

Notes from 1/18/2020 EB Meeting – Savannah, GA

- Introduction of Executive Officers and Executive Counselors
 - For those who are new, the Executive Counselors are past Presidents and act in capacity of counseling the current Executive Board
- Roll call attendance: includes DDs, DD delegates, past officers
 - Many first-time attendees to January EB; 4 first-term DDs
 - Recognition of Life, Silver Life, and Golden Life Members; many years of experience in the room; take advantage of this time to meet, greet, and share. Best opportunity to learn from collective years of experience.
 - Thanks to all for being part of leadership team!
- Requested sharing of expectations for those attending first EB
 - Sandi (ECN): First Convention was Santa Fe; looking forward to networking and learning how to keep all moving forward for the district
 - Diane Rumble: shared experience of her experience attending Jan EB for several years; enjoys the networking and learning from others

Enhancing Leadership Skills

- Last year's training was on conflict resolution; anyone willing to share how they used what they learned?
 - Angie (OH?) shared that she stepped in as DD mid-term and was able to use skills learned. She is grateful to have heard that she not alone and that others have had to face same or similar challenges. Lessons learned have enabled her to handle challenges within the Motor Maids as well as life in general.
- Handoff to Delaine for this year's topic: "Make a Positive Difference: Understand your Mindset". Purpose of this training is to bring participants awareness to the concepts of at-cause and at-effect, personally explore when they have acted each way, the positive impact of being at-cause during times of change, the negative impact of being at-effect, and ideas for identifying at-effect and ways to change it.
 - How to productively handle conflict and day-to-day issues
 - Questions to members:
 - Who are "sock, sock, shoe, shoe" vs. "sock, shoe, sock, shoe" people?
 - Who are "toilet paper over" vs. "toilet paper under" people?

- Who is right? There
 - Growth circles diagram was displayed – please take the journey; lean-in to the exercise; get out of comfort zone; how to bridge and grow
 - Comfort zone can be used to keep status quo. It's efficient, but not always effective
 - Growth involves investing energy and can involve, or feel like it involves, taking risks; may be uncomfortable
 - What did it feel like the first motorcycle trip you took solo? Growth?
 - Panic – not productive, does not feel safe
 - Showed video on Creative and Survival cycles - recall escalator video! 😊
 - reference: <http://www.nlp-center.net/articles/are-you-at-cause-or-effect.html>
 - Being at cause – focusing on what one can control; actions you can take; seeing desired results; creative vision for future; behavior in dealing with an obstacle; figuring out what you own and actions you can take (discover potential and possibilities)
 - Being at effect – focus on what others are doing to you; survival; avoid obstacles; (protect assimilate, adopt, survive); I am not responsible
- How do you live your life? **At cause** or **at effect**? It is important to be aware of this distinction. It is the rare individual who always lives his or her life **at cause**, however far too many of us live a large portion of our lives **at effect** -- responding to the whims, desires or emotional states of others.
- Being **at cause** means that you are decisive in creating what you want in life and take responsibility for what you have achieved or will achieve. You see the world as a place of opportunity and you move towards achieving what you desire. If things are not unfolding as you would like, you take action and explore other possibilities. Above all, you know you have choice in what you do and how you react to people and events.
- If you are **at effect** you may blame others or circumstances for your bad moods or for what you have not achieved or for your life in general. You may feel powerless or depend on others in order for you to feel good about yourself or about life -- If only my spouse, my boss, my coworkers, my parents, my children, ... understood me and helped me achieve my dreams or did what I wanted or what is best for me, then life would be great. If you wait and hope for things to be different or for others to provide, then you are **at effect** or a victim of circumstances. And really, how much fun is that? And how much fun do you think

it is for others to be around you? Believing that someone else is responsible for making them responsible for your happiness or your different moods is very limiting and gives this person some mystical power over you, which can cause you a great deal of anguish.

- **Activity:** break into 6 groups, and share when you were **at-cause** and when you were **at-effect**. All were given 3 min to think quietly to reflect and identify moments when **at-cause** and **at-effect** – regardless of event.
 - How did **you** feel? Get in touch with how **you** felt.
 - Spokesperson from each group shared summary of discussions
 - Some common themes; group riding and discussing options and plans prior to starting and keeping the conversation going as the trip progresses.
 - “*unstated* expectations are premeditated resentments”
 - Is it more important to ‘be right’ or ‘to get it right’??
 - Shared ways to bridge; often times to be a dance between **at-cause** and **at-effect**;
 - When ‘**at-effect**’ – think about 3 reasons the other person is acting the way they are? Are they afraid? Are they hurt? Do they feel threatened?
 - Don’t make assumptions; check assumptions;
 - In the grand scheme of things, how important is it?
 - Thank you, Delaine, for putting this together!!
- Susan talked about how she will use these tools to revisit Convention planning and addressing issues now and into the future
 - Convention 101 – know and understand current business model and why it has evolved over the years
 - Journey of Convention – first in 1941 for 15 Motor Maids in New Jersey total of 51 members
 - 59 years later in 2000, pre-registration (printed in Advisory) for convention became the norm; registrations were mailed with check; 127 members attended in Palm Coast, FL
 - 2016, moved to **online registration** for first time!! First time attendee had to register prior to booking a room; Clara “hotel whisperer” handled all the master housing lists from 3 hotels as well as, room request changes and unique requests made by members (e.g., close to elevator, close to meeting rooms); 380 members attended in Santa Fe, NM

- 2017, Officers hosted due to no district placing a bid; worked with Helms/Brisco, Jill Gruber (1st year), helped manage hotel site search and managed hotel contract negotiations; she had worked with Susan in prior years setting up January EB meetings; Federal Conference managed on-line registration and housing; 428 members attended in East Peoria, IL; good learning experience for Susan to understand all the issues other Convention Hostesses have had to deal with in past.
- 2018, host hotel had A/C issues; attendees severely impacted; 421 members attended Montgomery, AL; learned an important lesson when trying to resolve a local hotel issue and dealing with a corporate hotel; Susan called Jill to help with fact that attendees were leaving hotel due to environmental (no A/C) issues; Jill was able to broker deal such that all attendees, whether or not they were staying at Embassy Suites, could get breakfast at Embassy Suites; got organization out of the attrition clause, discount on AV rental, got Welcome meeting moved to another hotel at host hotel's expense (\$8,000); all attendees that stayed at host hotel were given discounted room rates (%50); this is value add from Jill; she does not charge Motor Maids for this service; she does get commission from hotel; she also has lowered her commission in order to make it work for both Motor Maids and hotel; she does all she can to reduce risk of liability to MMs and works behind the scenes to get best deal and mitigate issues that arise. She is now tracking data to help with better planning into the future.
- Often, in response to RFP, hotels come back with a \$75,000 food and beverage commit; Jill is able to get that down to approximately \$20,000
- First set of data from central region and election year; in planning for 2019, decisions based on limited historical data; no overflow hotel; 2017 was election year and presentation was well received and excitement high; hence, planning estimates reflected that enthusiasm!
- 2019, first set of data from Western region;
- 2019 – Temecula, CA; 236 members attended; in early days of registration, trend is down based current registration rate; Jill contacted hotel negotiated reduction in room block; but did not reduce risk liability; at start of Convention, liable to hotel for the \$36K due to attrition clause and were not going to meet the \$20K food and beverage (F&B) min (hotel meals purchased by hotel restaurants do not count against F&B min, no way to track), which meant the meeting rooms would not be comped. Meeting room costs could be up to \$35K; to mitigate this, MM bought snacks for Eagle's Nest reception at cost of \$9K; this was first year we did not allow attendees who cancelled, access to pre-ordered convention

items (in past, ditty bags needed to be transferred (shipped or hauled) back to Convention host in order to ship to those that did not attend, at cost to Convention; ultimately, it appears 2019 Convention broke even; after much angst, an attorney was not needed; each night, hotel was 100% booked; Motor Maids acted in good faith with hotel; hotel wasn't playing nice;

- Jill knows Motor Maids' needs and helps with requests
- As a 501(c)(7), all money must be generated within the membership; it is essentially a 'break even' organization;
- Each year, deposits needed for hotel and Federal Conference; avg deposits for hotel is \$4-5K for each of 3 Conventions; hence, need for \$20K to cover those each year;
- When registering for convention, fee that is paid covers the following: MM registration that includes banquet, and fees for Federal Conference; banquet is optional for guests, not for registered MM.
- Can't just go back to the way it was! Back in 'the day' – hotels were about \$8/night; in today's \$, that is approximately \$101/night;
- Need to educate districts on what it takes!!
- Shared Convention graphic trendline

501(c)(7) organization status:

From IRS Website: <https://www.irs.gov/charities-non-profits/other-non-profits/social-clubs>. Social clubs may be exempt from federal income taxation if they meet the requirements of section 501(c)(7) of the Internal Revenue Code. Although they are generally exempt from tax, social clubs are subject to tax on their unrelated business income (see below), which includes [income from non-members](#). In addition to being taxed on unrelated income, a social club may lose its exempt status if it receives too much unrelated income. See "Effect of Nonmember Income" below.

Exemption Requirements

- The club must be organized for [exempt purposes](#).
- The club must provide an opportunity for [personal contact](#) among members and [membership must be limited](#).
- The club must be [supported by membership](#) fees, dues, and assessments.
- The organization's net [earnings may not inure](#) to the benefit of any person having a personal and private interest in its activities.
- If the club exceeds [safe harbor guidelines](#) for nonmember and investment income, the facts and circumstances must show that it is organized substantially for exempt

purposes. See "Effect of Nonmember Income on Exempt Status" below for more information.

- The club may receive de minimis income from [nontraditional sources](#).
- The club's governing instrument may not contain a provision that provides for discrimination against any person on the basis of race, color, or religion.

Break for lunch

Afternoon session – began at 1:29PM

- Year End Letter comments specific to convention – comments handed out to attendees; break into groups to discuss and provide feedback related to key pain points for attendees.
 - General pain points (feedback from Temecula): cost, location, mandatory 3-night stay, size of venue
 - Need to let members know that issues were brought up and discussed during EB, can't fix the past, focus on delivering for the future while understanding the external constraints out of our control; Breakout sessions to discuss/brainstorm ideas to address along with output from groups:
 - Helping members better understand Convention management issues
 - Group 1 (Nancy Blakeney): Information flow from EB to DD – format of what you need to know before you to go! Video/entertaining. Through our website form that they toggle through to understand all the things going to convention and agree before allowing member to register.
 - Group 2 (Mary Green): reiterate why one goes to Convention; business meeting, banquet/awards, parade, DRRR; it is important to convene once/year; update convention planning handbook online; plan one! Understand the process; Her district members learned a lot by simply putting together a bid for Convention and have a much better appreciation for the effort it takes to put one on; Convention is not required! Know why you're going!
 - Group 3 (Krissa Drentwell): continue to explain to district the challenges faced by the club with respect to planning Convention and associated costs; a short educational video would be helpful to explain how Convention is funded and the expenses associated with hosting the annual Convention; within districts, hold pre-Convention informational sessions so those planning to attend understand why the rules have been set up as they are;

- Group 4 (Kelly Hermann): enforce sponsorship for new members and educate new members on workings of the club; sponsors need
- Group 5 (Sue Mikicic): have own district business meetings to help educate members; provide summary information via email and on Facebook
- Group 6 (Sue Bools): Make sure that long-term members understand that we can't go back and must move forward to keep healthy and attract new members
- Reduce risk of attrition – the penalty clause (\$36K)
 - Group 1: Make a plan on if they are going to attend Convention and understand their commitment as ramifications throughout organization;
 - Group 2: Look back over history to find those that continue to sign up and bail out. Look into 'gap' insurance to cover either F&B or room block commit; how to you incent people to attend and not cancel? Way to set up an 'easy pymt' schedule that is a special rate; still no refund for 1st day.
 - Group 3: early room block monitoring; pre-planning; have option for members to donate to Convention fund and use 'nudge' cycle and publish registration stats, including cancels
 - Group 4: we, the members, plan better; take personal responsibility; commit to the plan put in place
 - Group 5: Pay room deposit fee; if they go, deposit goes toward room; if they bail, lose the deposit
- Ways to reduce stress/workload of hosting district
 - Group 1: Keep planning simple; manageable number of items for ditty bag; delegate effectively;
 - Don't sweat the small stuff; centralize vendor(s) (national/Convention committee) for ordering of repeatable items (e.g., ribbons, charms)
 - Group 2: surrounding districts lend a hand; district putting on Convention, reach out to others and *ask* for help; communication is key; standardized vendors for Convention standard items (charms, ribbons, printing)

- Group 3: New guide of tools for planning; have standing committee to help local districts manage planning and execution activities associated with putting on Convention
 - Group 4: Don't reinvent the wheel; show people MM website and get them familiar with resources available;
 - Group 6: Budgeting software; same hotel chain; local resources/service organizations to donate time to help get things pulled together; look into college campuses for housing/venue options

- **Moving forward:** Starting in Sept of 2020, Sue will take on role of Convention Coordinator; will not do alone! Need to scope the job and interactions with others, host district, updated Convention handbook, assembling tools to help. Volunteers to work with Susan include, Clara Baker and Nancy Blakeney. Moving forward, once scoped out, the EB has agreed that the position will be an appointed position and will be member of EB team and serve 3-year term. Potential to have standard Convention Committee into the future.

- **Good news/bad news** on new contract with Federal conferencing, it has reduced its fee/registration from \$27 to \$14 based on current experience; however, the housing fee increased to \$30/room booked; fixed cost. Due to experience of multiple room bookings for multiple people a single room and issues with people; online was OK, but room management complexity increased; people are not responsive; Federal Conferencing reps tried to contact Motor Maids to resolve issues and Motor Maids did not return calls. Opportunity to reduce cost has gone away.....need to improve planning! Poor planning is costing club money!
 - **Question to** management company on whether or not a field can be added that provides a dropdown selection for choosing roommates to help improve that process.

- **Not changing:** not changing Helms/Brisco – Jill Gruber; not giving up Federal Conferencing; not changing 3-night min stay; will not get ordered Convention items if you cancel; no refund, exceptions made by President on case-by-case basis

- Update on 2020 Convention – Leah Whaley
 - In 171 days, Convention 2020!!
 - Who has seen Convention video on FB? Showed promo video from Convention bid.
 - Showed sample of t-shirt; oatmeal heather color; round logo

- Charm (round logo comes with registration); same logo will be available as a pin for purchase; HWY 80 marker will be commemorative charm (for purchase) 80th Anniversary; convention logo patch (for purchase) – Final terminology/reference TBD;
- Fundraiser – coasters; laser cut wood slices – stay tuned as to when these will be available
- No cost information yet available
- Hotel: Rack rate is \$229/night; negotiated rate for Motor Maid Convention:
 - July 5-July 9 \$149/night (queen/king)
 - July 3 – July 4 \$169/night
 - Exec suite upgrade \$30/night (2 room suites w/King size bed and pullout sofa bed)
 - Any other pre or post dates will be \$149 (with exception of 7/3 and 7/4)
 - \$2.00 occupancy tax and 9% Sales tax added per room/night
 - Large complex; working on transportation options
 - Restaurant on site; other venues within close proximity
 - Hotel has shuttle; not sure if it goes downtown; they do have Lyft in Rapid City
 - Standard 3-night min – in Advisory; there is an overflow hotel, hoping to not have to use it; 3-night min applies to overflow as well
 - All standard activities being planned (e.g., DRRR, RR lunch)
 - Lots of good things to see/do on the way
 - Contact South Dakota dept of tourism for more information; Maps of W. South Dakota available in downloadable PDF; indicate on motorcycle Skyline drive in town
 - Guests need to be registered and display badge while on property; OK if not attending banquet; but MUST be registered; safety issue

Announcements: remaining agenda items to be covered tomorrow;

- YE Letters – status
 - 2nd year for online submissions – general enthusiasm for new process; 11 districts had 100% completion for all aspects of YE Letter!!
 - Winners: AK, AL, AR/LA, AR/NM/SNV, CA, KS, MS, PA, TX, WI, WY;
 - Hon Mention TN = 98%; MA, NJ = 97%

- DDs will receive list of those in district that have been dropped;
 - not turned in YE Letter paperwork for 2 consecutive years; have until March 1 to get reinstated as member; 3 reasons for INA (don't have waiver, incomplete motorcycle information, no YEL) **OR**
 - dropped for Dues; must pay arrears before being reinstated
- 2020 SD – will be taking bids for 2023 Convention (existing Convention zone); if any district is interested, please let Susan know! She would like to meet before leaving
- Officers – C&B Committee to meet at 6:15 to present suggestions/direction; current room
- 7:30 – conference call with 2020 South Dakota planning team; plan to meet in current room

Jan Barrett moved to adjourn; Jeanne Deak seconded; all in favor, meeting adjourned at 5:30.

Notes respectfully submitted by: Theresa Griffey