

**Minutes
ABA Foundation
Board of Governors Meeting
Loews Ventana Canyon Hotel
Tucson, AZ
September 19, 2023**

The following Board members attended: Ron Bast, Pete Borowsky, Bryan Cole, Greg Dotson, Jeff Goldwasser, Sara Hamlin, Adam Hall, Brad Henton, Tara Hippensteel, Matt Hotchkiss, Tom JeBran (chair), Colleen Laird, Brent Maitland, Peter Pantuso, John Percy (vice chair), Michael Power, Karen Sanders, Brenda Wordelman.

Staff attending: Eric Braendel, Melanie Hinton, Vicki Osman

Board members not attending: Doug Anderson, Gene Berardi, Mary Courie, Patricia Kenner, Patti Lloyd, John Meier, Kate Scopetti, Pete Smith, Francis Tedesco, Suzanne Thornburg

Tom JeBran opened the meeting at 9:00a.m. by welcoming everyone and asking each attendee to introduce themselves and let everyone know who they represented.

Tom reviewed the Board of Governors' terms and noted those Board members whose terms were expiring in January 2024. He asked each person with a term expiring in January to let him or Pete Pantuso know if they wanted to continue their service on the Foundation Board and assumed unless we heard otherwise that the person is interested in continuing to serve.

Tom asked if everyone had received and reviewed the minutes and asked for a motion and second to approve the minutes. The minutes were unanimously approved.

A list of ABAF committees was reviewed. Tom asked each person to make certain they still want to serve on the committee they are assigned to or to let him know if they want to serve on another committee.

Pete Pantuso presented a review of a proposal from Adam Sacks of Tourism Economics, a division of Oxford Economics, to the ABAF research currently being provided by Guerilla Economics. Everyone agreed that Tourism Economics was well known and well respected in the travel and tourism industry and has a stellar history of providing data that states and others rely on, and that we should move forward with the proposal.

Eric Braendel provided an overview of the finances and noted the following highlights. For the period ended 07/31/2023, the Foundation has \$65,000 in cash and \$8.7 million in investments. Total revenue through 07/31/2023 was \$126,000 compared to a budget of \$113,000 while expenses totaled \$210,000 compared to a budget of \$305,000. He also noted that the ABAF Budget Committee meets with the ABA Budget and Finance

Committee during the year to hear a presentation from Goldman Sachs on the investment performance of the ABAF reserves.

Brenda Wordelman and John Percy gave an overview of the fundraising efforts from Marketplace in Detroit and noted that over \$100,000 was raised for the scholarship program.

Brenda also stated that she is again approaching all the manufacturers for a \$5,000 contribution to the ABAF for 2024 in Nashville. Prevost noted that they will be providing items for the silent auction which should have a value of more than \$5,000 but will guarantee to meet that minimum if the items sell short.

Melanie summarized the purses and accessories raffle in Detroit and noted that we will follow the same format for 2024 in Nashville. We are currently out in the industry asking for purse and accessories donations and will be asking vendors to buy raffle tickets and share them with their customers. In Nashville we will draw the raffle winners during lunch so that we speed up the process of getting the purses distributed before the afternoon appointments start. We are also reaching out to partners in the TN region and asking them to participate in the silent auction and in the raffle.

Pete Borowsky suggested that we need to do more to promote the silent auction and raffle leading up to the Marketplace and during the Marketplace, both from the stage and with signage and in the newsletter. And we need to better explain the benefits of the ABAF and of the scholarships.

Some members noted that it may still be confusing to be raising money for the ABAF and for the local charity through Marketplace Gives Back, but most agreed that they are generally two very different asks and that the give back generally has a retail component that is unique from the auction and raffle. There was a discussion about putting the give back program under the ABAF but there was no consensus to do so.

Regarding the auction, one suggestion was to do one special auction item each day starting on Saturday to draw people in for the auction. Another suggestion was to ask the ABA and ABAF Board to each give \$500 to the ABAF and encourage 100 percent Board participation in donating to the ABAF.

It was also noted that by going out to CVBs and other donors and asking them to bundle packages adds more value to the auction and the items, For example if a CVB can put together attraction tickets, with hotel rooms and meals it is very attractive as opposed to having each item separate.

LouAnna Henton talked to the Board about the upcoming Marketplace and some of the activities that will take place while ABA is in Nashville.

There was a discussion about the scholarship program. Melanie noted that the scholarship application process will start on December 1 and run until April 1. She is

again distributing the “scholarship in a box” that we used before to expand the reach of the program beyond just the member ceo/owner. We have added two new scholarships for a total of \$10,000 that can be used for mechanics and drivers. It was not clear how these will be administered but they can be used for technical training, at training schools, to offset costs of attending classes, etc. They can be used at a technical college. It would be possible to make each of the awards \$2,500 each to provide assistance to more individuals. It was also agreed that these scholarships could be used for more than just ABA members as we want to expand the industry.

During the scholarship discussion it was suggested that ABAF consider looking at other scholarship administrators just to see what/who is out there and compare pricing and approaches. This would be done for the 2024/05 application program, not for the upcoming year.

There was a discussion about electric vehicles, CARB requirements, battery and charging infrastructure. Other issues impacting the move to electric, or hydrogen are weight, baggage space, safety, bridge weight formula, battery weight, distance, weather impact, charging stations and others.

Pete Pantuso noted that the two studies at the Texas Transportation Institute are currently underway. The environmental comparison study will be completed by January 2024 and the look at alternative fuels for motorcoaches will be completed by February or March.

There was a discussion about planned giving, since those funds went primarily for research. It was agreed that the industry is coming back but there was no consensus on when or how the planned giving should be restarted. There was a motion and second and unanimous agreement that we should reopen the planned giving for research and that we should reopen discussions with larger donors regarding past commitments.

It was noted that the next meetings of the ABAF BOG will be May 8 in Washington, DC and September 24 in Hershey, PA

The meeting was adjourned at 12:00 Noon.