

Executive Board meeting February 21, 2015  
Room 411, Brookens Library, UIS, Springfield, IL  
Secretary minutes approved with correction, March 14, 2015

A.B.A.T.E. of Illinois, Inc. Office  
311 E. Main, Ste. 418  
Galesburg, IL 61401

Kat Conner- State Secretary  
P.O. Box 53  
Ohio, IL 61349

Executive board present:

- |                                       |  |
|---------------------------------------|--|
| 1. State Coordinator- Ryan Hubbard    | 10. Safety & Education- Mike Koester   |
| 2. Asst Coordinator- Jim "Legs" Korte | 11. Activities- Roger & Barb Leach     |
| 3. Secretary- Kat Conner              | 12. NE Region- John Bloch              |
| 4. Treasurer- Julie Bacon             | 13. NE Region-Ray Heck                 |
| 5. Bike Raffle- Howard Nation         | 14. WC Region- Kevin "Cap" Goudschaal  |
| 6. Products- Julee Thurman            | 15. NW Region- Dennis "Cleaver" Yeager |
| 7. Office Manager- Pauli Ward         | 16. SW Region- Wayne Cornick           |
| 8. Legislative- Bob Myers             | 17. EC Region- Scott Carter            |
| 9. Carla Enburg- newsletter           | 18. SE Region- Mick Eddington          |

Executive board absent:

- |  |                        |
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| 1. Public Relations- Shirley "Swirl" Lacock- excused | 2. Ted Zackro- weather |
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Guests present:

- |   |                                      |
|---|--------------------------------------|
| 1. Gus Miller Heart of Illinois                   | 4. Rosie Goudschaal- Pathfinders     |
| 2. Tracey Eddington- Southern Illinois Chapter 27 | 5. Martha J. Patterson-Piasa-Gateway |
| 3. Dawn Winterfeldt- River Valley                 | 6. Felicia Herron- River Valley      |

Meeting was opened by State Coordinator Ryan Hubbard leading us in a moment of silence for fallen members followed by the Pledge of Allegiance.

**Approval of the December 13, 2014 secretary notes: Motion by Scott Carter, Wayne Cornick 2<sup>nd</sup>, to approve the minutes as written, motion carried.**

**Officer Reports:**

**State Coordinator:** Ryan talked about the upcoming Midwest Motorcycle Exposition. Mike Meyers will present the Ride Smart program. Ryan has been asked to do a live interview about ABATE of Illinois, Inc. on Fox Channel 2 out of St. Louis. Kevin "Cap" Goudschaal feels this would be a very good idea as they are very close to repealing their helmet law and we could give them some good ideas. Howard Nation will have our raffle bike there. Ryan is encouraging nearby chapters to help them out.

Ryan talked about the importance of finding someone and grooming them for your position, so that when you do decide to step down your replacement will know what is going on before they take over. He would also like to see a membership committee formed that would brainstorm ideas on ways to recruit and retain members, give tips for the newsletter, generate new ideas & ways to do things. He'd like it to be small, but have members from the whole state. Our membership is still dropping and it's time to think of new ideas. Jim "Legs" Korte would like to see it meet on the odd months- when we meet just for the executive board meetings anyway. The Region Coordinators would probably have the most feedback, have Pauli included to deal with membership issues that she sees. Roger Leach suggested that we think outside the box and contact a marketing firm- we need to spend money to get a

good firm; one that knows how other organizations have come back. \$10,000 to \$15,000 was the figure that was proposed several years ago. He is concerned that it isn't enough that we do it ourselves, we need someone with professional skills. Mick Eddington said that in his area they are actively recruiting the 4 wheelers and off road parks. Our future is not just motorcycles and those areas are growing quickly. John Bloch feels we still have the problem that people still think ABATE is only for Harley riders, still just fighting one issue; helmets. He feels an outside organization would help with our image. Mike Koester agreed and added that we need to spend some money so others know just what ABATE of Illinois is. Wayne Cornick has worked at a Goldwing riding group show for two years and they do not understand yet what type of organization we are. Kevin "Cap" Goudschaal says we can do these things according to our Policy & Procedure manual. Ryan knows this, he just wants others to think about it. The budget is tight; can't we get people in Public Relations from our own membership to come up with a marketing campaign? Roger suggested we put an ad in the state paper for members who have a marketing background to help us. We need to focus on getting people to sign up. Bob Myers said that John "Hunter John" Harris is at a razor group today to focus on getting them to become members. Bob did say that he realizes that since they are not classed as motorcycles that we would have to be sure they knew that we would differ on some issues. Mike Koester suggested using free PSA's for safety messages. Ryan said yes, but they could not be used as recruiting tools. There are several voice PSA's available on the state website and all are encouraged to use them.

#### **Assistant State Coordinator:**

Jim "Legs" Korte has a copy of the Legal Services report which he will present at the BOD meeting today. He has feedback from the seminar and is already working on the seminar for 2016. It will focus on getting back to the basics of training new officers at the chapter level. He is thinking of making the workshops a little bit longer. Speakers should turn in a synopsis of what they will be presenting ahead of time and he would like a biography from all presenters. The Hospitality Room went well. Please give him any suggestions you have. Julie Bacon reported that she has outgrown her room to do the 990's and found a classroom on the second floor that was not being used that she would work. Pauli Ward discussed raising the price of the seminar/banquet fees. It was discussed that some would like to see a lighter and shorter time for the lunch which might cut costs and give more time for sessions. \$40.00 was a suggested price for the fees. Julie Bacon had a question about the information being presented in the Ride Smart program. Ryan explained that it is updated every year usually in April or May. Pauli Ward said that she has 50 rooms on hold at the Ramada for next year and explained how they were used this year. She would like to have the speakers who leave early housed at the Ramada as there is not a two night minimum there and we had to cover the costs of some rooms this year at the Northfield. Mike Koester would like to do two sessions; one for instructors and one for rider safety & some basic medical training. Bob Myers said Todd Vandermyde has volunteered to give the history of what we have accomplished in the general session. Jim "Legs" Korte would also like to see evaluation forms again for each workshop and the seminar in general.

#### **State Office Manager:**

Some of the chapters have been working on their inactive members and have gotten a fair amount of them to rejoin. Kevin "Cap" Goudschaal asked if any chapter that wants could get a list. Pauli Ward will provide it and labels if needed. Pauli has five chapters that have not cashed their bike raffle rebate checks and asked that the Region Coordinators let them know that the checks will be void at the end of this month. They are: Big River, Black Diamond, Pathfinders, Northern Illinois, and Backroads.

**Treasurer:**

Julie Bacon gave Dennis “Cleaver” Yeager a certificate because the North West Region turned in all their 990’s on time and they were all correct. Thirteen chapters will not be voting today because they either did not turn them in on time or they were incorrect. She went over the financial report and explained how long our savings would last if we had to totally rely on it for income. She would like to see the executive board stay within their own budget rather than having to have other offices cover your overages.

**Safety & Education:**

Mike Koester feels we do a good job on education to the public. He would like to expand and do a simple program that focuses on keeping ourselves safer. He is working on showing basic things to do at an accident scene until professionals arrive. He is not done with the year end report, but will have it at the next meeting. He talked about a new video and the options of using another state’s. Bob Myers told him there are chapters willing to donate to it and since we are a leading SMRO he would like to see us make our own. Mike has yard signs today.

**Products:**

Julie has Legislative Day shirts here for sale today. She would like to see them worn on Legislative Day so we stand out as a group. She has one large denim long sleeve shirt left.

**Legislative:**

Kevin “Cap” Goudschaal brought up that there was an article in the Quincy Herald about the proposed Brown County Off Road park that Bob Myers should address. Bob will look into it.

**Secretary’s report:**

Kat reported that Lamoine Valley missed all six meetings in 2014. She asked for help from Ryan to send them a letter concerning the required charter review. Kevin “Cap” Goudschaal discussed the chapter, and feels they do want to be members. She also stated she had been given a proposed bylaw about a Junior Membership program that she will read at the BOD meeting today. She also explained that due to changing the February meeting to coincide with the swap meet weekend, there is another group booked for the auditorium at 4pm so we will need to move the meeting along.

**Bike raffle:**

Howard had some posters made up for groups selling bike tickets who can not schedule the bike to be there. He would like to have the Region Coordinators take them today. His schedule is filling up.

**Newsletter:**

Deadline is March 14<sup>th</sup>.

**Public Relations:**

Shirley was not here due to a death in the family; Kat will read the report at the BOD meeting.

**Activities:**

Roger and Barb would appreciate any help after the BOD meeting today and tomorrow at the Swap Meet. He will talk about the State party at the BOD meeting.

**Unfinished Business:**

1. Sound System: Bob Myers feels we should buy a new system for the better warranty. He has a price list for us to see what they would be purchasing. West Central region will be paying for it. He asked for input on the speaker size that would be adequate.
2. Hupy meeting: Ryan has been gathering information from sources about incidents with Hupy. He would like to talk to anyone who has had direct conversations; not hearsay. He is going to send out an email with information and contacts so that we can get more information if needed. He will then go over it in depth at the March executive board meeting. Neither Hupy nor the actual people involved that he has contacted so far are willing to come. The NPV list will not be done today because of this. It will be done at the April BOD meeting.
3. AIL link- this will be done by the webmaster
4. Insurance discounts- Ryan did not have time to do this as he was busy with the Hupy issue.

**Motion by Pauli Ward, Kevin “Cap” Goudschaal 2<sup>nd</sup> to close Unfinished Business, no discussion, motion carried.**

**New Business:**

1. **Motion by Pauli Ward, Kevin “Cap” Goudschaal 2<sup>nd</sup> to eliminate May 2<sup>nd</sup> executive board meeting, discussion about Awareness Rally date, motion carried. EB2015-01**  
Discussion on moving the April meeting, but Kat won't be able to contact Grant at the college until Monday and it would be confusing to bring it up at BOD. Pauli has 10 rooms reserved for the April 26 weekend for Lincolnland's party.
2. **Seminar fees:** Ryan asked if we wanted to take action on seminar fees? It was decided Jim “Legs” Korte should find out about prices of other types of lunches first. Fees were last raised two or three years ago. Bob Myers asked about keeping the banners longer. Ryan said that would be the Assistant State Coordinator's decision.

**Region Reports:**

These will be given at the BOD meeting.

**Motion by Julie Bacon, Bob Myers 2<sup>nd</sup> to adjourn, no discussion, motion carried.**

**Time: 12 noon**

**Submitted by Kat Conner,**

**State Secretary**