



Agenda/Minutes of Coordinators' & Natcom Meeting  
The Ulysses Club of New Zealand Inc.  
Friday 13 March 2020  
**Quality Hotel, 20 Nelson St, Blenheim**

**In Attendance: National Committee:**

President - Tim Stewart 8959  
Vice President Wayne Painter 1756  
Treasurer - Stuart Burns 3703  
Secretary - Pete Graham 8196  
Committee - Jane Laing 6361, Andy Wilson 7169, John Kennerley 6065

**Coordinators and/or Representatives (R):**

Auckland	Craig Moodie 8602	Rotorua	Gordon White 1272 R
Buller	Rex Collins 5262	Southland	apology
Canterbury	Pete Carrington 8337	Taranaki	Alan Foster 9050
Far North	Nick Grbin 1688	Taumarunui	apology
Gisborne	apology	Taupo	Steve Peel 9232
Hawkes Bay	Barry Robertson 8175	Tauranga	Matt Farrell 9919 R
Kapiti Coast	apology	Turangi	Jim Galt 5991 R
King Country	apology	Waihi Thames Valley	Marlene Johnson 8660
Manawatu	Murray Cross 7908	Waikato	Jim Galt R
Marlborough	Kelvin Watson 3602	Wairarapa	Karen Wilson 7787
Nelson	Yvonne Collins 9815	Wanganui	Neil Ross 5986 R
North Harbour	Rob Bissett 7822	Wellington	Jim Furneaux 2098
North Otago	-	Westland	-
Otago	Mike Wyatt 7808	Whakatane	Greg Evans 5572

**Observers:** Thea Turner 8271 (Canterbury), Mark Macaulay (Mac) 9835 (Hawkes Bay), Tim Wills 9600 (Marlborough), Hank Verhoeven 4828 (Nelson), Allan & Savaugn Pratt (Australia)

**National Committee & Coordinators Meeting**

12.45pm - **Welcome:** National President - Tim Stewart 8959

**Admin & communication** Tim - Welcome all, especially Alan & Sevaughn Pratt from Ulysses Australia. I am happy with how the club has progressed this year, there has been a generally positive environment and it seems settled. Debby has been re-contracted as Administrator for another 18 months; we do have another candidate in the wings for future succession if required. We have run 2 of our 5 meetings online this last year to save expenses.

**Apologies:** Tony Russell 9172 (Kapiti), Piet Meijer 1255 (Wanganui), Chris Cameron 5993 (Gisborne), Ross Lawry 1117 (Southland), Darrell Klante 9550 (Rotorua), Ian Davison 440 (Tauranga), Wayne Green 7745 Waikato

*Moved that apologies be accepted: Pete Graham 8196, seconded: Karen Wilson 7187 - carried*

### **Minutes of Previous Meeting Lower Hutt, 28 Sept 2019**

*That minutes of the previous meeting be accepted, moved: Tim Stewart 8959, seconded: Rob Bissett 7822 - carried*

**Matters Arising:** Steve Peel 9232 (Taupo) - re-joining expired members, what is the detail for this process? I met a local ex-member who has moved to our branch area; does not want to rejoin as he doesn't want to have to pay for missed years to get his old number back. Rob Bissett 7822 - old numbers are never reallocated, but re-joining members need to get a new number to show their membership is not continuous.

Stuart Burns 3703 - we have had a few people who have paid to maintain continuous service - the choice is up to members, and the opportunity has been appreciated.

Pete Carrington - I recall cases of hardship will be considered. Tim - agree these will be considered case by case.

**Inwards & Outwards Correspondence:** Nil - Note: correspondence is dealt with in Natcom meetings and a record of it is shared with membership via those minutes.

### **Treasurer's Report - Stuart Burns #3703**

Copies of accounts distributed. Year did not turn out as expected, some specific costs meant that we did not quite break-even - Administrator rate increased, postage and courier charges increased by \$1000, Natcom travel costs more than budget - there was a one-off trip by the President to attend the 10,000th member joining. Depreciation costs up - new card printer purchased and all membership cards printed in-house now. This speeds up processing and is sponsored by AON. Depreciation of GOD books - stock that branches hold have been written off. If branches have books, they can do what you like with them. We refunded branches who had paid for book stock. All remaining books are distributed to new members. Administrator contract renewed until 31 Nov 2021. Currently reviewing accounting systems and moving to Xero - this will make National Treasurer succession easier. Another advantage is that members will get an email invoice for subs due. It will be based on your previous amount paid - you can ask to have that changed (i.e. one or three-year term). The new system will also streamline gear sales via branches.

I contacted the IRD towards the end of last year re our Resident Withholding Tax exemption, and got a response only last week. A rule change is needed to keep our exemption and the deadline was missed for this AGM - we will address it at the 2021 AGM.

Steve Peel 9232 - I belong to Harley Owners Gp, they hold my credit card details and every year they take my subs off. It's an idea. Stuart - we don't really want to be responsible for your CC details.

Rob Bissett 7822 - withholding tax, only comes into effect if the club winds up - is that correct? Stuart - yes, if the club winds up it means we have to find another organisation to distribute funds to; IRD need more certainty in our rules - this is an absolute requirement.

Matt Farrell 9919 - why must there be 90 days notice before changing rules? Stuart - It is the membership, not coordinators that change rules. We need to ensure changes are widely read and understood. Matt - Postage and courier costs - why only charge \$5? Stuart - that cost is just for branches who buy in bulk.

Jim Galt 5991 - have you considered tagging a special meeting onto, for example, the NI Remembrance Ride? Stuart - this matter came up last week, we are considering options.

Murray Cross 7908 - current financial status, have you any forecast of our financial state going forward? Stuart - had some concern at the number of members who had not renewed by 31 Dec, but then had a flood of renewals in Jan/Feb. Comparison with previous years is that we are keeping steady at this stage. Murray - what effect has having the Ulyssian online had? Stuart - this has reduced costs considerably. Members getting a printed copy cover those costs in their sub. We usually print just a few hundred each edition for hard-copy subscribers, new members etc.

Greg Evans 5572 - now I get online Ulyssian I don't read it, I'm considering going back to hard copy. Stuart - that is a member's choice, as if you pay a slightly higher sub, you get a hard copy. Ulyssian is costing us about \$18K/year - it did get up to \$30K.

Rob Bissett - noticed last few membership packs, there has been no Ulyssian - Stuart - stocks would have run out.

Matthew Farrell 9919 - I have noticed a gap between payments and membership forms coming in so new members don't get welcome pack for a while. Stuart - I advise you check with Debby that she has all required records, can identify payments etc.

Craig Moodie 8602 - had this issue in our branch. I sat down with Debby and worked out a system where money is held by the branch until all paperwork is sorted, then everything sent in at the same time to avoid errors.

*Moved that the Treasurer's Report be accepted: Stuart Burns 3703:, seconded: Barry Roberston 8875- carried*

### **Quartermaster Report - Jane Laing #6361**

Banners - existing banners held by National Administrator did not fit Blenheim poles, so a new set was produced at the last minute - about half towns in NZ have upgraded poles. Now we have a set for each kind, these are available for any branch having an event.

A reminder that branches need to consult with the Quartermaster if they intend to use the Club logo on anything - this is important as the logo is trademarked.

A new Life Membership badge has been struck - will be used for new LMs and can be purchased by current ones for \$142 ea if wanted. Top sellers in stock are wine-coolers, vests, neck-warmers. Stock being specialised in Ulyssian - I need your feedback about this, the idea is to keep gear turning over.

New silver rings cost about \$130, they go directly to purchasers and prices vary according to the current silver cost.

Rally badges have not arrived in time for this rally - Apex suppliers in China couldn't supply.

Yvonne Collins 9815 - tote bag, there have been issues with the button that came off, they are not up to spec. Mine lasted a month. Jane - will follow up with Debby.

Tim Stewart modelled a concept new T-Shirt design as an idea and prompt to think about new, fresh designs. A competition is proposed with prize for the best new T-shirt design.

Steve Peel 9232 - think catchy phrase should be large, 'Ulysses' smaller.

Hank Verhoeven 4828 - can we get back the heavy denim long sleeve shirt? Jane cannot find a supplier, happy to follow up if you can source a suitable one.

*Moved that the Quartermaster's Report be accepted: Jane Liang 6361, seconded: Tim Stewart 8959 - carried*

### **National Bike Raffle - Wayne Painter #1756**

Tim Stewart - I'd like to acknowledge the massive amount of work that Wayne and Dale put into this - acknowledged by the meeting.

Ticket sales - went well starting in December, slowed down in Jan - I put a notice on Facebook and all tickets sold. I just hope the winner is present at the AGM. Thanks very much for all your help; it has been a lot easier this year than last. Stuart - all this effort contributes to the Rider Safety fund - this provided vests and first aid kits to branches, and continues to subsidise vests.

Yvonne Collins 9815 - How do we apply? Nelson want to plan some courses. Andy - send a proposal to me before expecting payment.

Matt Farrell - trainers often hold 'track based training days' need to clarify this in application, as pure 'track days' are not necessarily funded.

### **Rider Mentoring / Training - Andy Wilson #7169**

Ride Forever has taken over most of what we were trying to do, hence our fund is not being used much for this. IAM is the process we want all existing mentors to go through - an issue is the low number of observers and their capacity to take on more clients.

Craig Moodie 8602 - without the training base, should we be looking at other things like accident scene management (ASM) for TEC etc. An idea to expand our training options.

Jim Furneaux 2098 - Had a look at one of those courses with experts and were not that impressed with delivery. Tim Stewart 8959 - I have had the opposite experience.

Rob Bisset 7822 - have done ASM several times, found it useful. It would be nice to have in branches.

Wayne Painter 1756 - originally courses were arranged by Pro Rider and effective. But price went up 5 fold.

### **Break at 2pm for Medal Presentations (in camera)**

Moved out of camera 2.48pm

*Propose that voting papers be destroyed, moved: Tim Stewart 8959, seconded: Wayne Painter 1756 - carried*

### **General Business**

#### **Need for renewed/simpler membership forms & online option - Greg Evans 5572 (Whakatane)**

It was obvious this year as I took over as secretary there are issues with the membership application process. It also takes a lot of time to get information and responses back. This is off-putting to prospective new members. There could be an 'express interest' link to register on the national website, then this is followed up by the relevant coordinator. The whole system needs to be re-done - it is logical but too complex.

Tim Stewart- we have known about this for a while. An issue is we have 8 diff types of membership.

Murray Cross 7908 - only have 3 headings there - it can be simplified.

Stuart - we have come up with drafts for comment; we have considered we need to have one form per person, joint members each fill a form. We acknowledge that the form needs simplifying - we also need to remember the form needs to be checked and signed by the coordinator.

Matt Farrell 9919 - outdated website touches on some things we discussed last September in Lower Hutt. The process could be a lot easier.

Rob Bissett - It is important that the Coordinator is the first point of contact, there is a case in my branch of someone joining whom I have not yet met...

Jim Furneaux - Most of this is policy and it is quite easy to change it.

Steve Peel - endorse that Coordinator needs to be the first point of contact.

Greg Evans - I don't disagree with this, but think there needs to be a more efficient first step / expression of interest.

Rex Collins - As you can join any branch, using post code to send expression of interest to relevant coord might not work. Tim - this is more the exception than the rule and can be dealt with as it arises.

Tim - take the point and will factor that into other things we are currently considering. Matt, Tim & Greg will collaborate on design of updated form.

Stuart - can always advise interested people to phone 0800ULYSSES - this goes to National Administrator Debby who can explain the process and next steps.

Matt Farrell - Suggest the next batch of 'You have just met' cards have a web address for 'expression of interest' form as discussed above.

**Club discounts** - John Kennerley #6065

Met recently with Interislander, sales are keeping pace with recent years, suggesting extra discounts in winter months to increase Club usage in quiet months.

Murray Cross 7908 I have a large touring bike with a trailer, Interislander charge car rates for this, Bluebridge do not.

Karen Wilson - opposite is true for Spyderys in my experience.

John - ferries are working through these discrepancies.

I am also currently working with BP for Club fuel discount card.

Jim Galt - member of NZMCA - have good fuel discounts, worth talking to Kiwi Fuels who negotiate discounts.

Jane - National FB page - there were best wishes for AGM from Ulysses Norway

**Update on ACC / MSAC** - Tim Stewart #8959

Mike Dew represented club, he did a 30 min interview with them and we have not had a report at this stage.

**Ulyssian Magazine** Tim - last edition was a great read.

**Remit** to be voted on tomorrow. It will allow the Club to change subscription to joining anniversary rather than annualised as at present. Will give us that option in the future.

**2021 National Rally – Waikato - 9-11 April**

Jim Galt - superb venue, Don Rowlands centre at Lake Karapiro, lots of motorhome parking, tent sites, also 60-80 beds onsite - to be booked direct with Karapiro Domain Camp. Also plenty of accomm in Cambridge, courtesy vans to and from the venue. Bands, catering and rides all planned. Theme 'Biker Black Tie'

**Club Promotion - Tim Stewart**

Began this conversation at the Coordinator's meeting in Sept. We all know we need to do something different to grow membership; to some degree we have to embrace tech and all that is on offer to us to attract new members. The Club's heyday was 20 years ago but we now need to move forward and embrace new technology to attract the 40 to 50 year olds.

I'd like to establish a good footing for the club for the next 10+ years, for that we need to foster an injection of younger members with fresh perspectives and new ideas to rebuild enthusiasm.

Plan is to target print, radio and TV ads - also internet media (e.g. FB videos). Not intending to change logo or rebrand in any other way at this stage. We need to spread the message of what we are doing far and wide so we contact the unconverted - currently preaching to the converted.

Murray Cross - disagree slightly, I belong to lots of different clubs, interests tend to broaden over time.

Jim Furneaux - I think you are on the right track in some regards. If you join a club that meets your needs then you are less likely to look for others.

Tim - there is a preconceived idea out there about what a Ulyssian is and I want to change that. I am proposing that we create a marketing / promotion position for the Club. Initially this will not be a Natcom role, but eventually will be. The role would Coordinate promotion and support and report to Natcom.

Rob Bisset - you can do targeted marketing through Faceook, at a cost.

Wayne - at last Taupo Remembrance run someone commented to me that he couldn't join the Ulysses as it was 'for old white men'.

Sample video was shown and ideas discussed. Tim - we need to show prospective people that we are here to have a good time and we need people to know this.

Gordon White 1272 - current NZTA ads are well done and memorable.

Steve Peel - Taupo branch attempt to get something in local newspaper each month which has been really good for promotion

Craig Moodie - I've been focussing on 'Ulysses Club - who are we?' My perspective is we have an interest in motorcycling and we get on. Nothing about brands, style or anything else.

Murray Cross - could have a 'reveal' with riders taking off helmets on cam and showing all professions etc.

Tim - Have done some research for video production - sent a proposal to 12 companies, 3 responses - cheapest quote from Tauranga people - they asked lots of questions and seem a good fit. Could produce a 2 min video, 3 different edits for under \$3K. Could get numbers together at central site. Lots of ideas were tossed around.

Matt Farrell - Shooting day could need shots at different times of day, the process can be tedious. You also need to be very specific as to what you are trying to achieve with any video.

This campaign is going to include a revamp of the website, use of FB and video.

*Meeting voted on going ahead with promotional proposal - show of hands - carried*

Yvonne Collins 9815 - The second part of this is what do you do when you get these new younger members coming along as a result of promotion? We need to work at making the club work for these people and to change the status quo.

Tim - agree. I am opening the door, it's up to branches. Yvonne - I think there needs to be support from Natcom to enable change in branches.

Craig - we are constantly evaluating but never changing.

### Miscellaneous

Tim - big thanks to Jane & Kelvin for this weekend, it's been great already.

Matt Farrell - Branch members wanted me to ask if lowering joining age will be revisited. Tim - Query has been noted.

Allan Pratt - Ulysses Australia has a joining form on our website. Regarding membership number 'buy back', we have a 6 year window on buy back.

Neil Ross 5916 - query about Mayhem ad in Ulyssian - it was part deleted and need to sort it out.

Meeting Closed at: 4.05pm

Next Coordinators & NATCOM meeting 1:00pm, 9 April 2021 Weekend after Easter, Waikato AGM - 2021

Signed		Date
President		March 2020
Secretary		March 2020