

Motorcycle Foundation, Inc.  
Board of Directors Semi-Annual Meeting  
Lakeland, Florida  
March 8, 2012

**Call to Order**

Dennis Craig, President, called the meeting to order at 4:05 p.m. on March 8, 2012 at the Sun 'n Fun Air Museum located at the Lakeland Linder Regional Airport in Lakeland, Florida. Mr. Craig introduced Tracey Powell as the new secretary, and he commended Brenda Teel-Lash and Pete Gagan who recently resigned for their past work.

**Roll Call**

Tracey Powell conducted roll call. The following Board members were present: Dennis Craig, President; Hal Johnson, Dottie Mattern, Tracey Powell, Secretary; 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 Ken Kelly were absent.

**Approval of Minutes**

It was moved by Ed Youngblood and seconded by Roger Smith to:

**Approve the minutes of the September 2<sup>nd</sup> meeting as written.**

The motion was unanimously approved.

It was then moved by Ed Youngblood and seconded by Dottie Mattern to:

**Approve the minutes of the December 28<sup>th</sup> conference call as written.**

The motion was unanimously approved.

**Treasurer's Report**

Wanda Winger distributed financial statements and reviewed information that had been received after the report was created from the Antique Motorcycle Club of America (AMCA). Board members determined that it would be interesting to see how the numbers compared to previous years. Wanda agreed to investigate.

Ed Youngblood discussed book sales and the distribution of "Two Wheeled Treasures," priced at \$19.95. With limited advertising, sales have decreased and 800 books have not been sold. Board members discussed the following avenues to sell the remaining inventory: 1) Seek chapter volunteers to man booths at upcoming shows and events, 2) Provide a case of books at the national meeting and the National Motorcycle Museum offering a \$10/\$10 split, 3) Advertise in the AMCA magazine as a gift buy (Christmas, Father's Day, etc.) and 4) Offer the books individually or by the case through eBay. Ed Youngblood volunteered to compose a cover letter to offer a fund-raising opportunity to those mentioned above, and Dottie Mattern was asked to research eBay's protocol for charity sales and submit an ad for the books.

It was moved by Dottie Mattern and seconded by Roger Smith to:

**Accept the treasurer's report as presented.**

The motion was unanimously approved.

**Old Business**

**A. Traveling Exhibit**

Ed Youngblood reported that the museum in Tupelo, MS was no longer interested in hosting the exhibit and no others had surfaced in the meantime. Mr. Youngblood recommended that a display design company be consulted to find less expensive ways to build fixtures so an exhibit of 16 to 20 high-quality motorcycles can be delivered to a client museum within a range of \$15,000 to \$20,000. He further recommended that a new concept be developed that would include series production machines, not racing motorcycles. Ms. Mattern suggested that the title "Two Wheeled Treasures" might be good for such an exhibit. Ed will meet with Cynthia and the company he has in mind to discuss techniques and ways to reduce costs.

**B. Database Development**

After researching various software packages, GiftWorks was purchased and Dottie Mattern has been experimenting with ways to use it to benefit the AMF. GiftWorks is a user-friendly, affordable fund-raising software for non-profit organizations used to track donors, manage funds and generate mailings. The group discussed what information is already available from previous solicitations and what else of demographic value could be captured.

**C. Fund-Raising Planning**

Mary Newton reported that \$10,000 was raised from the year-end appeal. Hal Johnson, a fund-raising expert by trade, was asked how to build a successful fund-raising program. Hal recommended an awareness campaign and possibly meeting with an estate planning attorney to explore a legacy opportunity. Mr. Wendel offered to arrange for a meeting with a local attorney in that field if the group moves forward with that idea.

Mr. Youngblood offered to get samples of planned giving brochures, using their ideas to create an AMF flyer and then taking advantage of the new software to send the brochures to the established database. Hal offered to work out preliminary steps with Ed by phone.

**New Business**

**A. Grant Program**

In an effort to meet the goals of the organization, Dennis Craig recommended formalizing a grant program that could be administered by the AMCA. This could be touted as a joint, cooperative effort with the AMF's sister organization. It was decided that a \$5,000 grant could be offered the first year. Hal suggested a grant opportunity designating a deceased family member and hosting a luncheon or dinner in his/her name. Sponsors could be obtained and well known speakers would be asked to speak at the event resulting in positive publicity and awareness. This prompted a discussion about grants vs. scholarships.

Mr. Youngblood suggested that perhaps students could benefit from an AMF grant. He suggested contacting McPherson College in Kansas which offers an antique motorcycle restoration program. In addition, the AMCA will be approached with these ideas.

The group continued the discussion by offering ways to educate others of the AMF's purpose. It was determined that a presence was needed at the national meetings to meet with presidents. Dinners by invitation were suggested as well as organizing a concourse at the museum. Proceeds from the functions could be earmarked for the grant fund. A committee of Mary, Hal, Roger and Ed was formed to discuss future options.

#### **B. Newburgh Museum**

Mr. Youngblood reported that there had been a good response from the publicity offering bikes for display. Twenty have been confirmed. No build date has been determined; however, it was recommended to aim for August 15-31 as the goal with consideration being given to the Jefferson chapter which is participating in the Japanese motorcycle meet in Hershey earlier that month. Show bikes from that event could possibly then go on display in Newburgh.

#### **C. Meeting of the Presidents at Mid-Ohio 2012**

An informational booklet was distributed which detailed the fundamentals of the annual Antique Motorcycle Foundation Meeting of the Presidents. The meeting, in its third year, has traditionally been held just prior to Vintage Motorcycle Days in Mansfield, OH and is by invitation only. The vision statement is as follows: To provide opportunities for education, expansion and effectiveness for the antique and vintage motorcycle community. It is hoped that the event will land the AMF in a leadership position in the eye of the media.

#### **D. Cooperative Programs**

All were in agreement with Dennis' idea that the AMF should serve as a liaison with the AMCA by sharing their officers and/or ambassadors.

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

A suggestion was made to meet next at the opening of the Newburgh museum in September. Board members will be polled for availability before setting the date.

#### **Adjournment**

It was moved by Dottie Mattern and seconded by Wanda Winger to:

#### **Adjourn the meeting.**

The motion was unanimously approved.

The meeting adjourned at 7:00 p.m.