

**American Motorcycle Heritage Foundation  
Board of Directors Meeting  
July 8, 2010  
Pickerington, Ohio**

**MINUTES**

**Present:** Bill Baird; Chris Carter; Eddie Cole; Rob Dingman; Jeff Heininger, Secretary/Treasurer; Art More; Jack Penton, Chairman; Ron Ribolzi; Don Rosene; Tom White, Vice Chairman; and Craig Vetter

**Absent:** Andy Goldfine, John Parham; Ozzie Scofield, Stan Simpson and Mike and Margaret Wilson

**AMA Staff:** Rhonda Hixon, Administrative Assistant; Joel Moor, AMA CFO; and John Willoughby, Development Director

**I. Call Meeting to Order**

Mr. Penton called the meeting to order at 3:04 p.m. and appointed Ms. Hixon as recording secretary. Mr. Penton introduced Mr. Willoughby and Mr. Moor to the attendees.

**II. Approval of the Minutes**

Mr. Dingman made a motion with a second by Mr. Cole to:

**Approve the minutes from the meeting on December 4, 2009 as presented.**

The motion passed unanimously and the minutes were approved.

**III. Election of Officers**

Mr. Dingman reported that at the last meeting of this Board, Jim Bowie, vice president for membership and marketing, gave a presentation about what we were doing at the Hall of Fame. Since that time, Mr. Bowie has left the company and the AMA is currently searching for a new vice president for membership and marketing. Mr. Dingman further stated that he was very happy to report that Mr. Willoughby had been hired as the development director.

Mr. Penton stated that he had recently accepted a position with the AMA as the director of operations and he was tendering his resignation as Chairman of this Board which calls for an election of officers of the Board and he would like to hear nominations for the position of Chairman.

Mr. Dingman nominated Jeff Heininger as Chairman with a second by Mr. White. Mr. Penton nominated Mr. Dingman as Treasurer. Mr. Dingman stated that he would be willing to serve as Treasurer on an interim basis with the understanding that there will

be new people appointed to serve on the Board that might be better suited for the position. There was discussion as to whether or not the elections should be done one office at a time or by offering a slate of officers. With the consensus being that the best course of action would be a slate of officers, Mr. Dingman withdrew his nomination of Jeff Heining.

Mr. Cole made a motion with a second by Mr. Rosene to:

**Accept the following slate of officers: Jeff Heining as Chairman; Tom White as Vice Chairman; and Rob Dingman as Secretary/Treasurer.**

The motion passed unanimously. Mr. Penton turned the meeting over to Mr. Heining as the newly elected Chairman. Mr. Dingman stated that the issue of whether or not Mr. Penton could remain as a member of the Board in his new position with the AMA would need to be researched and reported on at the next meeting.

#### **IV. Committee Reports**

##### **A. Finance Committee**

Mr. Moor presented the Board with a brief update on the financial status of the AMHF with comparisons to previous years, 2008 and 2009. Mr. Cole asked Mr. Moor to provide everyone with a one page summary for future Board meetings. Mr. Ribolzi requested a separate summary of the Vintage Motorcycle Days (VMD) expenses and revenue as well. Both are to be distributed at the next Exec Committee meeting.

##### **B. Executive Committee**

Mr. Heining stated that after an Executive Committee meeting that he had been working with Mr. Willoughby on some plans that he would ask Mr. Willoughby to discuss.

Mr. Willoughby stated that he was looking to turn things around for the Hall of Fame and AMHF as rapidly as possible and in his first five months in the position as AMA development director he had been turning over every rock to learn about this operation. He stated that this Board needs to be mindful that the AMA pays the bills and that the AMHF has never been self-supporting.

Mr. Willoughby reported that the first meeting on the upcoming Hall of Fame inductions would be held on the Monday immediately following this meeting. He further stated that the AMHF needed to raise \$50,000 for this event. Mr. Willoughby reported on the status of the donor pool for the Hall of Fame and the fact that it has dwindled over the last five years. He stated that it was important that he sit down with each member of this Board to discuss each member's strengths and expectations.

Mr. Willoughby discussed the connection between development and relationships and challenged the Board members to identify potential relationships that could be used for the purposes of development. Mr. Willoughby presented the Board with a plan he had created to address different areas of development within the organization. There was considerable discussion of the various components of Mr. Willoughby's plan.

A brief break was taken at 4:33 pm and Mr. Moor left the meeting at that time. The meeting resumed at 4:43 pm.

Mr. Willoughby noted that Mr. White had asked the question of how to utilize our Hall of Fame members. He asked that each Board member take the plan that he had presented during the meeting and read it over and determine where they fit within the plan. He asked that each of them volunteer in an area where they had strengths and interests and asked for permission to follow up with each of them in the next two weeks. Mr. Willoughby also asked that the Board members think about the people that they might know who can help to develop the relationships and help the AMHF come up with the \$50,000 needed for the Hall of Fame inductions including a list of corporations you think might be interested in relationship sponsorship opportunities.

Mr. Willoughby stated that he would compile a list of everyone who was involved in last year's Hall of Fame induction event and indicated that once that was done an action plan would be put together that everyone could buy into. Mr. Cole stated that he would start calling around to see who wants to be on his committee and start trying to set up a meeting as quickly as possible. Mr. Willoughby encouraged communication among the different proposed committees so that everyone involved is aware of what everyone else is already doing so there is no overlap of contact or proposals being made.

Mr. Penton shared a letter that had been written on behalf of the AMHF Board for distribution at VMD. Mr. Penton stated that the letter served to position who the Board is, who the AMHF is and help people to understand who we are if we are going to do development in the future. Mr. Penton further stated that first and foremost the letter served as a thank you from the people who are getting the money raised by VMD and to address the misconception that the AMA was receiving these funds.

(Mr. More left the meeting at 5:22 p.m.)

Mr. Heiningler stated that during the Executive Committee meeting there was discussion about some new members being appointed to this Board. Mr. Dingman stated that the AMHF Board needed to make recommendations for appointments to this Board to be presented to the AMA Board of Directors for approval. It was determined that both Ken Boyko and Kelly Owen be recommended for appointment to the AMHF Board of Directors.

### **C. Exhibits Committee**

Mr. White stated that he thought the design staff had done a fabulous job with a limited budget on all of the new exhibits and stated that he felt this was something that this Board would not have a hard time selling with regard to development. Mr. Dingman stated that both the Honda and Flat Track exhibits were slated to stay for about two years. He further stated that the design staff was exploring ways to use/feature the current class of Hall of Fame inductees.

### **D. Events**

Mr. Willoughby stated that he had requested money in the AMA budget to expand and do an event on the West Coast. He asked for input as to what would work best in that area, also suggestions on what time of year and where this type of event would be most beneficial.

### **E. Museum Collections Committee**

Mr. Rosene reported that the purpose of this committee was to provide recommendations and feedback to Katy Wood and museum staff on proposed donations and items to be loaned to the museum. Mr. Vetter questioned how to assure that items left to the museum or Hall of Fame for specific purposes would be used for that purpose rather than just being stored in the basement for safekeeping. Mr. Willoughby suggested that museum staff would want to sit down with the potential donor and discuss their expectations before the donation is made to assure there are no misunderstandings.

### **V. New Business**

#### **A. Ring Campaign**

Mr. Willoughby stated that at last year's Hall of Fame inductions, the inductees were given a ring. He further stated that there has been some interest in generating enough revenue for all past Hall of Fame members to receive a ring as well. Mr. Willoughby suggested that there needed to be discussion on the cost of providing these rings to all Hall of Fame members as well as whether or not this campaign should be a priority.

Mr. Penton shared that he felt there were ways to help put rings on the fingers of our Hall of Fame members without feeling that we have to do all of them at once. He stated that he would like to see the Board move forward with this but he also felt that it should be a more personal component/contact rather than just a letter to all the Hall of Fame members.

Based upon the discussion, Mr. Heininger appointed Mr. Cole, Mr. Penton, Mr. Ribolzi and Mr. Willoughby to an ad hoc committee on this issue and asked that they

come back to the Board with a plan or process on how best to initiate this concept during the next Exec Committee meeting.

**B. Hall of Fame Induction Process**

Mr. Rosene reported that there was a good meeting of the Nominating Committee earlier in the day and that he would make minutes of that meeting available as requested. He stated that there was much discussion on how the nominating process worked and how it could be improved upon. As a result, the Nominating Committee added/deleted/modified the categories for nominees. It was agreed that moving forward there will be three inductees on the racing side and three inductees on the non-racing side regardless of the categories. This will allow the Nominating Committees to consider worthy candidates without the pressure to have a candidate in every category.

**VI. Adjourn the Meeting**

There was a motion from Mr. Baird with a second by Mr. Dingman to:

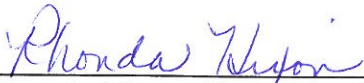
**Adjourn the meeting.**

The motion passed unanimously and the meeting was adjourned at 6:38 pm.



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Jeffrey V. Heininger, Chairman



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Rhonda Hixon, Recording Secretary