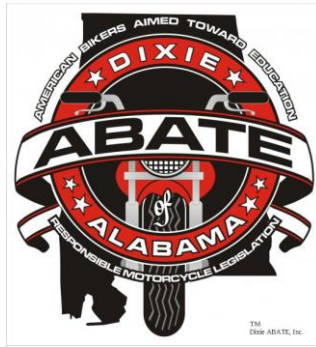


DIXIE ABATE BOARD OF DIRECTORS:

Matthew Schroeder: State Director
Shane Coker: Assistant State Director
Larry Lindsey: Education Director
Freddy Wheeler: Acting Legislative Director
Kris Cook: Secretary/Treasurer

Address:
612 32nd Street South, #206
Birmingham, AL 35233
For information: 205-617-9944



www.dixieabate.org

NORTHEAST REGION, NOCCALULA
FALLS CHAPTER
BOARD OF DIRECTORS:

James "Ghost" Johnson, Director
Shane Coker, Secretary/Treasurer
Garland Medlock, Assistant Chapter Director

EAST CENTRAL REGION, TRI-COUNTY
CHAPTER (Montgomery area)

Ira "Cowboy" Jones, Organizer
Jeffrey Meck, Assistant Organizer

MEETING NOTES: 8/4/18: Barber Vintage Motorsports Museum, Birmingham, AL

In attendance:

Matthew Schroeder
Carolyn Schroeder
Kris Cook
Garland Medlock
Fran Barber-Bruyn
Neil Bruyn
Nathan Gilley
Brenda Matney
Justin Matney
Joseph McDonald
Bethany Murphy
David Saint
Jack Yerigan
Torrey Greene
Joe Garcia
Michael Clay
Kayla Clay
Rodney Greene
Joe & Brittany Peterson
Graham Carlton

Kris passed out meeting notes from the last meeting and the treasurer's reports for both Dixie ABATE, Inc. and Dixie ABATE Awareness & Education, Inc. All were approved and will be entered into Dixie ABATE's permanent records.

Freddy talked about us developing our strategy for tackling legislative issues. He is working on a zip plus four list, so he will know who everyone's reps and senators are. He and Larry are starting a social media campaign to bring visibility and encourage participation, with an eye toward the ideas Wolf talked about at the last meeting. We want to enhance the positive image of motorcycling and motorcycle riders with the general public. We need to publicize our activities toward education of our drivers ed students.

Freddy is working on ideas about how we can approach our lobbying efforts, for maximum effectiveness with the members we have.

We talked about having safety messages up on the state's electronic billboards. Tennessee does it. We are working on that. We need to find out who to contact. Freddy said GWRRA does an annual rest stop campaign at the state line rest stop, in May.

We are still planning a chili luncheon for senators and reps next spring. There will be a bunch of new legislators we need to meet. We need to ask them all how they feel about motorcycles. We will enhance our image if we ask for motorcycle-positive legislation. What would we like to see? After all, we represent all the riders in Alabama. Right now, Alabama is the only state in the union that requires no skills evaluation for a rider to obtain a motorcycle endorsement on his driver's license.

Larry reported on education activities. He and Juju Lessard are still presenting, all over the state. We need more presenters – it is easiest if you are retired. You can make the module your own – you do not have to stick strictly to the script. He said he's been invited back, everywhere he's gone. He is already scheduled this next school year, from Huntsville to the Gulf Coast. Andalusia has a safety week in October, that he will attend. Larry has won a national award for his "Share the Road with Motorcycles" presentation, which gives us excellent credibility. 10th grade might have 250 kids taking drivers ed. This is a good way to reach a lot of young drivers. The module is supported by the Alabama Board of Education and by the ATSC.

We talked about putting images of our billboards up on social media, and in all ways, boosting out social media presence. We can even target different parts of the state, or target certain populations to hit, to try to improve the image of motorcycling. When we post something on Facebook, please react, comment, or share. That will boost the number of eyes that see the post. Social media can influence people more than you may think.

Larry made the motion that we transfer the treasury balance for the now-defunct Tri-County chapter into the A&E's general fund. Matt seconded it, and the motion carried. Kris will make the transfer within the coming week. That balance is just over \$276.00.

Larry discussed us buying "gap time" on digital billboards. This would be a good option if we want to target a certain area with a certain theme, such as, during election time. We discussed how a message doesn't sink in until someone has seen it 7 times, from three different sources.

Freddy said our central message to riders should be, "We represent you. We want to hear you." We want to focus on one central thing. The Dead Red bill will be a good start in the next legislative session.

Freddy's work with Dixie ABATE has gained new urgency, as he recently lost his nephew to a motorcycle accident. Dixie ABATE's sympathy is with he and his family, and the tragedy underscores how urgent our work is.

We talked about getting the ABATE booth set up at all the motorcycle events that we can. Brenda and Justin Matney can help with this. Kris will get with them and coordinate. We also need to speak at any gathering that will have us. Freddie has room next year to speak to GWRRA. We have members who also are members in Southern Cruisers, and the ALCOC. Kris to look into promotional materials to give away – bandanas would be a good thing to give away on hot days. We could have a cooler full of them, in ice water, and give them to riders who come by.

We talked about paying Facebook to boost posts, but decided to just comment, react, and share is the best way. And it's free. Fran discussed us posting to a legislator's page, or even making your legislator a member of our group on Facebook. You can only do this if the legislator is your friend on Facebook, however.

We discussed whether to set up at Waterloo and/or Natchez Trace Harley Davidson, during the Trail of Tears ride.

Garland said if you can get hold of a trailer, to just pull it to a good street corner somewhere and let it sit all weekend with one of our banners on it. Cheaper than a billboard and just as visible. Matt has a couple of 4 x 6 banners, and lots of 2 x 5's.

Kris asked who was an MRF member, and there were not many hands. We need to push MRF membership a little harder. Garland said we should have a once a year raffle for a member to go to the MRF's Meeting of the Minds conference. We haven't even nailed down who is going this year, as Kris is still tied down with eldercare. Early registration is over for this year, but you can still register to go. This is an important conference and we need representation there.

We discussed making our meeting at Barbers an annual event.

We discussed setting up the ABATE tent at STT events. We wonder how many of the trackday riders would be open to joining Dixie ABATE.

Our next meeting is at Redstone Harley Davidson, 15100 Hwy 20, Madison, AL 35756, at 2 PM on Saturday, October 13, 2018. The number there is 256-384-6868.