



# A.B.A.T.E. of North Idaho, Inc.

[www.abateofnorthidahobikers.org](http://www.abateofnorthidahobikers.org)

## April 3, 2016 Meeting Minutes

Call to Order: 12:00pm      Quorum: Yes      Pledge of Allegiance: Yes      Prayer: By Dan Benson, State Chaplin

Attendance: **Dan Ertz** (Coordinator), **Bob Merkel** (Deputy Coordinator), **Monica Washburn** (Secretary), **Pauline Durst** (Membership Secretary), **James Pine** (Sgt. at Arms), **Dan Benson** (Chaplin), **Dave Bremenour** (Hells Canyon Coordinator), **Steve Libey** (Hells Canyon Dep. Coordinator) **Jack Clark** (Hoodoo Coordinator), **Roy Fisher** (Hoodoo Dep. Coordinator), **Belinda Wright-Ertz** (Kootenai Coordinator), **Paul Riess** (Kootenai Dep. Coordinator)

Guests: Belinda Carson (Kootenai), Tim Closson (Hoodoo), Lila Hurst (Hoodoo), Dave Cazel

Approval of agenda: accepted

Prior Meeting's Minutes: Accepted

Coordinator's Report/Address: Dan Ertz- Dan encouraged everyone to visit the ANI website, Facebook page and Coordinator's Corner.

Deputy Coordinator's Report: Bob Merkel – Bob also encouraged everyone to visit the ANI website.

Secretary's Report – Monica Washburn - An upcoming event calendar was created. Please send Monica corrections or additions. This will be emailed out each month.

Treasurer Report – Karen was unable to attend the meeting. The budget presented didn't reflect the current expenses.

Membership Secretary's Report – Pauline Durst – We have 249 members 122 New/Renewals: HooDoo 71 with 42 new/renewals, Kootenai 73 with 48 new/renewals, State 17 with 7 new/renewals, Hells Canyon 75 with 36 new/renewals.

Chapter Reports: Hells Canyon – Dave Bremenour- Chapter had a St. Patrick's Day ride. We had 16 bikes and lots of rain. We had 638 kids at the Easter Egg Hunt. Getting ready for cancer for kids event with Diane Hobbs

Chapter Reports: Hoodoo - Jack Clark –Membership is picking up.

Chapter Reports: Kootenai – - Belinda Wright-Ertz- Chapter is really working hard. Belinda Carson is on fire. Several new members have joined us and tried some new experiences like meeting for pizza and going to an arcade. They also took in a Roller Derby game and promoted a "silly hat" contest for the highway pickup. Food was provided after the highway pickup for the workers and the Hoodoo Chapter.

The Awareness Day Rally and Parade is May 7<sup>th</sup>. The Kootenai Chapter is hosting this event and is working with the State BOD as this event is very important for motorcyclists in the State of Idaho. Senator Bob Nonini, Senator Steve Vick-both of who serve on the Transportation Committee and Representative Heather Scott who brought forth the Constitutional Carry that was just passed in Idaho will be at this event. There will also be a Representative of STAR and Dan Ertz as speakers. The event will entail coffee and donuts prior, speeches, door prizes, and a parade down Sherman.

The Chapter's Freedom Run fundraiser will be May 21<sup>st</sup>. The ride this year promises to be one heck of a good time and we invite all to attend. The funds raised, will go towards birthday gifts for Foster Kids at camp, a fundraiser for Children's Village and our Holiday Family.

We are very proud of our members and the community organizations they are involved in. Pastor Ernie has the Bike Blessing and Biker Church and the White Pines Ride on April 24<sup>th</sup>. Member Ron Carson suffers from ALS and he and his wife Belinda sponsors a walk. Ron's Walk to raise funds for that worthy cause. Mike Westmorland puts together a ride called ACES for Faces that raises money for Faces of Tomorrow, an organization that brings doctors and nurses on a volunteer basis, into third world countries to correct cleft pallets. Dan and Chris Benson are

with CMA and Mike Lundy and Bill Bedord work with Lake City Community Church to put together a camp for Foster Kids. We also are very excited to have a member from Inland Empire of ABATE in Washington. Their fundraiser is held on May 14<sup>th</sup> and we encourage ANI to help support our neighbors in Washington.

**Committee Reports: Legislative** - Dave Cazel – May 17<sup>th</sup> is a primary- Dave encourages everyone to look at motorcycle issues and not the parties. Kid Crawford is our new Legislative Representative.

**On Going Business/Facebook** - First quarter report from Theresa Dittman- To help manage Facebook a Gmail account was created: Abatenorthidaho@gmail.com. This Gmail is where pictures and video footage may be emailed as well as any ABATE related information that might be uploaded on Facebook. In relation to this Gmail account a YouTube channel was also established called: "Abate Nidaho". For all established accounts the Facebook profile and cover photo were used to uniform branding recognition. As videos are posted to Facebook, the goal is to also to add the video to our YouTube channel playlists so that they are accessible to the public long after the post has disappeared. The YouTube channel is not gaining much recognition yet, though the hope is that uploading local ride footage will improve following in all areas. YouTube, Facebook, and our website are linked together so that through on the other networking sites may be found with further information Theresa Encourages each chapter to send photos and information to her via email, when possible so that ABATE of North Idaho can be represented.

The number of people linking to Facebook has had a steady increase form 419 followers to 448. The following however is even higher than on page and post views per day which ranges from 500 to 2000. What this means is that while individuals or other pages may not have hit the "like" button, our page is still reaching many which is a great success for our mission.

Our record post during this period reached 2,184 people on February 15<sup>th</sup>. It was a suggestion to increase motorcycle awareness by changing the game "Slug Bug" to teach children to watch for motorcycles. Our most well followed posts involve local events, pictures, political and safety related posts. Frosty Buns was a huge draw making February the best month this quarter.

Theresa has tried to address on a regular basis post that involve all makes of motorcycles that we represent, safety, education and awareness tips for both rider, passengers and general public, political awareness on issues of local, state, regional, or national concern and local chapter and area events for each chapter. In April the plan is to try to reach a larger age group and target motorcycle riders of every make by posting more Honda, Yamaha, BMW etc. Theresa will also be working with chapter Ambassadors to reach the community riding groups and encourage local vendors and groups to join us for the Awareness Parade in CDA and Spring Opener. May is Motorcycle Awareness month. Plenty of information has been saved to post as there is a multitude of pictures out there. Again the hope is to gain more riders for the Awareness Parade than we had last year and hopefully promote membership whenever possible especially as the Spring Opener is at the beginning of June. June will be a beautiful month to ride. To keep people involved in seeing each other and help our mission succeed the plan is to post upcoming local rides and great ride destinations that people will hopefully connect at and come back to our page for more including information about and our mission.

Theresa is open to suggestions as she wants our representation online to be accurate, enjoyable, and helpful to ABATE of North Idaho offline. If you have not meet Theresa yet please send her an email so she can add you as a contact and try to help you in your officer duties through social; networking and Facebook.

By next quarterly report, Theresa's goal is to have reached over 500 likes on Facebook with an even greater following, to have increased our reach to more diverse riders and helped to increase our membership and assist officers of each chapter in accomplishing their duties via Facebook and YouTube.

**On Going Business/ Website** - Thank you to Hells Canyon officers for getting information for the website. Paypal is up for ticket sales or Membership. Members can also enter their AIL information on the website. Facebook is linked to the website. The administrators will work together.

Belinda Wright-Ertz is having difficulty getting Kootenai Business Members posted to the website. She brought a proposal to the Board asking

That she be allowed to deal directly with the web master. She has the following goals:

Goal #1- I would like to update the Business Member page (link page). Kootenai started approaching businesses offering businesses a posting on the website, a posting in the Kootenai newsletter and a classification of "preferred business" for ABATE members if they joined ABATE. Hells Canyon also has asked for information in hopes to start the same sort of recruitment. I would like business members to have top billing and the first section of the page reserved for business members only, showing a format of (3) business cards across. I would like to get that section updated with our business members who have been waiting in excess of a month to get their cards posted.

The second phase of the page would be reserved for the supporters of ABATE. We spoke at the Spring Opener Committee meeting about soliciting businesses to buy into a promotion to be listed on the website ad posted on the trailer at the gate as supporters of ABATE. These businesses who purchase "advertising" (in the form of tickets) or who donate would be in the second section....same thing (3) business card across. The third section of the page can be whatever the web liaison wants.

Goal #2- If you look at the bottom of the About ABATE page you will see that it lists the benefits of an ABATE membership as getting discounts receiving the Eagle Newsletter. I have asked no less than 5 times to have that updated to say MedStar, now Life Flight...and remove the Eagle. This statement is an error. I have even asked web master directly to correct it. I would like to correct the line with up to date information.

Goal #3- I would like to update the Spring Opener page. I was able to get 2014 off of there by cc'ing everyone on the committee with the request to the web liaison. Including everyone in my email to the web liaison is the only way I can get something posted and I feel it just clogs up others emails unnecessarily. I was instructed the pictures had to have captions, and I do not have time to figure out how to put a caption directly on a picture and what I put together to post on the website is grainy and unprofessional. I would like to update the picture on the page and possibly write up a bit about what, why, and who in regard to the Spring Opener.

Roy moved to tell web master its ok for coordinators to post to website. The motion was not seconded. Pauline moved to give the web liaison A chance to improve communications. Motion as seconded by Steve and carried.

**Old Business/Event Forms-** Event Forms need to be submitted and signed so the event can be recognized by ANI.

**Old Business/Spring Opener-** Each chapter will receive 50 tickets to sale. Chapters will collect money and return unsold tickets. There will be Gate spots for security. We need one person from each chapter at the gate. There will be higher security this year. Please sign-up for set up. No extra waist bands will be given out. Chapters are responsible for own raffles. Each chapter needs to submit 10 prizes for auction.

**Old Business/Bike Show and Sale Booth-** Jack Clark- Sold one t-shirt and one membership. We should have giveaways and brochures. Belinda Carson- Walked around the event informing people about ABATE. New year we should have banners and Spring Opener tickets.

**Old Business/MRF State Rep.-** Dave Crazel has stepped down and Kid Crawford will be taken his place.

**Old Business/Membership Contest-** Percentage of members starting December 1. Recruit 10 new members and get your membership paid for. Pauline will track new members. Paul Riess moved to pay for the membership of a person who recruits 10 or more members ending in in October (Dec-Oct). Belinda Ertz seconded and the motion was carried.

**New Business/LAC Washington-** Dan was at an Inland Empire meeting and LAC was taken credit for ABATE. He wanted to bring this to everyone's attention. We have a brand to protect.

Adjourned at 2pm

Open Forum