

Motorcycle Foundation, Inc.
Board of Directors Semi-Annual Meeting
Newburgh, NY
September 7, 2012

Call to Order

Dennis Craig, President, called the meeting to order at 3:10 p.m. on September 7, 2012 at the Motorcyclepedia Museum, the home of the new Kaizen exhibit, located in Newburgh, New York.

Roll Call

Tracey Powell conducted roll call. The following Board members were present: Dennis Craig, President; Ted Doering, Hal Johnson, Ken Kelly, Dottie Mattern, Tracey Powell, Secretary; Roger Smith, Vice President; Wanda Winger, Treasurer and Ed Youngblood. Jerry Doering and John Wendel, General Counsel, were not able to attend.

Approval of Minutes

It was moved by Wanda Winger and seconded by Roger Smith to:

Approve the minutes of the March 8, 2012 meeting as written.

The motion was unanimously approved.

Treasurer's Report

Wanda Winger distributed financial statements and reviewed information from January to June 2012. Advertising expenses and legal fees were discussed. Mr. Craig convinced the group that it was necessary to have precautionary "insurance" by having a contract to retain an attorney.

Wanda reported that a thank you note had been received from the Motorcyclepedia Museum for sponsoring the Cannonball breakfast on September 6. Wanda's concerns about sending thank you notes and a gift to donors of \$100 or more were tabled for later discussion.

It was moved by Dottie Mattern and seconded by Ken Kelly to:

Accept the treasurer's report as presented.

The motion was unanimously approved.

Old Business

A. Leadership Forum

Hal Johnson was asked to review the AMF's Third Leadership Forum held in Mansfield, Ohio on July 19th, preceding Vintage Motorcycle Days at Mid-Ohio. For Ken's purpose, the history of the forum was reviewed. Mr. Johnson believes that the AMF should expand to the next level next year by including Board members and the media along with organization presidents. It was

concluded that a larger venue will be necessary to accommodate the growing crowd in 2013. Future topic suggestions include safety and distracted drivers.

B. Grant Program Approval

On June 12, 2012, Antique Motorcycle Club of America (AMCA) President, Richard Spagnolli, signed an agreement between the AMF and the AMCA in a joint effort supporting educational purposes with a grant of up to \$5,000 per year. Mr. Craig reviewed the agreement with the Board which states that the AMF will fund the program while the AMCA will be responsible for rewarding appropriate recipients. The AMCA has been tasked with creating a committee to determine the eligibility and approval process.

New Business

A. Kaizen Exhibit Completion

Approximately 50 people attended the by invitation only ribbon-cutting of the Kaizen exhibit at the Motorcyclepedia Museum on September 6th. The first-ever, all Japanese motorcycle, exhibit opened to the public on the 7th. Mr. Youngblood reviewed an itemized list of expenses for the current exhibit. Insurance rates were considerably lower than the previous exhibit based on the value of the vehicles. Mrs. Mattern suggested contacting the Vintage Japanese Motorcycle Club for fund-raising purposes. Mr. Youngblood agreed to follow-up with Mary Newton, the AMF's fund-raising consultant, with photographs of the current exhibit. Recognition was given to the AMCA Colonial Chapter for their help with setting up the display.

B. Future Exhibit Plan

At the end of the one-year run of the Kaizen exhibit, Mr. Craig and Mr. Youngblood suggested that it be replaced with a "Winners' Circle" theme limited to AMCA members only. There will be two restored and two original vehicles from each of the eight classes, a total of 32. To avoid a complete change-over at the end of each two-year exhibit, the motorcycles will be divided into four groups and displayed for three to six months giving a staggered effect. It will be a permanent but constantly changing exhibit with Ken Kelly as the curator.

The AMF suggests that the AMCA use its existing database to select winners. Along with plaques, winners will receive a letter notifying them that they are qualified to be on display at the Motorcyclepedia Museum.

Mr. Youngblood was authorized \$200 for a hall concept that will ultimately be submitted to the AMCA for approval. A conference call will be scheduled to review a draft proposal.

C. Winter 2012 Fund-Raising

Mr. Youngblood circulated a fund-raising report based on discussions he had with Mary Newton on August 28. It has been determined that upgrades are needed for the previously purchased

software package to provide data-sharing capability which is required to make the software serve the AMF's fund-raising needs.

The donor thank you note issue, tabled from earlier in the meeting, was revisited. A technical committee consisting of Ed Youngblood, Mary Newton, Dottie Mattern and Hal Johnson was formed to dedicate its attention to fund-raising programs. Mr. Craig authorized Ed Youngblood, the fund-raising director, to call a meeting with the committee to discuss data-sharing and a donation gift since the "Two Wheeled Treasures" publication is no longer available.

A motion was made by Ken Kelly and seconded by Ted Doering to:

Spend up to \$2,500, not including travel expenses, to upgrade or convert to other fund-raising software.

The motion was unanimously approved.

D. Fund-Raising Development Materials

Mr. Youngblood reviewed fund-raising brochures from a similar organization and concluded that it would be more advantageous at this time to update the AMF website with this information rather than spend money for printing. An ad will be placed in the last AMCA magazine of the year which will cost only a minimal advertising fee. In addition, a direct mail campaign mentioning the recent approval of the joint grant program will be developed by Mary Newton. An envelope will accompany the flyer.

E. Future Communications

Mr. Youngblood asked for consideration to add a position to the Board for Jon Radermacher who specializes in website development. Mr. Radermacher's qualifications would be an asset to the AMF. Following a review of the bylaws of the AMF, it was determined that adding another position is allowable. A vote will take place later in the meeting.

F. AMF-Sponsored "Shamrock" Ride

After Roger Smith shared his ideas for organizing a "Shamrock" ride using motorcycles of 500cc or less, Mr. Craig informed the group that the AMF did not have insurance coverage for rides and he suggested sponsoring a concourse instead.

G. Long-Range Planning

Hal Johnson volunteered his time and expertise to strategize and create a 10-year plan for the AMF. The Board was in agreement that this was the next level to take. The committee will be named in the near future, and it will be necessary for them to meet for at least a day-and-a-half to produce a long-range plan. Mr. Johnson will oversee the development of the plan.

H. Annual Class 2 Election

At this time, adding another Board position was revisited. A motion was made by Ed Youngblood and seconded by Roger Smith to:

Increase the number of directors on the Board from 10 to 11.

The motion was unanimously approved. The added director will be a Class 2 member and will serve a three-year term.

Following a brief discussion, a motion was made by Dottie Mattern and Hal Johnson to:

Re-elect existing Class 2 members to the Board and elect Jon Radermacher to the Board as a Class 2 director.

The Board unanimously re-elected Jerry Doering, Ted Doering and Ed Youngblood to serve another term. Mr. Smith agreed to contact Mr. Radermacher.

Following that election, a motion was made by Ed Youngblood and seconded by Hal Johnson to:

Allow the existing officers to continue in their current position for another term.

The motion was unanimously approved as follows: Dennis Craig, President; Roger Smith, Vice President; Wanda Winger, Treasurer and Tracey Powell, Secretary.

Date and Location of the Next Meeting

The next meeting of the AMF will again be held in conjunction with the AMCA National Meet in New Smyrna Beach, FL in March 2013. It was agreed to meet on the Saturday during the swap meet at 2:00 p.m. Ms. Powell volunteered to confirm the date and poll the group for availability.

Adjournment

It was moved by Dottie Mattern and seconded by Hal Johnson to:

Adjourn the meeting.

The motion was unanimously approved.

The meeting adjourned at 5:50 p.m.