



**AHRMA Board Meeting  
July 13, 2015 (Second 2015 Board Meeting)  
New Jersey Motorsports Park, Millville, NJ**

The meeting was called to order at 8:00am by AHRMA's Chairman of the Board, Mark Hatten.

In attendance were Executive Director Dave Lamberth, Communications Directors Matt Hilgenberg and Ginger Hilgenberg, and Trustees Carl Anderson, Tom Bentley, Fred Guidi, Mark Hatten, Louis LeBlanc, Fred Mork, Debbie Poole, Rob Poole, Pat Riley, Beno Rodi and Corky Root. R. Poole held Kelly Shane's proxy.

The meeting began in open session, with Hatten outlining the meeting process, including the Member Open Comment Session scheduled for 9:00am and the procedure for reviewing and voting on 2016 rules proposals that day.

**Approval of Sonoma, CA minutes**

Guidi moved to approve the minutes of the first 2015 Board of Trustees meeting, held May 2 at Sonoma Raceway, as written, and Mork seconded. The final vote to formally approve those minutes was 10-0 in favor.

**Treasurer's Report**

Treasurer Anderson presented his report to the Board.

“We've arrived at mid-season, and it's almost time for the Board meeting and rule proposals. Enough of the season is in the books that we can make some observations about business trends and the well-being of AHRMA. Rather than pick through the minutia, I'm going to back off in this report and look at the very big picture. So far this year, most of our larger events have shown improved attendance. New members continue to come in, and the road racing school numbers continue to exceed expectations. The New Jersey festival has expanded from a roadrace-only event to a cornerstone with the addition of VMX and PVMX events. Together, all of these positive elements have contributed to our revenues being ahead of the ED's projected budget for the year to date.

I know I keep talking about it, but the other significant change for 2015 is the absence of those crippling bankruptcy payments. With that behind us, and generally good performance on business income, plus return on our investments, we are in a position to change strategies. We had to be conservative and ride our way through lean times the past few years. Now, we are in a position to forge a more progress-oriented strategy. It is the duty of the Board to work with the ED and advise on the best approach for the future. It will take a judicious mix of saving some of our funds to guard against possible troubles, and some wise spending to improve services to members and increase the overall operational health of the organization.

Since we now have the funds to put into a few improvements, what should we consider? A number of racers have pointed toward our championship awards and the image they present to our friends and to prospective racers. Many have expressed an interest in AHRMA stepping up its game in that area. Another consideration is keeping up with technology to make our off-road registration and scoring go smoother, improving the experience for both members and volunteers. Finally, are there areas where additional paid staff may be needed, part time or full, to better provide services the members need? It is truly good news for AHRMA that we now have the opportunity and the reasons to make these sorts of decisions. As always, members are invited to share their opinions as to where we should improve in the future.”

### **Executive Director’s Report**

Lamberth presented the Executive Director’s report; operations were running \$30K ahead of budget, and there was \$64K of operating cash available.

Event attendance was reviewed, and Lamberth reported that membership stood at 3217 on July 10.

### **Open Session**

Follow-up from the Sonoma meeting began with National Off-Road Director Guidi’s review of a plan to reorganize the motocross segments of AHRMA into very separate vintage and post vintage weekends, with an emphasis on visiting appropriate facilities for each. This would include expanding the post vintage program and adding a Pro-level, modern two-stroke championship.

Mork stressed that he felt AHRMA should concentrate on support of vintage machines, and that vintage MX should be marketed as an entirely new sport. Members should show younger folks how enjoyable it is to race short-travel bikes on suitable tracks, and teach the tactics and strategy of competing on such terrain.

### **Member Open Comment Session**

The member comment session began at 9:00am; members in attendance were Arthur Kowitz, Christopher Boy and Patti Root.

Kowitz began by discussing eMotoRacing, which runs as an exhibition class with AHRMA’s roadrace program. His proposal for AHRMA to adopt eMotoRacing classes as official AHRMA classes was to be discussed later in the meeting. Kowitz noted that Bob Berbeco was an example of an eBike racer who joined AHRMA, then became interested in and started racing vintage bikes; he felt this was very positive for the organization.

Kowitz continued, stating that eMotoRacing is a world leader in eRacing, and that the electric motorcycle industry is one where the U.S. has a significant presence, with two of the world’s three manufacturers.

Asked about the streamlined bodywork fitted to his eMoto racebike, Kowitz reported that he felt his machine was stable and safe to operate.

Reviewing the July 10-11 race weekend at New Jersey Motorsports Park (NJMP), Kowitz said that nine universities had shown interest in his eMoto Varsity Challenge, but bikes were either not completed in time, or problems were encountered during testing just before the event. Rochester Institute of Technology did attend, with 12 students taking part in the activity. Discussion ensued regarding getting universities involved and exposing students to AHRMA.

Hatten asked Boy to explain what it is about AHRMA that's attractive to his Moto Corse Performance customers. "Mostly because guys are tired of getting hurt," he responded. Boy said they also attend CCS races in Florida, where the air-cooled class is also reasonably safe, but, "Track days have become crazy." He said that, personally, he was first attracted by the Barber Vintage Festival. Boy closed by saying he was interested in organizing a track day exclusively for his customers, perhaps on a Thursday in conjunction with an AHRMA race weekend.

P. Root talked about the Royal Publishing-produced souvenir program; Kowitz mentioned that the cover design should differ greatly from *Vintage Views*.

Following the eMotoRacing and modern road racing discussion, Bentley stressed that AHRMA's focus should be on *historic* bikes, and wondered if introducing members on modern machinery into the organization actually gets people interested in classic motorcycles. He urged the Board to not "let AHRMA morph into something else."

C. Root and LeBlanc responded by saying they felt that AHRMA should move forward as time moves forward.

The meeting went into recess at 10:02am, ending the Member Open Comment Session.

The meeting reconvened at 10:18am in open session.

### **Open Session**

Follow-up from the Sonoma meeting continued with discussion regarding Guidi's vintage/post vintage/modern two-stroke program, which would not be put in place before 2017. The overall plan would include eight-to-10 vintage-only weekends, six post vintage/Pro two-stroke weekends and a few combined events.

Mork said it was difficult to see where modern Pro MX tracks would attract folks to what we currently do. He also expressed concern about gathering the manpower to run such a program, and felt as though the efforts of the current staff and volunteers should not be diluted.

R. Poole asked that more natural-terrain tracks be implemented during the 2016 season before Guidi's new program be put in place. Guidi said liability is a major concern for the farmers he's spoken to about racing on their property. D. Poole offered to put those people in contact with landowners in the West who have successfully opened their property to AHRMA events during the previous few years.

Communications update: G. Hilgenberg reported that a new National website is being developed, and the Communications Department is working with regional coordinators and

their respective websites and Facebook pages. A promoter package is also in the works, and Guidi was working on a more-professional-appearing presence at off-road races.

R. Poole suggested that internet videos be produced to expose potential members AHRMA's various activities; members could be encouraged to assist or to contribute videos.

Observed Trials update: D. Poole said several schools had been scheduled and a school booklet produced. R. Poole suggested a four-event Southwest regional series for 2016.

Dirt Track update: Not a lot of change; it was noted that it's difficult to get a race schedule earlier in the season.

Mentoring update: D. Poole said she had received very few off-road mentoring inquiries since the program was launched, but that type of activity takes place behind-the-scenes quite often. There was discussion about identifying members in various regions who can act as the "spark plug" for area activity. Shops could get involved with BUILD-type programs. Guidi reminded the Board that the Jerry Casciero Foundation has \$20K available for mentoring program expenses.

Roadrace update: Efforts should be made to further promote the Fast & Safe Roadracing School. Tracks should be asked for a share of the spectator revenues to help offset rental expenses.

Membership update: Hatten said he felt a high-quality membership card is important, and is owed to members; Lamberth said he would investigate, and that all other issues had been resolved. Bentley asked Lamberth if he was satisfied with the way the Membership office runs. Lamberth answered affirmatively, but mentioned that there were shortcomings when Membership Director Cindy Cowell was away from the office on her Roadrace Director travels, and help was filling-in. Bentley opined that there's room for improvement, which should be pursued.

A reminder should be placed in *Vintage Views* that replacement membership cards are available to members through online service SeriesTracker.

2016 Rules Proposals review and preliminary voting began at 11:19am.

The meeting went into recess at 11:54am.

The meeting reconvened for Rules Proposals review at 12:16pm.

The meeting went into recess at 2:31pm.

The meeting reconvened for Rules Proposals review at 2:39pm.

The Rules Proposals process was completed at 3:54pm, and the meeting moved into closed session.

The meeting went back into open session at 5:07pm.

**Other Business**

Mork requested that all Trustees be supplied with AHRMA shirts.

Rodi said he felt that the jackets awarded each year to class champions were great advertising for AHRMA, and as such, should have a large logo on the back.

Rodi asked that any motocross events at cornerstone events be scheduled on Fridays, to avoid overlap with road racing. D. Poole felt it might work for some destination events, but not at many weekends.

Guidi made a motion to adjourn the meeting, and R. Poole seconded. The vote was 12-0 in favor.

The meeting adjourned at 5:21pm

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