

ABATE State Officer Meeting

February 14, 2016

Meeting Began at 12:09PM

Officers of 2015-2016:

Thanks to 2015 President/Coordinator MK and others for straightening up a lot of issues which needed attention (budget cleanup, etc.). Welcome to all those who volunteered their services in 2016 as Officers.

2016 Goal – Arizona ABATE Visibility

2016 Coordinator, Jim Butsbach, wants improvement in cross-chapter communications – striving for a more unified organization as a result and potentially growing the membership long-term.

- Arizona is the 6th largest state from a geographical perspective.
- Of 886,000 approximate cycle owners in Arizona, only about 700 are ABATE members (<7%).
- The Board is going to rotate their meeting locations this year - we could set a schedule for a year or two.

State Officers (and anyone else interested) should consider the following as opportunities to spread the ABATE word to non-members as well as “crossing the communications barrier” chapter-to-chapter.

- Attend other chapters' events and meetings whenever possible.
- Go to Bike Nights, Thunder Valley Rally, etc.
- Initiate open communication and encourage ALL rider types - from cruisers to sport bikes, trikes or CanAms. (Two wheel riders all experience similar driving/legal restrictions and oftentimes similar negative treatment and stereotypical profiling by law enforcement.)
- Identify yourself and make yourself accessible to interested members and non-members.
- One Chapter is primarily journeymen; another chapter consists primarily of club members of the Sons of Hell, for example. But these chapters are willing to take a step back to encourage new member riders/new officers into joining ABATE.
- Once some attention around ABATE has come up, ACMC members now talking to us about ABATE membership, when two years ago they'd have walked away.
- We need to be visible - we need the outreach – to expand it out long-term; it can't happen overnight.

ACTION – 2016 State Officers. Write a short bio about you as a rider for the upcoming Masterlink (due 2/15 tomorrow).

Suggested details could include who you are, what you ride, how you came to be here in Arizona ABATE, basically.

Include a pic of yourself, on your bike if you'd like.

Monthly Spotlight on Chapter Officers

Since we'll be introducing the ABATE State Officers in this month's Masterlink, perhaps we go forward each month with another Chapter – or another Office, by all Chapters. Give a few highlights about each Chapter's Officer - maybe start with Coordinators, to talk about themselves a bit, and the history of their respective Chapter. Air time for their preferred charity or whatever they support as a Chapter. (Ex: Fisher House). We have potential for expanding interest – and consequently membership.

Don't You Wish You had Leo – New Communication Capabilities

- Google Groups - Secretary of last year passing a list of names forward; Leo will update that contact list early next week. We now have a Google Group called “Safety”, for example.
- You can blast your message to everyone in that group by choosing the “Safety” group.

Treasurer's Report

- The state ABATE fund contains \$71,498.88 – intended for Masterlink, TBFS, etc.
- \$90,048.xx including all chapters
- ABATE Membership is now payable online! Go to the ABATE state website. Choose “membership”, then “join” or “renew”.
- Jim is working with accountant on 2015 taxes. Due April 1; big-time late fee.
- The IRS continues to increase restrictions on 501c (non-profit) corporations so it's become a pain to get this stuff done.

Safety Report

Trauma Mama wants to reach out to all Chapter Safety Coordinators – she wants to establish the same tempo across all chapters, suggesting the following each month for each chapter:

- One 'Healthy Rider' tip
- One 'Safety' tip

Jim Silk is our only MAP Coordinator right now. He has five high schools. ABATE members can come recruit, or come over and see how he does it. He shared a PowerPoint last year with Trauma Mama as a local Chapter Safety Officer. She has lots of interested high schools; Vic has interest in MAP training also. Jim suggested that those interested show up for even one hour of it, to see how it is done.

Jim Silk did it last year, intended to promote safety awareness; it is not necessarily a national thing. Jim Butsback confirmed they do it in Tucson also.

The Proclamation thing has to happen every year. Office of the Governor.

Jim Butsback has been doing a photo op for this with the Mayor every year, prior to May 1, because the photo op brings better response. Can set it up with the Alderman or Chief of Staff.

Could we do a public relations release and send to newspapers and stuff for additional visibility/awareness.

Day at the Dome, or this year's representation of same, will be April 18 from 12-5pm.

Membership Report - Ben

ACTION Ben: Determine how many of the "Original 12" charter members are still there? Possibly include name list.

- No December Membership Report.
- January numbers stayed consistent
- End-of-Year ABATE State Membership count = 680.
- Individual Memberships = 460
- Lifetime Memberships = 135 (included some new Lifetime members.
- February membership holding steady at 700 once reports got stabilized.
- February – there was a nice upsurge in Renewals and a couple new Business Members. *Note: Club count is included in "Individual Memberships"*

Lifetime Membership Recognition: Do we present patches for Lifetime Members? Or maybe a patch for 30+ years' tenure?

- Discussion around doing a T-shirt instead of a patch; no to pins as the recognition.
- Maybe include an ABATE Coordinator-signed certificate.
- Low investment cost – small number of members at 29-30-31 consecutive years.
- What about consecutive years, what if ONE YEAR is omitted
- Let's promote this; talk it up in Masterlink.
- Possibly attend local Chapter Meeting and have State Officer present.

ACTION Ben: Get a count of members at 25+, 30+ years so we can estimate what we'd be looking at for moving forward on this.

Leo noted that notifications are emailing to December, January – a few March renewals.

Discussion around using the words expired' or 'lapsed' in the renewal reminder letters, as someone complained about it.

ACTION (Leo)/Ben: Use a positive word ('lapsed') and include the link to the website.

Leo confirmed that renewals can be done online until the membership has lapsed; then reverts to manual handling.

The system deducts unpaid (skipped) years to produce correct total years' tenure.

ABATE Patch Colors:

Club Memberships: According to our Bylaws, there are no set colors for an ABATE patch. Certain clubs are not allowed to place a patch containing colors outside of their club's colors; the Bylaws were changed to accommodate this.

Tucson's Renegade Classics are one of our business members and did a lot of the officers' patches.

ACTION All Officers wanting an 'officer' patch: Buy it and bring the receipt for reimbursement.

Merchandise Report:

Sweet Pea is doing an inventory with the intent of updating everything online now that Leo has it set up.

Leo confirms that the inventory adjusts as items are purchased for accurate counts.

New Merchandise:

- Hoodies and cozies are suggested.
- The High Country Chapter made a hoodie and they loved it.
- If every chapter wants to get hoodies....they're expensive.
- We could design an ABATE State hoodie, which each chapter can customize with specific chapter details.

Run stuff

- Reminder from Jim Silk to come hear Matt Brown speak February 28 at 11am.
- February 20 is a run for Fisher House at the VA Hospital in Tucson; benefiting all Veterans' groups.
- Sherry will be doing a tent/booth at Westgate Bike Night - sharing it with MMA. Will take the TBFS Temporary Tattoos to build interest and get photos posted to Facebook.

Board of Directors Update:

No Board of Directors representative present for update.

New Business:

No new business.

Interchapter Communications:

- Re-emphasis on better chapter-to-chapter organization.
- Use the organization's Facebook (FB) page and other social media if desired.
- Utilize Masterlink - All Officers are invited to write pertinent articles; we can always push something to the next month if we for some reason had too much to print. The 15th is the due date to make your entries to Eric for Masterlink.
- **Make people see us hear about us . . . and care:**

ACTION All Officers: Jim wants all to think about this: Meeting of the minds had good information in their seminars. People are not coming to officer training; we want to think about improvements to our Officer Training for 2017.

We can use Officer Training, or any events/runs, as opportunities to interact with the ABATE local chapters:

- High Country Chapter is February 21 – 10am Moose Lodge in Star Valley
- February 28 is East Valley Chapter (Jim Silk mentioned earlier).

Future Meetings:

- Jim Butsback will be unavailable the week of May 7 – out of town.

Next ABATE State Officer Meeting**March 6 (1st Sundays).**

Individual Chapter information is also available in Masterlink and on the ABATE website's Events Calendar.