbursed for the cost of airport parking and rental car use during the time frame of the meeting.**

The motion was approved. Mr. Smith abstained.

The time frame of the meeting consists of the day before the meeting, the day of the meeting and the day after the meeting, with an effort to keep rental time within 24 hours.



Roger was commended for a job well done.

#### **G. Award for Excellence**

Mr. Youngblood proposed presenting the AMF Award of Excellence to an AMCA Chapter that will be announced later this year.

As a result, a motion was made by Mr. Youngblood and seconded by Mr. Radermacher to:

**Present the AMF Award of Excellence to an AMCA Chapter at Wauseon.**

The motion was unanimously approved.

#### **Date and Location of the Next Meeting**

The annual meeting of the AMF will be held on Saturday, September 7, at the Motorcyclepedia Museum in Newburgh, NY at 2:00 p.m.

A motion was made by Mr. Craig and seconded by Mr. Youngblood to:

**Adopt the following schedule for the next meeting and related activities being held in Newburgh in September.**

**9/6 – Strategic Planning (1:00 p.m.)**

**9/6 – Donor Reception (7:00 p.m.)**

**9/7 – New Exhibit Opening (10:00 a.m.)**

**9/7 – Board Meeting (2:00 p.m.)**

The motion was unanimously approved.

#### **Open Forum**

Mr. Radermacher suggested implementing a disaster back-up system and volunteered to research Board Suite, which is free to non-profit organizations. He will report his findings at the next meeting.

#### **Adjournment**

It was moved by Jon Radermacher and seconded by Tracey Powell to:

**Adjourn the meeting.**

The motion was unanimously approved.

The meeting adjourned at 5:30 p.m.