

AHRMA BOARD OF TRUSTEES MINUTES

December 21, 2009

Tele-conference meeting

Trustees present: Dave Janiec, Beno Rodi, Dick Mann, Debbie Poole, Jeff Smith, Corky Root, Fred Mork, Craig Breckon, and Bob Goodpaster. Also present; Dave Lamberth (Executive Director) and Doug Gagnon (Advertising/PR/Sponsorship and member benefits committee member).

Dave Janiec called to order at 7:00PM Central time

The purpose of this tele-conference board meeting was to review the recommendations of the Advertising/PR/Sponsorship and Member Benefits committee for implementation.

Janiec asked Lamberth to take the committees report and advise the board of the items that he has made progress on. The board can then take the remaining items and discuss them.

Member Survey:

Lamberth advised that he had in his work plan to do a full membership survey in mid 2010 to allow the data to be compiled to use in pursuing 2011 sponsorships and to update the demographic and statistical data from the survey to the AHRMA website.

Smith suggested that the questionnaire should be put together in such a way that it can be included in the reply envelope when members renew. This would give us an ongoing survey. He also pointed out that there is much information in the data we record. Lamberth said he would mine our data for helpful indications.

Lamberth will forward the draft survey to the board for input when it is assembled.

Ad swaps:

Lamberth advised that AHRMA currently has 8 ad swaps in place for 2010 which is up from 6 in 2009. Some of the organizations we have ad swaps with are Antique Motorcycle Club of America, the Vintage Japanese Motorcycle Club, Moto Retro, Classic Dirt Bike, VMX, etc. Ad swaps will account for 40 ads in other magazines in 2010.

AHRMA has also negotiated ad swaps with Cycle World International Motorcycle Shows promoted by Advanstar. These shows are considered the premier Motorcycle shows in America and should provide AHRMA excellent exposure.

Lamberth commented that AHRMA must be careful on how many ad swaps are done due to the fact that we must also have non swap ads to generate revenue to offset the costs of publishing Vintage Views.

Efforts have been made to work with the motorcycle clubs, but we have not enjoyed the same success as we have with publications. AHRMA will continue pursuing this avenue.

Royal Program:

Lamberth advised that the 2010 Royal Programs will be shipped out for the West Coast Super Cross (SX) events on January 6. AHRMA worked with Royal to get the programs assembled earlier than in years past to allow the distribution at the SX events.

AHRMA receives 5250 programs under the current agreement. Efforts to secure more proved to be extremely costly to AHRMA. The decision was made to stay with the 5250 programs, but to redirect the distribution of these programs. Lamberth asked each trustee to advise if they would need programs and was able to redistribute programs to the SX events and to other sources from this effort.

Lamberth advised that AHRMA may pull the Royal Program in house for 2011, but this is not 100% at this point. Smith advised concern over adding additional work to the AHRMA staff.

Advertising or PR?:

Lamberth advised that AHRMA has sent as a part of the request to the 2009 National Champions along with the jacket size letter a form asking for the AHRMA member to provide to AHRMA contact information for local newspapers that might be open to publishing a story on the member's accomplishments. This is being done for all disciplines. Lamberth advised that AHRMA is getting some response on this request.

Lamberth advised that AHRMA has assembled a 2 sided handout for distribution at the SX events and the upcoming Motorcycle shows that has the 2010 AHRMA schedule on one side and the AHRMA membership form on the other. These forms will be coded to allow the membership office the ability to track how many responses we get from our efforts in these areas.

Smith advised that the AHRMA website address should be on anything that AHRMA distributes. Lamberth stated that this was currently being done.

Smith asked Gagnon to comment on the topic of AHRMA on "U-Tube" and also the possibility of having an I-Phone application developed that would have AHRMA schedule and race information available through this application. Smith and Gagnon advised that they both felt that the AHRMA membership would participate in both of these applications and that Smith has movies from the BMW Legends program that we could also put on our website. Janiec commented that the process of putting any type of video on the AHRMA website must be controlled by AHRMA and all submissions must be edited to ensure they do not have inappropriate materials in them. Lamberth will work with Gagnon on both of these ideas.

Press Releases:

Lamberth advised that AHRMA had slowed in its Press Release activity in the past years due to the changes in Editorial staff, etc. Tim and Cathy Lile are working to ramp back up our press release activity and we are searching for Press Release email lists that we can begin to use. Lamberth has spoken with Barber Motorsports on this as well as Mitch Boehm of Moto Retro who is going to send to AHRMA his 1500(+) email press release list.

AHRMA has issued 14 press releases since November 2009. Smith asked that all trustees be added to this press release email listing.

Posters:

Lamberth advised that AHRMA has created posters for the 2010 Road Race Series as well as the upcoming 2010 Road America event. These posters are on the AHRMA website, notes have been put into Vintage Views (and will be continued in the future) to advise the membership about these posters. The Road Race Series poster is being mailed out this week to contacts that Tim and Cathy Lile have assembled and the Road America poster is being done the same, but it is also being mailed to motorcycle dealerships in the states surrounding Road America by Tim and Cathy Lile as well.

Posters are in process for the Dirt Track and Motocross series at this time. Distribution will be handled in the same manner as the Road Race poster has been.

Smith commented that we are a vintage organization and therefore it is appropriate that any poster or flyer should depict in the foreground a vintage machine. There is no objection to an outline or shadow modern machine in the background. Our IRS mission statement only discusses vintage machines.

Poole advised that George Gerstenberg works with Cycle Gear and that she would touch base with George to see if he could arrange Cycle Gear to possibly aid AHRMA in the distribution of posters (or other information) at Cycle Gear stores and to also discuss the possibility of Cycle Gear offering a discount to AHRMA members.

Use of USPS and Walmart:

Lamberth advised that it is his plan to do selected mailings using the USPS mailing program to lapsed members. Exact details of this have not been developed, but will be done in conjunction with the Executive Committee. Lamberth wanted to do this in 2009, but was unable to do so due to finances.

Word of Mouth advertising:

Smith advised that word of mouth advertising is the best form of advertising for AHRMA. This is accomplished by putting on high quality events that are run on time and on the time schedules printed in Vintage Views. Lamberth agreed and advised that he felt much effort had been made

on this in 2009 and would continue into the future. Janiec voiced support for Lamberth's progress in this area.

AHRMA Schedule:

Lamberth advised that the 2010 AHRMA schedule will be in all issues of Vintage Views and will be on the website as well.

Tim and Cathy Lile have sent the 2010 AHRMA schedule to various publications such as Cycle News, Road Racing World and an estimated 10 other racing/motorcycle publications.

Lamberth reminded the board that the schedule will be handed out at all SX and Motorcycle shows and the AHRMA booth at the Daytona Auction(Jerry Wood).

AHRMA Website:

Lamberth advised that Tim and Cathy Lile work diligently to keep the website up to date for the membership. AHRMA has worked with Tami Rice on securing web-based advertising in 2009 and will continue in 2010 as well.

Lamberth advised that due to the lack of funding, the AHRMA website has not been updated for many functions all would like it to have. The plan is address some of these concerns when AHRMA converts to a new race software which will provide on-line membership and race entry.

Discussion took place concerning websites that are regional that are not controlled by AHRMA. These sites may have the AHRMA logo, but have objectionable materials on them since they are not policed by AHRMA. Lamberth will work with Gagnon to draft a policy on dealing with these issues and will present it to the Executive committee. As a reference point, Reese Dengler's website was offered as a positive approach to this issue. Mann also suggested using Dengler as a resource on this task.

Gagnon brought up the topic of holding auctions on the website. Lamberth advised that this was done in the past when he worked with Matt Benson. Lamberth will work with Gagnon and Tami Rice to discuss the requirements of accomplishing this for AHRMA.

Smith pointed out that as an organization we are not duty bound to honor "freedom of speech" where it can harm or fragment our association. The web site, Vintage Views and anything that emanates from the AHRMA office or the Organization should be positive and tend towards unity.

Sponsorships:

Lamberth advised that all 2009 sponsors, with the exception of the PVMX sponsor, returned for 2010.

AHRMA has assembled a 3 tier program for the Road Race program which outlines the benefits and requirements for a potential sponsor at each level. Smith asked that Lamberth send this document to the board(Lamberth sent this out via email after the meeting that night).

At this time, AHRMA has secured 10 individual sponsors for the 2010 Road Race Series.

Member benefits:

Lamberth advised that efforts are being made to secure benefits for AHRMA members. Currently AHRMA has been able to secure a discount program with Race Tech, Michigan Engineering and Motel 6.

Discussions have taken place with Bike Bandit, but at this place have not resulted in any firm program.

National Iron Man Series:

Smith commented that the committee feels a National Iron Man competition should be developed to aid in the crossover of AHRMA members into multiple disciplines.

There are many details that would have to be worked through to make this work, but Lamberth will work with the Coordinators to get input on assembling a program.

During this discussion, the topic of allowing WERA Racers to compete at the AHRMA VIR event weekend without joining AHRMA was brought up. Smith commented that this is a logical step to take and that it could potentially bring in new members to AHRMA. The board was in agreement and instructed Lamberth to implement this for 2010. This is a one time only offer to take place at the VIR event.

Lamberth will work out the details and assemble press release(s) on this as well.

Other Business:

Smith asked that the board consider moving the reserve funds currently with Merrill Lynch to Royal Bank of Canada. Lamberth explained that this request is due to the fact that Mike Abramson(AHRMA fund manager with Merrill Lynch in the past) has left Merrill Lynch and is working with Royal Bank of Canada. AHRMA's relationship with Mike has been excellent and Lamberth wants to continue working with Mike Abramson in the future.

As a part of the vote to approve the actions outlined above as it relates to the Advertising/PR/Sponsorship and Member Benefits Committee, the vote will also include the request to begin a relationship with Royal Bank of Canada.

Janiec called for a motion to approve the actions outline above. Goodpaster brought the motion and it was seconded by Mork. All votes were in favor (9 total yes votes) with zero no votes and no proxies were noted.

Meeting adjourned at 8:50PM Central time