

## BOARD OF DIRECTORS MINUTES WEB-CONFERENCE JANUARY 22, 2011

GWTA Board meeting called to order by Barb Johnson, Chairperson of the Board, at 11:05 am.

In attendance:

Barb Johnson, COB and Tom

Ray Phillips, Region A

Charles Horner, Region B

David Telford, Region C

Jim Quinn, Region D

Chuck Gibbs, Region E

Ronnie Vaughn, Region F and Kathe

Dennis Farnum, Region H

Garrie Wayne, Region J

Bruce Keenon, ED

Prayer given by Barb Johnson.

The Board was meeting for the first time using an internet meeting site that allowed for visual presentations. The site was donated by Ray Phillips who did a brief introduction of the gotomeeting® site. Barb thanked Ray and the Board members for using their personal phone time to call into the teleconference thus not costing GWTA for the use of an 800 teleconference service.

The primary purpose of the meeting is to appoint a Life Member to the vacant position created on the Board when Barb was elected to the COB position. Each Board member was given an opportunity to speak about the two candidates who self-nominated, Dennis Dotson of Illinois and Eugene Jones of Michigan. Eugene Jones was appointed by a majority vote. Barb will contact Eugene and welcome him to the Board.

There was discussion about the annual Board meeting held in conjunction with Gold Rush. Meeting will be held on Sunday, July 24<sup>th</sup> at 8:00am. The Gold Rush welcome dinner is planned for 6:00 pm. The Board anticipates being done early enough to allow everyone time to prepare for the dinner. Ray Phillips will not be able to attend in person. Bruce is to confirm a room for the Board meeting and request a speaker phone for the teleconference. Bruce requested that he be early on the agenda so he can be available for other obligations on Sunday. Tom Johnson volunteered to assist Bruce with setting up the vendors on Sunday.

A motel room will be provided for each Board member for one night. If the Board member is sharing a lodge with other individuals/couples the room rate will be pro-rated to cover just the Board member and partner's portion. Charles, Ronnie and Dennis are camping and will not request reimbursement. Garrie is staying in the Clock Tower. Jim is sharing with three others and Chuck is sharing with one other person. Dave and Barb have not made definite arrangements.

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Bruce was given control of the monitor so he could discuss the state of the organization with visual presentations. He presented a membership graph which demonstrated that Region F is growing. He contributes this growth to the fact that the Regional Directors are actively targeting GWRRA groups to recruit. Overall the loss in membership is equal to an estimated \$12,650 loss of annual revenue. This figure is derived from multiplying the membership loss by the average membership cost. ( $253 \times \$50 = \$12,650$ )

The 2009 annual report revealed a net loss of \$27,559.83 in 2009 and a net income of \$38,853.91 in 2010. This is a \$66,413.74 difference from one year to the next. This difference allowed us to decrease the debt to Gerald Printing. The Gerald Printing account went from \$68,214.95 at the beginning at 2010 to \$29,000 at the end of the year. Bruce was able to acquire Dairyland Insurance as a national sponsor. That revenue went to Gerald Printing to reduce the debt even further. The current balance is \$18,700.45. Bruce has asked the regions to consider pre-paying for raffle tickets to generate operating funds that are needed during these slow months. Region J was able to send \$600. With the cost saving measures implemented by Bruce and if we maintain membership we can feasibly be out of debt by year end. We will still have monthly operating expenses but no big accounts.

We have lost our bulk mailing permit due to the low volume of magazines being mailed. This will mean a cost increase to mail future issues of Touring News. Chapter revenue is down from the 2010 budgeted amount due to holding the annual chapter fee to \$50 versus increasing to the proposed \$150. Bruce explained that even though membership decreased and revenue decreased the expenses were decreased even more thus resulting in a positive reduction in debt.

Each Board member was given an opportunity to make comments or address concerns.

Garrie Wayne suggested that we concentrate on membership growth and not focus on the finances. Positive growth will take care of the finances.

Dennis Farnum asked for suggestions on how to handle a handful of members who are destroying a chapter. Garrie stated he had suggestions he would discuss with Dennis offline.

Ronnie Vaughn voiced that he is proud of Region F stating, "Pennsylvania and Michigan are on fire." He advised Dennis to "Send 'em (problem members) on down the road." Ronnie had positive comments about how the Board meeting was set up, communications were being sent and how the meeting was being conducted by Barb.

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Chuck Gibbs asked Garrie to send his suggestions to curb membership problems to all of the Board members as most regions have a similar problem. Chuck asked Bruce if he would share the slide presentation via e-mail since Chuck was not able to log into the web conference. Barb volunteered to convert it to a PDF file and forward it to all members.

Jim Quinn thanked Ray, Barb and Bruce for presenting the meeting in an easy to follow format utilizing gotomeeting®. Jim commented that the loss of some negative members is often a positive move and that the bulk of the members will chip in.

David Telford requested from Bruce a monthly statement with current amounts owed to the major accounts such as Gerald Printing. Bruce stated he will comply with the request. David stated that it is part of the Executive Director's (ED) job description. Barb stated she attempted to find a copy of the ED job description on the website and in material she had but could not locate one. Bruce explained that the job description is included in all Regional Director's handbooks. Bruce was asked to supply the Board with a copy. Dave also pointed out that there is no current Financial Rep on the Board and the Legal Rep is not in attendance routinely. Dave commented that the ED has not fulfilled his duty to name an Assistant ED. Dave also had positive comments for Barb and Bruce concerning the web conference presentation.

Charles Horner thanked Bruce for the presentation. He feels like he can take the information back to the members in a positive way. He feels chapters are positive about the future of GWTA and that Region B will be making a donation to reduce the debt at Gerald Printing. Bruce clarified that the offer by Gerald Printing ended December 31 not January 31. Charles has heard suggestions to maintain the acronym GWTA but change it to mean Great Western Touring Association, or something similar, to make the association more enticing to non-GoldWing owners. Bruce and Barb explained that a name change would compromise the association's status as a Non-Profit organization.

Ray Phillips asked for clarification of the reason for maintaining the chapter fees at \$50. He has heard complaints from his Region that the increase was not followed through as it was proposed to add revenue to the operating funds. Bruce explained that there were several chapters threatening to drop their charter with GWTA. The decision to retain the current fee was made by a majority of the national staff in an attempt to have chapters renew. Ray asked Bruce to compose a letter with the State of GWTA and how the association has followed the 18 month plan that was presented. Ray feels it can be a positive and uplifting note to the members. Bruce feels that he can accomplish this request. There was clarification that since the chapter fee did not increase then chapters will have to purchase additional insurance through the GWTA office for events if a third party is requesting to be added to the liability policy.

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Barb asked if any spouses were in attendance and had comments. Kathe Vaughn asked who was taking minutes. Barb explained that she was taking minutes since this meeting would be short and not involve By-Law changes that needed to be recorded. She will have a secretary at the annual meeting in July. Tom Johnson wanted to respond to Dennis' situation. Tom commented "Negative members are like cancer. You need to isolate them and inoculate them and they will die on the vine." He suggested finding the weakest link in the group of negative members and pulling them back into the positive group in the chapter. This similar situation occurred in his local chapter. They lost three couples but were able to maintain several other couples who were being drawn away by the negative group.

Bruce added that Carol Brush has a great presentation about non-members who participate frequently in chapter events. Carol used the analogy of illegal immigrants. Carol is always willing to travel and offer her time as the Education and Retention Director. Call her and request her presence at an event. Bruce recently visited a bike show in Region J and has made a commitment to attend at least one event in each Region this year. Barb asked that Regions invite Bruce and Linda and offer to compensate them for their travels. Bruce and Linda have given generously of their time and personal funds to travel for the betterment of the association. Its time the association recognizes this and gives back to the Keenon's.

Barb thanked everyone for their time and participation. She looks forward to working with everyone on the Board. With no further business Charles made the motion to adjourn the meeting. It was seconded by Ronnie. No one opposed so the meeting was concluded at 12: 50.

Respectfully submitted by  
Barb Johnson

Approved by majority vote on February 8, 2011