

Minutes of MOA Open Board Meeting

3/22/25 Burlington, VT @ 1:00 PM EST

Board members present: Brian, Adam, Chad, Steve, Doug P. Jennifer, Roc, Doug B

Board members excused: Phil

BMWMOA Ted & Becky also present.

BMWMOA members present: Dave Aho, Peter Burke & Glenlivet, Corey Smith, Michael Foerster, Cara Nelson, Bob Cyrulik, Phil Keppelman, Marc Neville, Tami Bakke, Dan Walton, Lee Whiting, Illtyd Fernandez

Open board meeting began with board member introductions.

COO Becky presented regarding 2026 National rally site selection (June 11-13, 2026) and recommendation for Essex Junction, VT. Steve made a motion for Essex Junction, VT to be the BMWMOA 2026 National rally site, which was seconded by Doug P. All board members present voted in favor of the motion.

Becky also presented 2025 National rally updates for Lebanon, TN- 2,400 have preregistered so far, 80 exhibitors, RV & overland sites, brewfest, builders bike show, off site tours, rider training, day passes and much more to look forward to!

Roc presented the proposal made by Norm Phoenix at our last open board meeting.

Pioneers-

The Pioneers are the unique and distinct group of 31 MOA members who have cemented their names in MOA history and lore by each having attended the first 10 BMW MOA National Rallies. The following BMW MOA members have been bestowed the title of "Pioneer": {insert names/photo} The "Pioneer" reference will no longer be used.

Phoenix Award-

Formerly known as the Rally Rider 50 award and now known as the Phoenix Award (renamed for MOA Member Norm Phoenix who attended each of the first 50 national rallies held) is awarded to members having attended 50 or more BMW MOA National Rallies. Follow this link {direct link to current application} to find details on how to apply for admittance into this coveted group! New recipients of the Phoenix Award will be presented their Phoenix Award pin and decal on stage at the National Rally following their selection and granted free admission to that rally. {insert names of all Phoenix award winners include winner's photos & bios}.

Rally Rider 25 Award-

Rally Rider 25 pins are bestowed upon those BMW MOA members who have attended 25 BMW MOA National Rallies. New recipients of the Rally Rider 25 will be presented their pin and decal at the National Rally following their selection. Follow this link to learn more about applying and seeing the names of current Rally Rider 25 Award recipients listing (<https://www.bmwmoa.org/page/awardsrallyrider?&hhsearchterms=%22rally+and+ride+and+25%22>)

BMW MOA Trail Blazers

The Trail Blazers will be the group of BMW MOA members who have attended 50 rallies (Pioneers and Phoenix Award recipients). The Trail Blazers are an independent and self-governed virtual club[.

Doug B. made a motion to approve, 2nd by Roc and all board members voted in favor of the motion.

Executive Director- Ted explained where the BMWMOA is in 2025 and what we have been working on- improved renewal process, new member first year free offers, 35 club websites being hosted, increased dealer participation, BMW 10% rebate for MOA members, custom key tags for free memberships, Cycle works in Barrington, IL has given out almost 500 memberships in 2025 and were the #1 BMW dealer in the US, in-house tire program has been very successful with great member satisfaction, March is membership month, May is military appreciation month, September is first responders appreciation month, airheads podcast has joined the BMWMOA family of podcasts as well as riding into the sunset and oil head 259, new BMWMOA website to launch VERY soon, ANON book app update coming, BMWMOA raffles have been successful, numerous getaways heduled for 2025 as well as performance center training, historical archive nearing completion, yamaha champ u, California super bike school, financial health and membership line, which has been fairly steady (slight decline) the past 5 years. Recently a survey of a number of members was conducted to help guide the board and the BMWMOA as a whole. We are working on another survey to answer more questions to assist us.

Brian opened up Q&A session:

Peter Burke asked that we continue to make an effort to welcome new attendees to our National rally. Becky advised they will all be given a lanyard to wear, so they can be easily recognized. As you see them please make them feel welcome. Ted wants to involve the local club to help in welcoming first timers.

Lee Whiting said he wants to be a sponsor for Vermont rally and is heavily involved in the community. Lee feels that other area businesses/tourism would want to be involved as well.

Thank you to all that attended the open board session.

Meeting adjourned @ 3:12 PM