

American Brotherhood Aimed Towards Education of Arizona

7509 N 12th St, Phoenix, AZ 85020

www.ABATEofAZ.org



Board of Directors Meeting

Minutes
July 8, 2023

Place: Zoom

and: [Zoom: https://us02web.zoom.us/j/86772380341?pwd=bTJUTXM1eXM4SUxYSkcxa0RwemgyZz09](https://us02web.zoom.us/j/86772380341?pwd=bTJUTXM1eXM4SUxYSkcxa0RwemgyZz09)

Call in number: 1-669-900-6833

Meeting ID: 867 7238 0341

Passcode: 376825

Call to Order: 1:00

Quorum Attendance:

Coyote Pass	Harley Petit	Present
East Valley	Rick Ferguson	Present
High Country (HCC)	Barry Bell	Present
Mohave	Gary "G" Vick	Present
Phx/Shadow Mtn	Scot Williamson	Present
Southern Arizona (SAC)	Anissa Huntington	Present
Yavapai	Dennis Banners	Present
Yuma	Frank White	Present
Independent	Mary K Donnay	Absent

State Officers/Committee Chairs:

President	Jim Butsback	Absent
Treasurer	Cliff Prentice	Present
Secretary	Mark Krumrey	Present
Legislative Director	Michael Infanzon	Present
Bylaws/P&P Committee	Cynde Aydt	Absent
Sergeant-at-Arms		Vacant

Introduction of Guests & new Members:

REPORTS

Chairman Comments: Rick

- » Summarized Purpose of ZOOM due to surgery
- * ~ Highlighted opportunity to Grow Enrollment
- ~ Focus meetings on how to assist State officers to grow the organization

Motion to Accept Prior Minutes as Written 1st: F White 2nd: G Vick MSC

State Officer Reports: Too Broke For Sturgis (TBFS)

Rick summarized update, going along pretty well, Social Media posts would indicate that it's coming along seamlessly. "G" asked if planning could start early for next year. Rick mentioned establishing a TBFS Committee, commented on support of Winslow Staff. "G" emphasized importance of early planning. Frank asked if going forward to leave at current timetable or go closer to previous rallies. Rick commented that it is negotiable. BB Suggested to explore different locations vice a permanent location. BB commented on the positive response from Winslow area charitable foundations and to mindful of ABATE commitment as well. Williams was mentioned as a possible site as well.

Rick recommended good participation, feedback to Sandra and Jim, after action reports,

~ establish committee for 2024 to review and plan for 2024. It was recommended by Scott that

a survey be generated for participants for further assessment. Discussion followed.

~ Annisa announced she won't be at TBFS due to life circumstances

Mark asked about safety meetings, Gary stated in the past there were coordination meetings on

» Wednesday the night before.

Treasury: Cliff

Balance as of 1 June 2023: \$73,415.76; 22 deposits totaling \$6346.75 Deposits not broken

» down by TBFS or other categories; Withdrawals and expenses \$1365.78; EOM Balance \$78,396.73

» Motion to approve Treasurers Report by Frank White, 2nd by Harley, MSC

Legislative Director/Lobbyist: Mike

» Mike asked if there were any questions to legislative report attached to April Minutes. There were no questions.

» Mike sent out the annual survey for Legislation 2024, will shut down after TBFS, will give results at next meeting.

» "anti-racing" bill was written & included repealing of lane filtering - rejected

» Survey will be sent out in time to have results announced at TBFS

» Day at the Dome was much more cost effective this year and more appropriate as time was not held open to speak with Legislators and unused.

Old Business: Rick

Tax Status

Rick summarized difficulty with feds to get tax status/exemption reinstated to re-file taxes;

have MOU with Adam Brown of Boss advisors and will hire him to get our tax status re-instated.

» Rick will be responsible. Still need to file for 2018-2022, no biggie for attorney.

Membership Drive.

Discussed goal of 1% increase of registered Motorcyclists, (Approx 35000 registered), discussion centered around coordination pro's and con's regarding recruitment of members and unique chapter challenges. Mike offered suggestions for recruitment in Yuma area citing military bases, emphasizing organization vice going to meetings. Mike advised about importance of numbers when attending legislative meetings. Mike advised focus on the mission of ABATE vice coming to meetings and going on rides. Gary agreed that members don't necessarily have to ride. Support of other demographics other than Motorcyclists with examples given. Frank W further stated the situation and bi-laws as to what makes a great organization; officers. Mike said he would come to Yuma and work with Frank to promote ABATE on MCAS Yuma, and other military connections. Frank discussed military connections, challenges of recruiting officers. This time of year is difficult. Yuma prison run doesn't exist. No plans for HOG winter rally. Discussed getting Sport Bike Riders to join and meeting objections including associating with Patchholders and how they view "Older Crowd". Annisa discussed the Stigmata of patch holders. Further discussion followed.

- » Rick put the question to timeline for setting goal and is the goal from 800 to 3500 members in that time line realistic. Gary noted that younger generation don't talk to people and use social media and tap into that group and work out from there. Rick proposed a rough outline to success of a very well coordinated, well funded recruitment plan that can be cascaded down to chapter coordinators and support them as they try to grow their chapter or, form new chapters. It was agreed to a five year time line, five years, get a budget, board provides direction to State Officers, get a committee together get a budget behind it and come up with a plan as to how to do it. Rick then summarized content: 1. Board provides direction to ABATE of Arizona, is we need to grow; provide multiple reasons as the threat will never go away; we need to have a voice with other ancillary initiatives that we hold important; it sounds as if there is an agreement to have 3500 members by 1 July 2028, up from current 800.

- » Motion made by Gary, 2nd by Annisa MSC To direct the state officers to grow enrollment in the next five years from 800 with a goal of 3500 members, approve the budget, expect to see a committee and create a plan. Discussion followed; Mike FYI 800 members @ \$30.00 = \$24000.00, 3500 members at \$30.00 = \$105,000.00, pays for itself, ensure State officers know that we aren't going to do this on the cheap. Mike provided 9 points to summarize the motion.
- » See Attached

New Business: Rick

- » BB New Master Link Editor
 - ~ Working on Tri-Fold with Sandra for events schedule TBFS; Discussed doing a mid month release but Mike recommended a hand out for TBFS.
- » Reminded that MRF is Sept 21-23 in Harrisburg, PA, get interest out ASAP so we know who's going.

Open Discussion

» Scott: Discussed member expiration turnover and recommendations for retention. Cinde will contact coordinator as to who's membership is expiring.

Next meeting

Date & Time:

Saturday, October 7, 2023 1:00p
2023 B.O.D. Quarterly Meetings: January 7, April 1, July 8, October 7

Motion to Adjourn:

1st: Harley

2nd: Gary

Time: 1:50

To develop a plan to grow the membership of ABATE of Arizona from 800 to 3500 by July 1, 2028, we can outline the following steps:

1. **Define Target Audience:** Identify the specific demographics and characteristics of individuals who would be interested in joining ABATE of Arizona. This may include motorcycle enthusiasts, riders concerned with motorcycle safety, and individuals passionate about legislative advocacy for motorcyclists' rights.
2. **Enhance Visibility and Branding:** Increase the organization's visibility through various marketing channels. Develop a strong brand identity that appeals to the target audience and clearly communicates the mission and values of ABATE of Arizona. This includes updating the website, creating social media accounts, and distributing promotional materials.
3. **Develop a Content Strategy:** Create engaging and informative content that educates the target audience about the benefits of joining ABATE of Arizona. This can include blog posts, videos, podcasts, and social media content highlighting the organization's initiatives, events, and achievements. Utilize search engine optimization techniques to ensure content is discoverable.
4. **Community Engagement:** Foster a sense of community among existing members and potential recruits. Organize regular events, rides, and social gatherings to create opportunities for members to connect and share their experiences. Encourage active participation and provide platforms for members to voice their opinions and contribute to the organization's growth.
5. **Partnerships and Collaborations:** Seek partnerships with other organizations, both within and outside the motorcycle community, that align with ABATE of Arizona's mission. Collaborate on joint initiatives, co-host events, and leverage their networks to expand reach and attract new members.
6. **Legislative Advocacy:** Establish a strong presence in the legislative arena to advocate for motorcyclists' rights and safety. Work closely with lawmakers, law enforcement agencies, and relevant organizations to promote ABATE of Arizona's initiatives and gain credibility as a voice for motorcyclists.
7. **Membership Incentives:** Offer compelling incentives for joining ABATE of Arizona, such as exclusive discounts, access to training programs, informational resources, and member-only events. Highlight the tangible benefits that members receive, emphasizing the value they gain from being part of the organization.

8. Outreach and Recruitment: Implement targeted recruitment campaigns, both online and offline. Attend motorcycle shows, rallies, and community events to spread awareness about ABATE of Arizona and actively recruit new members. Utilize online advertising, social media marketing, and email campaigns to reach potential recruits.

9. Tracking and Evaluation: Continuously monitor the growth of membership using metrics such as new sign-ups, event attendance, and engagement levels. Evaluate the success of various marketing initiatives and adjust strategies based on the feedback and data collected.

Remember, this plan is a broad overview, and the specific implementation details will require further analysis and customization based on ABATE of Arizona's current resources, budget, and capabilities. Regularly reassess and refine the plan as needed to achieve the desired membership growth.