AGENDA OF GENERAL MEETING
October 16-17, 2020

The General Meeting of the Women On Wheels® (WOW) Board of Trustees (BOT) was called to order by Carol Skala, President at _____ pm CST on, 2020. In attendance were President Carol Skala (CS), Vice-President Cindy Whitlow (CW), Treasurer Karen Baetsen (KB), Secretary Pam Eddy (PE), Trustees Paula Timperley (PT) and Trina Michaelis (TM).

The Mission Statement was read by Secretary Pam Eddy:

To unite all women motorcycle enthusiasts for recreation, education, mutual support, recognition and to promote a positive image of motorcycling.

CONSENT AGENDA:
Note: Items under the Consent Agenda are considered and enacted on a single motion. There is no separate discussion of these items prior to the Board vote unless:
1) a Board member requests that an item be removed from the Consent Agenda for separate action or 2) a member requests an item be removed and this request is, in turn, proposed by a member of the Board of Trustees for separate action.

. Request Approval of Standing Committee Reports as submitted (see attachments)
  a. President’s Report
  b. Budget & Finance
  c. By Laws & P&Ps
  d. CD/SA Coordinator
  e. Election
  f. Insurance/Sanctioning Coordinator
  g. Magazine
  h. Mileage Coordinator
  i. Nominating
  j. Members Voice
  k. Office
  l. Participating Dealer
  m. Public Relations
  n. Strategic Planning
  o. Technology
  p. Trademark
  q. 2021 Ride In(TM)
  r. Future Ride In(TM)
3. Items Removed from Consent Agenda (if any):

Old Business

1. Proposed By-Law Change (PE)
   
   **Article IV. Board of Trustees   Section 1. Members**
   (Current) The Board of Trustees shall have a maximum of *nine* members who shall elect the following Board Officers, President, Vice-President, Treasurer and Secretary. All member of the Board shall be full members of WOW.

   (Proposed change) The Board of Trustees shall have a maximum of *seven* members who shall elect the following Board Officers, President, Vice-President, Treasurer and Secretary. All member of the Board shall be full members of WOW.

2. BOT Handbook/P&P revision update
3. Annual Mileage Contest (TM&PE)

New Business

1. Budget & Finance - discussion of action items (KB)
2. Office Lease (January) (CS)
3. Appointment of BOT members to fill open positions (CS)
4. Election of 2021 Officers (CS)
5. Dates and Locations of 2021 Board of Trustees Meetings (CS)

MOTION to adjourn at
MOTION carried, the meeting was adjourned.

Submitted by Pam Eddy, Secretary, Women On Wheels®
2020 BOT Meeting Dates/Locations
January 17-18, Lincoln, NE
April 17-18, Conference Call
July 9, Conference Call
October 16-17, location Schaumburg, IL (changed to virtual meeting due to covid19)
Cruisin’WithCarol: An effort is being made to meet regionally/locally with chapters and members throughout the country. As of October, I have traveled throughout the North Central and North East United States and met with a number of members and made contact with of most of those chapters. A list of topics that members have shared is available on the Strategic Planning Report. Some of these can be addressed relatively soon, others need resources of time, volunteers or finances that require them to wait for the future.

Social Media (Instagram/Facebook): Increasing activity on our social media pages has been a goal throughout this quarter. I have posted regularly regarding #CruisinWithCarol and have pushed more posts with the hashtags: #women_on_wheels #WOWMoreThanAnEvent as well as other related tags for the #WOWRideIn2021 and #WOWLilGeorgie. At this time our Instagram followers are 931 and Facebook Public Page is followed by 9880 people.

Ride-In:
Virtual awards ceremony: Feedback was overall positive for the July “live stream” virtual awards ceremony. A few difficulties where members were on the Facebook Public Page versus the Members Only, but overall, most members were able to view it live. The video was then made available via YouTube link to view on demand.

July BOT & general membership meeting: Hosting the BOT meeting via FreeConferenceCallPro with the BOT members and a few interested general members was a success. Hosting the annual general membership meeting via Google Meets was a learning experience – mostly successful with a few concerns regarding accessibility. The comments from the “chat session” were reviewed and summarized for future leadership notes.

Budget adjustments continue to be made. Membership continues to decrease.

Sympathy card: 1 card sent this quarter.

Magazine: The July/August magazine and September/October newsletter were sent. Nov/Dec is in process. Beginning January 2021 issues will be produced quarterly.

Office: New office hours seem sufficient. During the office closures, WOW was successfully able to transition to volunteers doing remote work this leads to conversations about the necessity of a physical office. Additionally, an Estoppel agreement was signed as the Terminal Building is being sold. Current closing date is October 13, 2020 with the understanding that the building will undergo significant renovation/restoration. Details are anticipated after the closing date. The existing lease is up as of June 20, 2021. Discussion regarding options can be found in the Office Report. Guidance from the Board of Trustees regarding pursuing renewal of the lease, relocation or closing of the office and the impact of these decisions on office staffing.
BOT Handbook/Policy & Procedure Manual: The BOT continues to make an effort towards consolidating and simplifying Policy & Procedures. The current focus is to recombine the P&P with the BOT Handbook to streamline and minimize duplication of processes.

Submitted by Carol Skala

Women On Wheels®
Quarterly Board Meeting

Budget & Finance Report

The increased use of CaféPress to purchase “COVID-19” design products and other WOW items has produced a royalty payment this quarter of $78.64.

Revenue from membership dues is above budget projections for the first 9 months of this year.

3rd quarter dividends from Vanguard were paid on Sept. 21; $686.03 The value of the Vanguard account continues to react to market changes but it has recovered from the lowest balance on March 31.

Federal income taxes ---- 2020 Federal estimated tax due for the 3rd installment, $320, was paid on September 14th.

Annual Wisconsin incorporation report was filed, and $10 payment remitted. The report lists all Trustees and Executive Officers.

Only 2 Ride-In refund checks were re-issued – both uncashed after 90 days.

In addition to the items noted above, these non-reoccurring costs were also incurred this quarter: 2019 annual mileage award plaques, 2020 Recognition Award plaques, 20 yr and 30 yr pins, postage for mailing plaques, name badges for incoming Trustees, special order flag production (revenue received from order), legal fees to trademark attorney, reorder of courtesy cards.

Payroll – the remaining 2 days of extra paid work from the temporary closing of the office in April are tentatively scheduled to be worked by the end of October.
Annual financial comparison of income and expenses will be in the November/December 2020 magazine: 2018 & 2019 data.

A number of financial decisions will be discussed this meeting, which will impact on development of the 2021 operating budget.

Careful monitoring of cash flow will continue. The $10,000 cash transfer in May restored the operating bank account to levels that allow expenses to be paid when due and continue to avoid per transaction costs. The end-of-year net profit may actually be a net loss for 2020. It mostly reflects the change in value of Vanguard. Looking ahead, accelerated payment of some 2021 expenses will need to be carefully considered in November – December.

Respectfully submitted,
Karen Baetsen, Treasurer

Women On Wheels®
Quarterly Report

By-Laws and P&P’s

The proposed By-Law change decreasing the number of BOT members from 9 to 7 was posted in the July/August magazine for membership review and no comments were received. The proposed change will be submitted to the Board at the October meeting and voted on.

The current P&P’s and BOT Handbook are still being reviewed by the Board of Trustees for updates. To date little has been submitted; Karen B has reviewed and submitted many sections.

Submitted by
Pam Eddy
CD/SA Coordinator Report - Janice Seiller - Q3

| Current Active Chapters        | 46                                      |
| Current State Ambassadors      | 12 (1 New – Alaska)                     |
| New Chapters Approved          | 0                                      |
| New Chapter Applications in Process | 0                             |
| Chapters Dissolved             | 0                                      |
| Chapter Officers Resign/Reassign | 0                              |
| State Ambassador Resign        | 0                                      |
| Requests for Chapter Charter packets: | 0                               |
| CD/SA Handbook Updated         | no changes                             |
| Notification of COC/Grievance Forms submitted or in process | 0 |

**CD Contacts:**
- Updated file sent to Webteam for updates to license plate page of WOW Website.
- Concerns about some “prospective members” requesting contacts from Chapters – many are being found to be scam callers / numbers. Also have had several “demands” to set up and do all chapter formation for new locations.

**CD/SA Handbook Pages/Forms:**
- Recommend using WOW website to accept payments for Chapter renewals like membership and or an online form for 2020 renewal procedures. Webteam has pdf and word version of forms for 2020 renewals.

**Facebook CD/SA Forum – Updates:**
- Using for communication and sharing newsletters that I receive.
- All Chapters have been invited to send a representative to the CDSA Forum if they personally choose not to use Facebook.
- Updated for 2020 new CD/SA’s, outgoing CD/SA remain on page unless they ask to be removed (or if chapter asks due to disruptive behavior).

**Chapter Charter Packets:**
- 12 currently in the process of forming: New Zealand; Yukon Canada; Boston; Fort Meade; LaCrosse, Hawaii, South Dakota, Rhode Island, California, Kentucky, North Dakota and GA. Do not expect completion as these have been outstanding for 12+ months.

**Chapter Logos/ Materials shared with Trademark:**
- None
**State Ambassador Changes:**
- 1 New SA – Alaska

Chapters are looking for information on what the future holds. They feel stuck between BOT and members (examples):
- when asked why not Winona / why not around 4th of July
- room for 9 on a board but don’t want to be that involved (I have an hour a month)
- What do the three terms imply (Sleep, Fiddle, Phoenix)?
- Why aren’t we forcing the tough decisions and move from the old way (sleep / fiddle)?
- If Sleep / Fiddle – when do they stop paying charter renewals?
- if Phoenix, what does it mean, what does it look like (or is it blank slate)
- if Fiddle / Phoenix what is expected of them as CD?
- how can they get “off” the CD path when no one volunteers
- feel disconnected (IE Chapter covers a large area, few join on rides, so members don’t feel part of organization)
- Is 2020 Ride In canceling due to covid? What is plan for safety? (ie can’t register without vaccine)
- Lack of riding does it make sense to stay (Covid related)

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**Women On Wheels®**
**Quarterly Board Meeting**

**Election Committee Report**

There were no elections held during this quarter.

Submitted By: Paula Timperley
Insurance / Sanctioning Report

Note: These decisions affect the 2021 WOW budget that will be developed prior to the January 2021 Board meeting.

Upcoming Insurance renewals:

**Business Owners Insurance**: expires 12/6/2020
Next period December 7, 2020 – December 6, 2021
The last premium was $807.00

**Workers Compensation**: expires 12/7/2020
Next period December 7, 2020 – December 7, 2021
Last premium was $317.00

**Director & Officer**: expires 1/29/2021
Last premium was $1,387.00

**General Liability**: expires 4/8/2021
Next period April 8, 2021 – April 8, 2022
Last premium was $2,981.75

General Liability is based on membership count – premium generally declines a bit, as membership counts decline. Above premium was based on a March 2020 membership of 1,002 in all categories.
The BOT agreed to review the decision to renew the *Director & Officer* insurance policy each year. The current policy expires on 1/29/2021. The last premium was $1,387.00

**Question:** What is the decision for this insurance policy for next 12 months?

And a reminder that individual chapters can request a WOW Certificate of Insurance from our General Liability carrier for participation in non-WOW events. Individual chapters can also request a supplemental extra event liability insurance through our carrier that provides some coverage for non-WOW participants in chapter events. The chapter pays the extra premium to our carrier.

=> These requests are sent to the BOT Insurance Liaison and should be send 60 days prior to the event – it takes time to obtain underwriting material from the carrier, etc.

Respectfully Submitted,
Karen Baetsen
Treasurer & Insurance Liaison

Women On Wheels®
Quarterly Board Meeting

**Magazine Committee Report**

To allow for more delivery time by the USPS, the Magazine Team has worked with Roberts printing to move the PO drop date back by one week. This has resulted in a shortened timeline for the Magazine Team to review and approve the final proofs. We firmly believe this is still doable because Harris Design has consistently been able to complete the layout before the schedule date.

An *updated detail schedule*, dated 8/28/2020, begins with the QUARTERLY magazine that starts in 2021. The schedule has been shared with all parties and the Board. Please watch the due dates for materials to [magazine@womenonwheels.org](mailto:magazine@womenonwheels.org)
The BOT Handbook, Sector III, Part 11, contains the “content” for each quarterly magazine; starting in 2021.

The September/October 2020 newsletter was dropped at the PO on schedule – August 7. Due to the USPS slow down in sorting and delivery, it took the full 3 weeks for most members to receive the publication.

The November/December 2020 magazine is the first all color issue. This issue would have been the pictorial Ride-In issue. This year, it has photos of most every award recipient, IFRD’s WOW Weeks photos from many chapters and individuals, and several member articles. The new scheduled PO drop date is October 2. We were notified of the new Alaska State Ambassador within one hour of approving the production proofs. Roberts made the change to include the new name, thus the November issue will list all current SA. The proof change will result in an alteration fee (we have not incurred this fee since layout began with Harris Design). The additional cost of printing a 24-page all color issue is approximately $589.00 (766 copy @ $2247 vs 788 copy @ $1658)

The first quarterly magazine will be produced for January/February/March 2021. Rather than the usual 5 weeks from layout to mailing, this specific issue will always have only 4 weeks for production! This ensures the issue is mailed on November 24 - 25, the Wednesday before Thanksgiving (this day/date is requested by Roberts). We hope this year’s issue will be received more timely with the extra delivery time. Please note – the due date for all materials to be sent to Bert at magazine@womenonwheels.org for this issue is a very hard October 24. She must forward all materials into layout the next day.

Respectfully submitted,
Karen Baetsen
Magazine Team & Liaison

Women on Wheels®
Quarterly Board Meeting

October 2020
Mileage Report

Annual Mileage Program:

2020 Mileage contest underway. Total 308 entries logged.

a. MOTOS application on webpage is operating as needed. Members are logging miles and receiving confirmation emails.

b. 41 mail-in forms received and recorded.

2020 Ending mileage form and Moto’s how to instructions to be included in the September October mailing. Already receiving ending mileage entries as folks selling bikes or for various other reasons.

Submitted by
Trina Michaelis
Mileage Contest Liaison

_____________________________________________

Nomination Committee Report

There were no nominations made this quarter.

Submitted By: Paula Timperley

_____________________________________________

Members’ Voice Committee Report

There where no member voice requests during this quarter.

Submitted By: Sue Frish/ Paula Timperley
Office Report

**New Office hours, medical leave and contract:** The office is continuing to function on a two days per week schedule - open Tu/Th for regular hours – totaling 10 work hours per week. The contract was rewritten and signed by Beth and myself at the beginning of May to reflect these changes. Beth was absent for medical leave from July 15 to August 7, 2020. She is scheduled to use the last two COVID catch up days before the end of 2020. During October, the yearly evaluation is held – we will be discussing the past year as well as what her role may be in the 2021 year and beyond.

**Sympathy card:** one card sent regarding Diana Barnes

**Office Manual:** The manual was examined and office tasks broken into smaller tasks. Upon review, it will take a team of 7 interrelated positions to accomplish the tasks completed in the office.

Phone & Email Management
Postal Pick Up & Deposits (Membership & Merchandise & Ride-In checks)
Bookkeeping (Ensure correct line entry of paper and electronic deposits)
Membership Management (General members & PDP – receive incoming paperwork & distribute new packets, attend to membership questions)
Database Management (Membership paper entry, Ride-In membership confirm, Magazine label pull)
Merchandise (non-Café Press items: flags, pins, patches, recruitment tools/Rack Cards/Calling Cards)
Magazine (label distribution via database, distribute to new members, storage of historical magazines)
Storage (historical docs, member records): ? What do we do with the items in the safety box? legal documents? confidential/BOT documents?

**Office Lease/Terminal Building Sale:** In September, an Estoppel Agreement was completed as part of the building sale process. While the lease is currently unaltered, there are concerns for the future. The lease is up June 30, 2021 and the process of negotiating/re-signing will need to begin in January – most likely with the new building owners. Of particular concern is the renovation plans to the Terminal Building which eliminates much of the existing office space and converts the upper floors to condominiums. Likely our space will be eliminated/converted and we will need to consider another location within the building/elsewhere or consider closing the leased office space and redistributing tasks as possible.

**Work Load & Future Considerations:** With the office open only 2 days per week, it is time to consider the necessity of an “office” location. Conceivably WOW could convert to a contractor concept and hire out for task completion versus one employee.

**Misc Office:** Courtesy cards are running low and will be reordered. Need to revisit how many are mailed and if they are being used by members.

Respectfully submitted, Carol Skala
# Participating Dealership Program Committee Report

## Current Dealers (as of July 10th to October 18th 2020)

Activity for the quarter *July 10th to October 18th 2020*

Total-17

<table>
<thead>
<tr>
<th>Exp</th>
<th>Company</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/31/2021</td>
<td>Indian Motorcycle of San Diego</td>
<td>San Diego</td>
<td>CA</td>
</tr>
<tr>
<td>2/28/2021</td>
<td>Big Barn Harley-Davidson</td>
<td>Des Moines</td>
<td>IA</td>
</tr>
<tr>
<td>7/31/23</td>
<td>1 Motorsports/Route 66 Indian</td>
<td>Elmhurst</td>
<td>IL</td>
</tr>
<tr>
<td>10/31/2020</td>
<td>Indian Motorcycle of Libertyville</td>
<td>Libertyville</td>
<td>IL</td>
</tr>
<tr>
<td>4/30/2022</td>
<td>Leo’s Kawasaki Sale South</td>
<td>Lakeville</td>
<td>MN</td>
</tr>
<tr>
<td>3/31/2020</td>
<td>Jim Potts Motor Group</td>
<td>Woodstock</td>
<td>IL</td>
</tr>
<tr>
<td>1/31/2022</td>
<td>BMW Motorcycles of Richfield</td>
<td>Minneapolis</td>
<td>MN</td>
</tr>
<tr>
<td>5/31/2022</td>
<td>Moon Motorsports</td>
<td>Monticello</td>
<td>MN</td>
</tr>
<tr>
<td>7/31/2021</td>
<td>Simply Street Bikes</td>
<td>Eden Prairie</td>
<td>MN</td>
</tr>
<tr>
<td>1/31/2021</td>
<td>Donelson Cycles Inc</td>
<td>Saint Ann</td>
<td>MO</td>
</tr>
<tr>
<td>5/31/2021</td>
<td>Engelhart, Inc.</td>
<td>Madison</td>
<td>WI</td>
</tr>
<tr>
<td>5/31/2021</td>
<td>Open Road H-D</td>
<td>Fond du Lac</td>
<td>WI</td>
</tr>
<tr>
<td>2/28/2022</td>
<td>Rob’s Performance Motorsports</td>
<td>Johnson Creek</td>
<td>WI</td>
</tr>
<tr>
<td>10/31/2020</td>
<td>Rod’s Ride On Powersports</td>
<td>La Crosse</td>
<td>WI</td>
</tr>
<tr>
<td>5/31/2021</td>
<td>Vetesnik Power Sports</td>
<td>Richland Center</td>
<td>WI</td>
</tr>
<tr>
<td>6/30/2021</td>
<td>Appleton Harley-Davidson</td>
<td>Appleton</td>
<td>WI</td>
</tr>
<tr>
<td>1/31/2021</td>
<td>Nielsen Enterprises, Inc</td>
<td>Lake Villa</td>
<td>IL</td>
</tr>
</tbody>
</table>

Can we ask/post to members to show their support to PDP by visiting and using the dealer services. A visit or service stop would be “thanks” to the dealer.

In summary, we have 2 participating dealers: Iowa 1; Illinois 4; Minnesota 4; Missouri 1; California 1; Wisconsin 6

Respectively Submitted

Paula K. Timperley

Participating Dealership Program Liaison
Public Relations is a process of strategic communication that builds mutually beneficial relationships... (Public Relations Society of America).

With the goal of a July 2021 reveal of which of the 3 WOW organizational options have been chosen and a responsibility to present how the organization will move forward. The Sleeping and Fiddle option require no additional Public Relations. Should the members call upon the Board Of Trustees to focus on the Phoenix experiment, now is the time to begin cultivating various relationships with the public so the programs can be developed before the July reveal.

Below are several areas for Board Of Trustee review and consider for implementation beginning in the 2020 & 2021 calendar year:

(November 2020) Facebook Gleaning – Structured organization of Women On Wheels members to observe external Facebook Pages & Groups to identify women riders looking to join women riders groups. These members would reach out to targeted women riders to market the Women On Wheels product with the goal of pairing potential members with regional/chapter/local members.

(December 2020) Survey for non-renewing members: The survey for expired members needs to be activated.

(??? 2021) AMA Women’s Summit – Preliminary discussions begun with AMA to revisit the Women’s Summit

(February 2021) Women On Wheels Ice Cream Challenge: A public awareness campaign involving local ice cream establishments and members/chapters. A relatively simple endeavor – a photograph is taken at a local ice cream vendor, the photo is uploaded onto the WOW website without any stated identifying data, members are encouraged to travel to the location and recreate the picture which will then be also uploaded to the website. These photos will also be featured on Instagram and the Facebook Public Page. To be certain that the location is correct, establishments will be encouraged to place a “Women On Wheels Ice Cream Challenge” 5x7 card on site – this also will provide advertisement for Women On Wheels and encourage followers on Insta/Facebook.

(March 2021) Mentor Program – Creation of a “Mentor App” within our Women On Wheels website for members to locate riders with similar interest located near them.

(May 2021) IFRD / WOW Weeks for Instagram & Facebook: Similar to years past, there will be a IFRD/WOW weeks photo opportunity for members. These photos will be featured in the magazine as well as on Instagram/Facebook/Social Media.
(July 2021) Ride-In: Proposal to market the Ride-In as inclusive versus members only. “Lake George Women On Wheels Ride-In – 3 day event for $90 (includes event pass and 1 year membership).” Flyers distributed to State Ambassadors / Chapter Directors and Participating Dealerships for distribution to all women riders groups.

The 2021 Ride In Committee contains a marketing sub-committee to provide local connections to advertise, encourage participation and attendance at that event.

(2021) Regional Gatherings/Cruisapaloosas: States & Chapters are being encouraged to participate in one regional WOW event per year in addition to the national Ride-In. Existing annual events are being approached regarding opening to larger regional participation. Areas without regional events are being encouraged to combine with nearby chapters to create simple weekend gatherings.

Topics needing further development in 2021:

- We still need to create a cohesive message for Women On Wheels. The mission statement & goals of WOW needs revisiting. To move forward, we need to identify a focus before we can share the message via Public Relations. As a part of revisiting the mission statement, an emphasis will be made to use the name “Women On Wheels” versus the logo. Redeveloping a logo is not a part of the current plan, however the restrictiveness and non-inclusion of the existing logo is a hinderance with some groups.

- Marketing our Membership Benefits needs review. Members receive many perks but they’re not widely publicized. Items like the magazine, membership resources, hotel discount, and more need to be developed in to a marketed “membership packet” to publish.

- Creating a National Calendar (plugs into WCM).

- The Media Production Specialist development was postponed as finances tightened.

Respectfully Submitted

Carol Skala, Chairperson & Board Liaison
Part One: Summary of the State of the Organization: The May/June publication shared the current situation of Women On Wheels. After the July BOT meeting, additional volunteers for Trustee Positions were submitted, vetted and interviewed. The situation of the organization remains as described below.

A) Board of Trustees Leadership Positions
There are several volunteers applying for appointment for the Board of Trustees. Sue Frish will be appointed in October for the remainder of the unfilled 2019 position. At the start of 2021, Jordan Baez, Donna Schoenfeldt and Gwenn Gee will be appointed to begin their three year positions. Additional applicants and supporting volunteers are encouraged to participate in critical committees to lighten the leadership responsibility and begin to learn the intricacies of the WOW organization.

B) BOT Handbook and Policy & Procedures Re-Consolidation
The Board of Trustees continues to work with the BOT Handbook and Policy & Procedures with the intent to create a document capable of guiding Women On Wheels as it evaluates survival decisions within a more nimble organization. The Articles of Incorporation and Bylaws of the organization shall serve as the primary guides during this time of decision-making. Concerned members are encouraged to volunteer on the ByLaw committee to assist in this period of change.

C) Revenue lost due to membership decline
Membership levels continue to decline which will continue to impact the funding of the organization. With continual decrease in membership numbers we anticipate an additional loss each forthcoming year. This will continue to draw down the account with an estimated depletion date of 2024 (depending on market strength).

D) Options Available:
The same three options continue to be available to the organization: Fiddle while the boat sinks, Sleeping Beauty, Phoenix Experiment. Based upon membership submittals of “The Referendum” published in the Sept/Oct magazine, discussions with members (in North Central, North East, phone conversations), as well as email submissions on the topic, it is clear that most members prefer to participate in the Phoenix Experiment. If we are to do the following: “Select the most essential values of Women On Wheels, identify a viable path, make necessary alterations and be reborn. We harness the core energy of the organization, invest in strategic choices and work for our future.” One of the tasks of the Board Of Trustees continues to be recruiting volunteers to place in positions that will achieve the goals of The Phoenix.

Part Two: The Road Ahead – Timeline: During the Strategic Planning session of the January 2020 quarterly Board of Trustees meeting a timeline and structure were created to allow the Women On Wheels membership to provide guidance to leadership regarding which of the above options should be taken. We continue to follow this timeline.

- July-October of 2020: A concerted effort was made to reach out to the membership, electronically and in small regional events as COVID19 regulations allow. Further member input is still being sought out to solicit volunteers and increase the awareness of the fiscal situation of the organization.
• **October Quarterly BOT Meeting:** One Board of Trustee candidate will be formally appointed at the October 2020 BOT meeting to fulfill the vacant 2019 position. Candidates filling the open 2021 cycle positions will be appointed and sworn in at the January Quarterly Board Meeting.

• **January Quarterly Board Meeting:** Candidates for the 2021-2023 cycle may be sworn in at the start of the meeting.

• **March/April of 2021 begin Standard Nominations & Elections:** According to the current bylaws, a seven-member Board of Trustees is needed to represent the membership. After candidates are placed in open BOT positions through appointment at the October 2020 meeting, the standard election process will continue with candidates in April for elections Fall of 2021. Two positions will be available at this time.

• **April 1, 2021:** Nomination petitions for the standard 2022 election must be received.

• **July of 2021 Ride-In - General Membership/Special Meeting held:** In addition to standard events, a special meeting will be held regarding the future of Women On Wheels. It is anticipated that there will be a full Board Of Trustee panel at this time. The intent is to present details regarding which of the three options (Fiddle, Sleep or Phoenix) has been chosen and how the organization will move forward.

• **August 31, 2021:** Deadline for voting for standard election ballots for 2022 positions. Election will be processed, and candidates seated at the January 2022 meeting.

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**Part Three: Imminent Major Tasks to Address (prior to January)**

**Office Manual:** Upon review, it will take a team of 7 interrelated positions to accomplish the tasks completed in the office.

Phone & Email Management

Postal Pick Up & Deposits (Membership & Merchandise & Ride-In checks)

Bookkeeping (Ensure correct line entry of paper and electronic deposits)

Membership Management (General members & PDP – receive incoming paperwork & distribute new packets, attend to membership questions)

Database Management (Membership paperwork, Ride-In membership confirm, Magazine label pull)

Merchandise (non-Café Press items: flags, pins, patches, recruitment tools/Rack Cards/Calling Cards)

Magazine (label distribution via database, distribute to new members, storage of historical magazines)

Storage (historical docs, member records) – also the safety box? legal documents? confidential/BOT documents?

**Office Lease/Terminal Building Sale:** In September, an Estoppel Agreement was completed as part of the building sale process. While the lease is currently unaltered, there are concerns for the future. The lease is up June 30, 2021 and the process of negotiating/re-signing will need to begin in January — most likely with the new building owners. Of particular concern is the renovation plans to the Terminal Building which eliminates much of the existing office space and converts the upper floors to condominiums. Likely our space will be eliminated/converted and we will need to consider another location within the building/elsewhere or consider closing the leased office space and redistributing tasks as possible.
**Work Load & Future Considerations:** With the office open only 2 days per week, it is time to consider the necessity of an “office” location. Conceivably WOW could convert to a contractor concept and hire out for task completion versus one employee.

**Part Four: Long Term Major Tasks to Address** The tasks listed below are areas of concern brought up by the members of Women On Wheels that I have received through submissions of “The Referendum” documents, emails sent from members and conversations held at member meetings as I traveled the North Central and North East. While these topics need to be addressed, many can wait until the organization’s major concerns regarding sustainability and future direction have been resolved.

The following topics are listed here for documentation purposes: Ride-In & regional events, need for an inclusive Women On Wheels Logo, purpose and format of Women On Wheels Magazine, updating Women On Wheels mission statement/goals/purpose, supporting other motorcycle groups, endorsing/planning charity events, marketing of Women On Wheels to the motorcycle community, marketing the Ride-In as an introduction to Women On Wheels, updating the website to a “fresh” format, recruiting new members, survey of exiting/non-renewing members, continuing to connect to the older/legacy members, utilizing virtual technology to connect regionally & nationally, providing mentorship/support between experienced and newer/younger riders, reigniting at the local/chapter level to give existing chapter leaders support and “retirement” options after years of service, creating virtual or foster chapters for at-large members located far from other members, embracing digital communication, utilizing “apps” to find members near you, providing reasons to get out an ride individually and as a group... I’m sure there’s more, I’ll add them as needed. Again, these are issues that the current Board Of Trustees is aware of and it will be the task of the membership to provide the volunteer power to take on these tasks in the months/years to come.

Respectfully submitted,
Carol Skala
October 2020
Technology Report

We are continuing to meet monthly via Teamviewer and conference call.

Items accomplished and under development

1. Moved our web site to a new host. The only snag was that the Mileage database did not migrate as expected – this was corrected.
2. Chapter renewal page is now in production, with caveat that chapters complete the chapter renewal form and email it to the CDSA coordinator.
3. Continue to post the pdf version of the magazines.
4. Have sent out requests for additional pictures of members on motorcycles to be used in replacing the home page pictures on a periodic schedule. Have received several.
5. Have successfully sent out two email blasts to all members to keep members informed. Those members without email were contacted via phone calls for the July BOT meeting.
6. We created a new email address from which to send the email blasts to the members. It is WOW-Communications@womenonwheels.org – this is more descriptive of why the message is being sent.
7. Are now posting Lil Georgie sightings
8. A new section was added to CafePress for the Ride-In™ that wasn’t T-shirts
9. Posted IFRD photos
10. We are researching being able to allow members to select automatic renewals
11. We continue to keep our domain and SSL licenses current and active

We are pursuing members willing to help on the Webteam. Will screen candidate to where best utilize their skills and talents.

Submitted by
Trina Michaelis

Trademark Committee

There were no trademark infractions or complaints recorded this quarter.

Paula Timperley
Trustee | Board of Trustees
Trademark Report - Addendum

Recall the following, from previous July 2020 report addendum:

- The Registration Certificate from September 22, 2015 for the three classes of merchandise has the INCORRECT "owner address". It has been wrong ever since merchandise Class 14, 16 and 25 were registered in 2015.
- WOW’s Attorney of Record with USPTO is the law firm of Husch Blackwell, the local office is in Omaha, NE. The listed attorney is no longer with the firm.
- The incorrect building # and room # should be updated for our USPTO record. Karen Baetsen attempted to execute a "change of owner’s address" but TEAS did not allow the transaction.

In July, 2020, Paralegal Jackie Hursey completed the following transactions on our behalf:

- Initiate the Owner Change of Address form on all certificates.
- Update the Attorney of Record document because the named attorney is no longer at the firm.

In regard to the Declaration of Use of Mark for the 3 merchandise classes that needs to occur between year 5 and year 6:

- On September 22, 2020, the law firm will receive a USPTO first notice of need to file the Section 8 Declaration of Continuance and Declaration of Use. The law firm’s normal practice is to contact the trademark/patent owner, which is a fee-based action. The Board previously agreed that no action on this process would occur in year 2020. Therefore, our account with Husch Blackwell will be marked as “hold”. No contact will be made in 2020.
- We already understood there is a 12 month period [September 22, 2020 to September 22, 2021] to file the paperwork for the 3 merchandise classes. According to Ms Hursey, we also have a 6-month grace period after the end of the 12 months – some action must absolutely occur with USPTO by no later than March 22, 2022. Therefore, she’ll put a ‘contact hold’ on our account until March 22, 2021. That will still give the WOW Board one year to act.

Current & Next Actions
➤ Payment for the July 2020 services was initiated on 9/9/2020 -- $143.00

➤ The new Board will need to begin discussion of what to do with the 3 merchandise classes at the April 2021 meeting. The law firm will initiate contact (which is fee-based) after they receive the Declaration notice in March 2021.

➤ The new Board will have 12 months [March 2021 – March 2022] to make a decision and take action on filing the Declarations.

Respectfully Submitted,
Karen Baetsen
Treasurer

2021 Ride-In™ Report

- Names gathered for RIC participation and area of interest.
- NY Chapter was contacted to see how involved they want to be.
- First RIC phone conference call scheduled for October 25, 2020.
- All 2021 Ride-In™ forms revised and ready for BOT approval.
- Preliminary budgets prepared for attendance of 200, 250, or 275 and submitted to BOT.
- Hotel pictures and basic hotel information is in Nov/Dec 2020 magazine. Jan/Feb/March 2021 magazine issue will contain pricing details.
- Pin and t-shirt design contest announcement is in Nov/Dec 2020 magazine.
- Article regarding things to do and places to see in the Adirondacks is in Nov/Dec 2020 magazine.
- Contact made with local dealer regarding possible event.
- Temporary Revocable Permit Application submitted to Regional Manager at NY Dept. of Environmental Conservation for a possible event.
- Preliminary quote received from local NY t-shirt screener for producing shirts.
- Contact made with Lake George Visitor Bureau for bags for check-in materials. OK
- Contact made with NY Dept of Taxation & Finance regarding sales tax implications.
- Contact made with Village of Lake George Treasurer regarding local sales tax due on t-shirts.

Respectfully Submitted,
Cindy Whitlow & Karen Baetsen
2021 Ride-In™ Co-Chairs

Women On Wheels® Quarterly BOT Meeting

October 2020

Future Ride-In™ Report for 2021 and beyond

The Board of Trustees continues to move forward with the 2021 Ride-In Location – separate report for Ride-In 2021 prepared by Chair of 2021 Cindy Whitlow

There are no active/current chapter submissions for upcoming Ride-In locations at this time. On record is all the information from the cancelled Winona Ride-In. Recently information has been forwarded by a member regarding a Wichita Falls, Texas location and a recent voice mail message from the Little Rock, Arkansas Visitors Bureau was received. No chapters have submitted proposals since last October. The BOT has not received word from the Kansas Wheathearts regarding their interest in the possibility of a future event.

Prior locations still on file include:
- Taos, New Mexico (Janet Lennox 2015)
- Tucson, Arizona
- Sedona, Arizona
- Eureka Springs, Arkansas
- Springdale, Arkansas
- Little Rock, Arkansas
- Hot Springs, Arkansas
- Boise, Idaho
- Fontana Dam, North Carolina (Lynn Hash) Permanently Closed
- Eugene, Oregon
- Olympia, Washington (Julie Bacher, Brenda Ackermann)

Information is available for the following states, however they have been selected recently: Colorado, Minnesota, Pennsylvania, Tennessee, and Wyoming. Partially completed information is available for Lake Tahoe & UC Santa Barbara, California as well as Maryland & Utah.

Respectfully submitted, Carol Skala, Future Ride-In™ Committee Liaison