

AHRMA Board Meeting
May 2, 2015 (First 2015 Board Meeting)
Sonoma Raceway, Sonoma, CA

The meeting was called to order at 8:02am 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, Pat Riley, Beno Rodi, Corky Root and Kelly Shane.

The meeting began in open session, with Hatten seating the Trustees who were newly-elected to three-year terms in January – LeBlanc in the Eastern region, and Bentley in the Western Region. Hatten and Debbie Poole were re-elected in January.

The Trustees introduced themselves to the members in attendance, then Hatten outlined the day's activities, and provided a general outline of the business that takes place at the other two meetings each year.

Approval of Leeds, AL minutes

Mork moved to approve the minutes of the third 2014 Board of Trustees meeting, held October 13, 2014, at the Barber Vintage Motorsports Museum, as written, and Guidi seconded. The final vote to formally approve those minutes was 10-0 in favor.

Shane inquired about minutes from the "electronic Board meeting" conducted in February on the topic of relocating the May Board meeting to Terrebonne, OR. Hatten said it is on his "to do" list.

Trustees D. Poole and Rob Poole joined the meeting at 8:15am.

Treasurer's Report

Treasurer Anderson presented his report to the Board.

Hatten explained to members that \$34,000 in annual bankruptcy payments ended in October, 2014, and gave a brief history of the bankruptcy proceedings.

Open Session

The election of Officers began with the position of Chairman. Guidi nominated Hatten, and Anderson seconded. There were no other nominations, and the Board elected Hatten to the position with a 12-0 vote in favor.

Shane nominated Anderson as Treasurer, and D. Poole seconded. There were no other nominations, and the Board elected Anderson to the position with a 12-0 vote in favor.

D. Poole and Riley both declined nominations for the position of Secretary. Shane nominated R. Poole to the position, and Guidi seconded. The Board elected R. Poole to the position with a 12-0 vote in favor.

The meeting went into recess at 8:25am

The meeting reconvened at 8:32am in open session.

Executive Director's Report

Lamberth presented the Executive Director's report, beginning with the 2014 year-end Financial Statement Review. It was noted that AHRMA's financials are fully audited every five years, and are reviewed each other year.

Lamberth continued with a year-to-date 2015 actual-to-budget comparison, and an overview of the revised Final 2015 Budget. Finally, event attendance was reviewed.

AHRMA membership stood at 3216 on April 30.

Member Open Comment Session

The member comment session began at 9:16am; members in attendance were John Carter, Craig Flores, Jeff Herndon, Cliff Mee, Dave Myklebust, Scott Reynolds and Patti Root.

Mee asked how dates are chosen for AHRMA's race schedules. Guidi explained that approximately 40 weekends are available each year, and off-road events must be scheduled in harmony with other organizations that use the same facilities as AHRMA – Loretta Lynn's qualifiers, ATV Nationals, AMA Nationals and others. Lamberth added that events on private property are scheduled according to landowner approval. Roadrace facilities have very limited available dates, so options are equally limited. D. Poole gave the example of the difficulties encountered in scheduling April's AHRMA motocross in Chrome, CA – local weather, Easter weekend, a popular local show/swap meet, a non-AHRMA race in Boise, ID and an AHRMA National race weekend in Texas all factored-in to the date choice.

Mee promotes a regional trial/motocross in Oregon; he said his intent was to provide a replacement event for the defunct Chehalis (WA) National. His choice of dates is very limited – the event must fall after farming season and before Oregon's proclaimed "fire season", which places additional regulations on activities; 2015 event is scheduled for June 27-28. Mee explained that he runs the event "out of pocket", and does not want to lose money. He expressed interest in hosting a National trial/MX, and queried about that financial implications. Mork commented that Mee's event draws good entry numbers, and he would support the event transitioning to National status.

Mee explained to the Board that – although he understands the rule – AHRMA's policy of providing free entries to riders aged 70 and over has a negative influence on the financial bottom line for promoters. Hatten responded by saying that the practice has been in place for a very long time, but it might indeed have unintended consequences.

Herndon told the Board his motorcycle shop hosted a "train and tune day" in February that gave customers a chance to get on the MX track in a rather informal setting – he inquired as to what might be involved with tying-in AHRMA's name with such an event. C. Root felt

this might be good for AHRMA, and Hatten said that applying the AHRMA brand to non-competition events could be good for the organization.

Bentley opined that the members present at the meeting gave a good representation of AHRMA in the Northwest region.

Mee asked for various opinions on promotional options for events; discussion ensued.

Bentley stated that AHRMA's off-road programs operate almost solely on volunteerism, and that will likely not change any time soon. AHRMA can and should help support the volunteer efforts with banners and a canopy for use at various events where members are working to promote the organization.

P. Root said that several years ago, she spent a day posting flyers at motorcycle shops in Florida to help advertise AHRMA events during Daytona's Bike Week – it was a simple, nearly-free promotion.

Myklebust closed the session by saying he joined AHRMA at the age of 50, and was looking forward to using a free race entry in four months' time when he turned 70.

The meeting went into recess at 10:12am

The meeting reconvened at 10:44am in open session.

Hatten opened the meeting's main topic – formulating a 1/3/5-year plan for the organization. The first task was for Trustees and staff to identify AHRMA's Strengths, Weaknesses, Opportunities and Threats (SWOT), via round-table discussion:

Strengths

- Good management and staff, with passion, experience and skill
- Communications, through Vintage Views and internet exposure
- Good financial management
- Organizational structure
- Respected as experts in the industry
- Good relationships with promoters and others
- Only National organization catering to all competition disciplines
- Good-quality Handbook that is followed by members
- Name recognition
- Strong volunteer base
- "Product" remains constant and stable
- Rules are enforced and events well organized
- Strong event schedules at high-quality venues
- Available working capital and reserve funds
- Overall stability from 25 years of operation
- Wealth of connections with track owners, others
- Average person can ride/race on some of the world's greatest tracks

Weaknesses

- Conflicting event schedules within the organization
- Rely on disposable income, subject to swings in economy
- Lack of strong regions and/or efforts at the regional level
- Aging demographic
- Lack of execution on plans, due to lack of personnel, finances or organization
- No follow-up on One Event Membership purchases
- Dearth of activity in central US
- Dwindling resources – bikes, parts and knowledge to keep old machines on-track
- Many National race series viewed as “elitist Gold Card” series
- Complacency
- Inflexibility or perception of such
- Too reactive, rather than being proactive
- Some members feel their voices are not heard
- Poor communication from Membership office
- Low-quality membership card
- Online event registration is difficult to use
- Vintage MX events that run on inappropriate tracks
- Excessive costs at some roadrace venues
- Sometimes try to be everything to everyone
- Locked into vintage-type activities (which is also good)
- Function as a republic (which is also good)
- Past history

Opportunities

- Promote the Mentoring Program
- Help promoters by advertising in populated regions before a race is in the area
- Invite dual-sport or one-make clubs to attend AHRMA events
- Initiate a program to get youth involved (not necessarily on track)
- Possibly change Board meeting format to two days (total of 8hrs maximum)
- Freshen race series to make them more attractive
- Reach out to single parents who are looking for activities for their children
- Conduct more Town Hall meetings
- Provide incentives for current members to bring new members to the track
- Offer off-track activities for youth
- Involve more “BUILD”-type programs for Boy Scouts or other groups
- Build on spectator interest in eBikes
- Get the café-racer crowd involved in events, including MX and trials
- Market vintage MX as a “whole new sport”
- Conduct social gatherings, at easy-to-access venues, to expose folks to older bikes

The meeting went into recess at 12:08pm

The meeting reconvened at 12:32pm in closed session.

The meeting went back into open session at 1:23pm, and the SWOT discussion continued.

Threats

- Economy
- Complacency – need to be open to new ideas
- Competing organizations
- Not reaching new members on newer machines
- Being outsourced at major events
- Trying to do too much – need to focus on what we do well
- Aging demographics
- Healthcare influences (higher deductibles, refused coverage to racers, etc.)

Discipline-Specific Planning

Observed Trials: 1. Offer trials schools at selected events, and develop a curriculum and booklet to support the schools, aimed at new riders. 2. Consider making simple sections available near the pit area of trials and MX events, so kids can sample the sport. 3. Ensure that natural-style sections are used wherever possible.

Dirt Track: 1. Host a David Aldana riding school at a 2015 event. 2. Have a schedule available to members earlier in 2016, with 8-10 total events. 3. Schedule events nation wide (three-year goal). 4. Have a full schedule of AHRMA-only races (five-year goal).

Cross Country: It was determined that the cross country program is running smoothly and no immediate changes are necessary.

The meeting went into recess at 3:02pm

The meeting reconvened at 3:13pm in closed session.

Roadrace: 1. Determine how to get current member who race modern machines onto vintage bikes. 2. Reach-out to Boys Clubs, schools, etc. to stir interest in younger people. 3. Call out for members who might be interested in loaning racebikes to new riders. 4. M. Hilgenberg write/publish a Vintage Views story on the Mentoring Program. 5. Work toward a goal of 10-percent increase in entries (2015 vs. 2016) at NOLA Motorsports Park, Sonoma Raceway, Road America and New Jersey Motorsports Park (NJMP). 6. Negotiate lower track-rental fees for NOLA and NJMP. 7. Introduce incentives to attract new racing members.

Motocross: Several discussion points were raised regarding MX: Bentley felt the glut of post-entries experienced for the past couple of seasons might be influenced by the SeriesTracker online registration system being difficult to use, and perhaps intimidating to some. Shane proposed the idea of a shootout-style, end-of-year MX/trials event to determine National championships, with a goal of supporting regional events across the nation. Guidi suggested developing two distinctly different MX series – one for vintage MX, cross country and trials bikes, and a second for post vintage MX bikes, possibly combined with modern two-stroke racing.

Other Business

Guidi asked about the possibility of producing an electronic version of *Vintage Views*, and if that could lead to lower membership pricing for those who elect to only the e-version of *Vintage Views*.

Anderson requested that the Executive Committee investigate SeriesTracker issues that had been identified by National Roadrace Points-keeper Chris Spargo.

Criteria is to be developed for AHRMA-branded "Training Days", including expectations of the event operator and support from the AHRMA offices.

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

The meeting adjourned at 5:14pm

###