

**BMW CCA National Board Meeting
Westin Hotel, Greenville, SC
March 18, 2011**

Meeting called to order by Bruce Hazard at 8:02 am

Attendance:

Current Board: Bruce Hazard-President, Mark Jon Calabrese-VP, JR Schneider-Secretary, RVPs: Mark Doran, Mike Lingenfelter, Paul Dunlevy, Jeff Cowan, John Sullivan; Satch Carlson - *Roundel* Editor; Gary Davis-Club Racing Director,

Steve Johnson-VP elect, Darcy Yench-Secretary elect, Dan Baker RVP elect,

National Office staff: Frank Patek – Executive Director, Lindsey Jefferson CFO, Linda Axelson National Events Coordinator, Steven Schlossman, Stephen Elliott (IT-new website), Peggy Helmke, Tricia Williams, Tricia Jones,

Guest Member: Bob Turnage

Absent: Louis Goldsman-Treasurer

Motion: Paul Dunlevy moved and John Sullivan 2nd to approve the pre-meeting regional events approvals from conference calls. Approved 8 – 1 absent

Board Member Reports:

The pre-meeting reports were submitted by the President, Executive VP, Secretary, Treasurer, and Regional Vice Presidents without further revisions.

Spaten advertising/sponsorship proposal – Frank/Linda presented a proposal to introduce Spaten as the “Social” Partner for the club -.A 3 year monetary commitment and product.

Certificate of Achievement – Bruce Hazard awarded to Tricia Jones for significant contributions to the BMW Car Club for performance and handling of membership concerns. For going the extra mile with the Member Reward Program

1. National Events:

- Oktoberfest report - Linda
 - 2011 off to a great start with just over 100 registrants so far.
 - Discussions for future Oktoberfest in September of 2012 at Lime Rock - staff to meet with Larry Koch and Skip Barber
 - Oktoberfest - 2013 – Laguna Seca or Las Vegas somewhere out west
- North Central Caucus- survey sent out to attendees indicated high favorable, with recommended that it be expanded to other regions. Approximately \$25,000 in total cost.
 - Recommendation - Chapters should meet nationally one year and regionally the next.
 - DEC & chapters for 2012 to get back on track – add additional people per chapter added to the DEC numbers. Mike Lingenfelter suggested to limit the numbers to 4 per chapter; DEC, newsletter and 2 additional. Dallas or Houston at same time of year.
 - Should include the components of newsletter/webmaster conference for this one as well.
 - Need to survey chapters for discussion topics.

2. Regional Events:

- Calendar for remainder of year's events email went out to whole club and lapsed members then followed up with lapsed members to re-up. Will also appear as a pull out in an upcoming Roundel for those without emails.
- About 100,000 sent out....opt out levels low.
- Lake Michigan Grand Tour will be added after Mike does trial run.
- Follow up requests were immediate after emails went out.
- Tours and European trip in works
- Membership about split between driving tours/social events and HPDE's

Regional Grand Tour Survey – Received favorable responses, offering choices for days, places to stay, and affordability. It's positioned as a get away weekend...can come in and out as wanted. Expecting around 100 cars per day, different eating options, different routes, 1st day 4 different museums, 2nd day same route and 3rd day, same route and different stops with two restaurants at each stop. Open registration in June, get your own lodging reservations and meals on your own as well. Mike will do an end of April final check before publication.

Are other regions ready to host such an event? What other Regions are doing:

Jeff Cowan – does overnight

John Sullivan - does weekend with fun rally at more exclusive place

Mark Doran - does some in CO

Mike Lingenfelter - Buckeye's Bourbon and Barbecue for next year.

Upcoming events for possible regional event status:

Windy City – Vintagefest – late summer

Oktoberfest - Green Mountain engaged another venue site – Inn in Grafton pending

New Request:

MOTION: Jeff Cowan moves to get regional status for San Francisco Chapter to hold a Car Corral at GrandAm race at Laguna in July, John Sullivan 2nd Approved 8 – 1 absent

3. National Programs and Services

IT Update - Stephen Elliott

- Launch of new website has been affected by lack of communications with CDC and modifications not completed.
- CDC committed to May 2nd launch date.
- Waiver of 1st year support worth \$7,000 if May 2nd date not met.
- Old system: No real cost to club at this point, previous support was dropped at end of last year.
- Communication from CDC was inaccurate.
- 2nd phase of training was not productive.
- Based on the last delivery date of, April 15th, website production is on schedule and should be ready to go live once the database is complete.
- Need to schedule a tutorial (video) for chapter officers for utilizing the website.
- Still on track budget wise for now.
- Website was demonstrated.

Short Term Memberships – for SIGs and non members to participate in driving events.

The Vintage and Pittsburgh Vintage Grand Prix

- FiverFest at Pittsburgh and Sharkfest adding on to Vintage with expectation of

- Insurance is based on membership. - offer temp or short term membership to club for coverage so as not to hamper numbers in attendance.
- Should help chapter with numbers and revenue
- Temp members will have the same rights and privileges as full members during period of membership. Cost will be \$15.00 and will only be available as a one time option per person.

\$15 should be a break even – will treat as trial marketing opportunity, and send 3 months of ROUNDEL. With special membership card for discounts, etc.

Short-term membership may be available for other events and purposes, to be determined on a case by case basis.

The Vintage and Pittsburgh Vintage Grand Prix events will be pilots.

Paul Dunlevy made the motion to approve the one time 3 month temporary membership for The Vintage and Pittsburgh Vintage Grand Prix only. Mike Lingenfelter 2nd. Approved 8 – 1 absent

Club Racing:

Hilton Head Historics 35 responses to holding a club race

- Track built for Indy Lights race on Hutchison Island. Across from Savannah (20 min)
- Peach Tree Chapter interested in hosting
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Driving Events: Some events have begun/happened

- Brand new track just south of Austin (country club track opened up for other clubs)
- Letter went out about Sunshine Bimmers Chapter sponsored driving events concerns - Ops Manual governs chapters doing driving event, PBOC or chapter events perception.
- Cost too great for Sunshine Bimmers Chapter to host driving events
- Matter of disclosure – distinction between who is running the event.

Charity Awards: deadline April 15th

- Only 1 application so far
- Applications dropped off last year.....CCA is still offering matching funds of \$20,000
- Communication issue....get word out to chapters through RVP's
- Was in News from National in February
- Email sent out from Steven Schlossman to chapter officers – will send out again

Raffle: Grand Prize to be a 1 Series M and M3 - his/hers. Main Prize to be 335

4. Policy and Administration

Ombudsman update – 2 new people in place

- Working on disclosure statements
- Establishing a depository for files eliminates members going to someone else if they don't like the answer they get. Will be attached to members file.
- Getting more and more phone calls.

Membership rewards: Some members experiencing an eight week lag due to processing issues in New Jersey.

Tech Reps update – no report from Terry Sayther. Not being heavily utilized.

Benefits update:

- IHG agreement complete and will continue to work with them
- Use link on BMW CCA site to make an advanced paid reservation
- Contact person in New Jersey to get a room block at the best available rate (for driving schools, tours, etc.)

Liberty Mutual – is concerned about the low referral rate. If referrals do not improve it could affect future year sponsorship.

Membership Album – final stages, upbeat. Very pro club

- Frank would like to place a book in every dealership, great selling piece for the club \$10,000 for 300 books (10% off) discussion suggested we target to whom we give them, use as rewards, advertisers
- Mark Doran suggested making a deal looking at margins....trade in what they were going to give us.

Roadside Assistance – Nations Safe Driving

- Requests slow
- Assistance calls high for service – some have used their 5 tows in a month
- Price has gone up as result
- Want 3,000 members within the year
- If it's not accomplished by year end there could be another price increase, reduced services, end program?
- Anything already purchased would stay in place

Partners First – concerned about health of program still getting money

- Still contractually obligated for two more years (\$100,000 per year benefit to club).

National elections –

- Results were presented by Frank Patek for certification: 1982 ballots received....706 paper vs. 1276 electronic
- He recommended we use same procedure and not mail out ballots next year.

Re-alignment of regions – nothing has been heard of by the RVPs

Wasatch to South Central
Missouri Valley to South Central
Kansas City to South Central
River City to North Central
Old Hickory to North Central
Heart of Dixie to South Atlantic
Smokey Mountain to South Atlantic
Choo-Choo to South Atlantic
Bayou to South Atlantic

MOTION:

Mike Lingenfelter. Moved to realign the chapters immediately as stated in the July board

meeting minutes. 2nd by Paul Dunlevy. Approved 8 – 1 absent

Non-Geographical Chapters –r status of Z-Club SIG

- A major overhaul of the Ops Manual needs to be written for the RVP compliance piece with both the geographic and non-geographic in mind.
- Jeff Cowan, Paul Dunlevy, Steve Johnson and Frank Patek will work on rewrite.

Joint newsletter discussion

- For those not able to get newsletters out within guidelines for small chapters
- Regionalize without losing the local reporting.
- Template model on website – to be utilized by chapters that are struggling.
- Content is the problem in most cases.
- Newsletter is best messenger for local members. Some may need to pay to do this.
- Is it time to look at function of newsletter – using website to be newsletter.

Driving Events –

Minimum standards states in Ops Manual \$5 million coverage. The current minimum is \$10 million – Frank recommended that the language be changed for consistency.

Agreed: 8 – 1 absent to change

5. Foundation update

Street Survival being put on for Consumer Reports - Roundel
Will provide coverage.

6. Financial Status- Lindsey

- No word from IRS recently
- 2010 ended with revenue exceeding expenses, both raffle and ad income exceeded budget.

7. Chapter Issues

Phone conferencing:

- John Sullivan is averaging 20 out of 28
- Jeff Cowan gets 7-8 chapters about ½ of the chapters, he is reaching out to rest personally; two chapters are at extreme ends of time zones
- Mike Lingenfelter reports the next call is on the 28th
- Mark Doran had not scheduled any to leave Dan Baker new RVP and get newly aligned chapters involved.
- Paul Dunlevy has none currently scheduled

New phone lines in office will facilitate the conference calls. Issues with actual installation and internet provider. Will save expenses once installed. Chapters should be able to utilize as well.

Chapter probation report

- Details were provided in handout. RVP's will handle as appropriate.
- Newsletter deadline notification as delinquency...would be nice to auto report by website to notify if not in compliance.

Chapter Toolbox

- In document put in thanks to Sue Ann Meskell, Byron McCauley and their team for preparing the 64 page document.
- Will host on the website.

8. Membership Drive Update

- Bulk membership – Tacoma dealership first to purchase 100 memberships
 - Need to make sure there is an expiration date on bulk membership
 - Gift cards – staff investigating the possibility of offering gift cards
- Lapsed membership emailing and mailing to those folks to invite back into the club.
- Larry Koch restated that there is remains an opportunity to market the club to BMW's CPO owners. He will approach the new head of CPO sales to discuss.

9. Membership

Membership and Recruitment Committee update

- Realignment of chapters – requires appointment of a new member from the South Central Region.
- Need to appoint a chair person
- Committee needs to formulate concrete goals.
- Committee should be tasked with developing measurable goals for chapters. Initial goal is 3% growth in 2011.
- Collecting and exchanging best practices. - not happening yet.
- After 1 year, haven't made any positive impact on growing the club/chapters
- Need to attack on two fronts. Mike Lingenfelter as board liaison and RVPs speak to committee members to get a lift.

How to get committee reenergized?

- Publicize the baseline and establish the 3% goal - needs to be communicated to the chapters through the RVP and membership committee persons.
- Redo with new chapter alignment for accurate baseline....
- RVPs can help facilitate goal with strategies to gain

The Membership and Recruitment Committee Survey sent out last year asked if BMW CCA membership benefits package was of value. A number of member's who did not renew, said they did not see the value of the benefits.

- Discussed option to better highlight member benefits.
- Maybe open up the front cover to the benefits page for the Roundel.
- Testimonials or highlight the benefits in some way
- Cost savings are great for those that don't have new cars
- New car owners won't need the same message due to warranty
- RVP's should determine the baseline and growth expectations are within their region.
- 9,687 baseline for North Central will now change with the realignment.
- What are we asking the chapters to do?
- Lots of recommendations.
- Paradigm changes...membership chair needs to be thinking.
- Recruiting ideas seem to be readily available
- Retention ideas are harder to get going

Other

- Test mailing with the CPO list will determine if warrants future mailing
- Advertising in Bimmer and Car & Driver, Sports Car Market.
- Pushing the sample magazine to get it out to as many people as possible
- Get BMW NA to help with new member purchase.
- Grille badge most popular incentive for moving members from 1 to 3 year memberships

- Cost of insert to all 1 year members in Roundel to see if cost effective.
- All membership renewal mailings include a listing of membership benefits – may need to be revamped.
- Will engage MultiView to send out the weekly email of fun facts about BMW...people can opt out of that.
- Ask chapters publicize which dealerships are giving discounts in their area and list independent shops – for those with the older cars (national doesn't have info on.)

10. BMW NA – No additional discussion

11. New Business: None

12. Future Meetings

Board Meeting: June 25-26, 2011 Lake Las Vegas -

Conference calls: Thursdays, 7 pm Eastern time

April 21

May 26

13. Adjournment

Upon unanimous consent the Board of Directors Meeting was adjourned 3 pm.