

BMW CCA
Board of Directors Meeting
June 25-26, 2011
Ravella at Lake Las Vegas
Henderson, NV

BMW Car Club
of America





Agenda

BMW Car Club of America
640 South Main St, Ste 201
Greenville, SC 29601-2564

Tel 864-250-0022
Fax 864-250-0038
bmwcca.org

Saturday June 25th

08:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the March 19-20, 2011 Board meeting were approved by vote of the Board on May 11, 2011. Reading of the minutes will be waived.

Affirmation of votes on conference calls since the last Board Meeting.

- Membership revocation of a Kansas City Chapter member – Approved 9 – 0.

08:05 Reports

- President
- Executive Vice-President
- Secretary
- Treasurer
- South Atlantic Regional Vice President
- North Atlantic Regional Vice President
- Pacific Regional Vice President
- South Central Regional Vice President
- North Central Regional Vice President
- Executive Director
- Roundel
- Driving Events Committee
- Membership Committee
- Club Racing

08:35 Reports Continue Until Completed

Discussion of Listed Topics

09:45 Break

10:00 Resume Discussion of Listed Topics

New Business

Noon Lunch

1:00 Continue Discussion & New Business

Strategic Plan Update and Discussion

Executive Session

5:00 Recess

Sunday June 26th

08:00 Resume Discussion Topics, New Business, Executive Session as necessary

10:00 Adjourn

Discussion Topics

1. National Events

Oktoberfest

- 2011 – Barber Motorsport Park, October 10-16, 2010
- Future
 - o 2012 – Colorado?
 - o Lime Rock

Chapter Congress Debrief

- Future Planning

2. Regional Events

Updates:

- Vintage at the Vineyards May 2011
- Pittsburgh Vintage Grand Prix July 2011
- Monterey Reunion August 2011
 - o Festorics
 - o West Coast Concours
- Hilton Head Concours

New Requests

Regional Driving Tours

- The Grand

3. National Programs and Services

IT Update

- Status of conversion project

Club Racing

-

Driving Events

-

Charity Matching Funds

Raffle

SIG's

4. Policy and Administration

Ombudsman update

Tech Rep's update

Benefits Update

National Elections

- 2012 planning

Realignment of regions

- Implementation

Non-Geographical Chapters

- Request for non-geographical chapter status by Z-Club SIG

Strategic Plan

5. Foundation

Update

6. Financial

2011 budget status/issues

7. Chapter Issues

Conference calls

Chapter probation report

Chapter toolbox

Chapter/member Recognition program

8. Membership

Membership Drive Update

Membership Committee Update

- Action Items

Marketing

- Special Offer to CPO owners

9. BMW of North America

10. New Business:

11. Future Meetings

Board meetings –

October 10, 2011 (Monday at Ofest)

Conference Calls (proposed dates) –

July 21, 2011

Sept 1, 2011

Official BMW Club

BMW Car Club
of America



June 15, 2011

BMW Car Club of America
Bruce Hazard
President
2984 S Milwaukee Circle
Denver, CO 80210
303-324-6541
president@bmwcca.org

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Subject: President Pre Meeting Report – March Board Meeting

Travel:

- Board Meeting – March, Greenville, SC

Planned Travel:

- Board Meeting – June, Las Vegas, NV

No other business of note to report.

Respectively Submitted

Bruce Hazard

Official BMW Club



BMW Car Club of America
640 South Main St, Ste 201
Greenville, SC 29601-2564

Tel 864-250-0022
Fax 864-250-0038
bmwcca.org

June 13, 2011

To: Board of Directors, BMW CCA
Executive Director, BMW CCA
Subject: Vice President's Pre-Meeting Report, 2011 Board Meeting

TRAVEL

Annual Meeting, Mar, 2011, Greenville, SC \$516.03

PLANNED TRAVEL

Central California Chapter BMW CCA Driving School, July 1-3, 2011, Buttonwillow, CA
National's West Coast Summer Concours, Legends of the Autobahn, August 17-21, 2011,
Monterey CA

Respectfully,

Steven Johnson



June 16, 2011

To: BMW CCA Board of Directors
BMW CCA Executive Director

BMW Car Club of America
Louis P. Goldsman
Treasurer
5296 Via Jacinto
Dos Vientos Ranch, CA 91320
Telephone: (805) 499-3849
Email: treasurer@bmwcca.org

Subject: Treasurer's Pre-meeting Report

Planned Travel: BMW CCA Board Meeting, Las Vegas, Nevada –
June 25-26, 2011

Preliminary Income Statement – Period Ending May 31, 2011

	January 1 – May 31, 2011	Budget
Ordinary Income/Expense		
Total Income	\$1,860,486.42	\$1,703,860.36
Total Cost of Goods Sold	547,489.75	580,547.39
Gross Profit	\$1,312,996.67	\$1,123,312.97
Total Expense	1,132,060.17	1,207,395.49
Net Ordinary Income	\$180,936.50	\$(84,082.52)
Net Other Income	22,119.21	14,166.69
Net Income	<u>\$203,055.71</u>	<u>\$(69,915.83)</u>

Preliminary Balance Sheet – as at May 31, 2011

Assets	
Total Current Assets	\$1,497,388.89
Total Fixed Assets	248,568.17
Total Other Assets	2,179,022.86
Total Assets	<u>\$3,924,979.92</u>
Liabilities & Equity	
Total Current Liabilities	\$3,205,671.87
Total Liabilities	3,205,671.87
Total Equity	719,308.05
Total Liabilities & Equity	<u>\$3,924,979.92</u>

The amounts reflected above do not include all month-end adjustments including the calculation of unearned membership dues. As a result, the above amounts overstate Net Income and Equity for new and renewal memberships paid for in May. Therefore, the following is a comparison of 2011 and 2010 Net Income for the period January 1 through April 30 of each respective year. It should be noted that significant major expense and income generating activities, particularly Oktoberfest and Raffle, occur later in the year.

Income Statement Comparison
January 1 – April 30, 2010 & 2011

	Jan - Apr 2011	Jan - Apr 2010
Ordinary Income/Expense		
Total Income	\$1,488,504.90	\$1,402,125.27
Total Cost of Goods Sold	463,635.67	400,129.15
Gross Profit	\$1,024,869.23	\$1,001,996.12
Total Expense	959,497.77	1,068,183.63
Net Ordinary Income	\$ 65,371.46	\$ (66,187.51)
Other Income/Expense		
Total Other Income	\$ 25,789.58	\$ 11,772.71
Total Other Expense	4,400.68	19,063.60
Net Other Income	\$ 21,388.90	\$ (7,290.89)
Net Income	\$ 86,760.36	\$ (73,478.40)

Respectfully submitted,
Louis Goldsman

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through May 2011

	<u>TOTAL</u>
	<u>Jan - May 11</u>
Ordinary Income/Expense	
Total Income	1,860,486.42
Total Cost of Goods Sold	547,489.75
Gross Profit	1,312,996.67
Total Expense	1,132,060.17
Net Ordinary Income	180,936.50
Other Income/Expense	
Total Other Income	26,769.89
Total Other Expense	4,650.68
Net Other Income	22,119.21
Net Income	<u>203,055.71</u>

BMW Car Club of America, Inc.
Balance Sheet
As of May 31, 2011

	<u>May 31, 11</u>
ASSETS	
Total Current Assets	1,497,388.89
Total Fixed Assets	248,568.17
Total Other Assets	<u>2,179,022.86</u>
TOTAL ASSETS	<u>3,924,979.92</u>
LIABILITIES & EQUITY	
Total Liabilities	3,205,671.87
Total Equity	<u>719,308.05</u>
TOTAL LIABILITIES & EQUITY	<u>3,924,979.92</u>

BMW Car Club of America, Inc.
Profit & Loss Prev Year Comparison
January through April 2011

	<u>Jan - Apr 11</u>	<u>Jan - Apr 10</u>	<u>\$ Change</u>
Ordinary Income/Expense			
Total Income	1,488,504.90	1,402,125.27	86,379.63
Total Cost of Goods Sold	463,635.67	400,129.15	63,506.52
Gross Profit	1,024,869.23	1,001,996.12	22,873.11
Total Expense	959,497.77	1,068,183.63	-108,685.86
Net Ordinary Income	65,371.46	-66,187.51	131,558.97
Other Income/Expense			
Total Other Income	25,789.58	11,772.71	14,016.87
Total Other Expense	4,400.68	19,063.60	-14,662.92
Net Other Income	21,388.90	-7,290.89	28,679.79
Net Income	<u>86,760.36</u>	<u>-73,478.40</u>	<u>160,238.76</u>

BMW Car Club of America, Inc.
Profit & Loss Prev Year Comparison
January through April 2011

	<u><u>% Change</u></u>
Ordinary Income/Expense	
Total Income	6.16%
Total Cost of Goods Sold	15.87%
Gross Profit	2.28%
Total Expense	-10.18%
Net Ordinary Income	-198.77%
Other Income/Expense	
Total Other Income	119.06%
Total Other Expense	-76.92%
Net Other Income	-393.37%
Net Income	<u><u>-218.08%</u></u>



BMW Car Club of America
Darice "Darcy" Yench
Secretary
8925 N. Tennyson Dr.
Bayside, WI 53217
secretary@bmwcca.org

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Date: June 15, 2011

Subject: Secretary Pre-Meeting Report for June 25 - 26, 2011 BOD Meeting.

Travel & Expenses:

- BOD Meeting Greenville, SC Misc. Travel Expenses \$390.05
- BOD Meeting Las Vegas NV Air Fare \$370.90

Planned Travel:

- BOD Meeting Las Vegas NV June 25-26, 2011
- Oktoberfest

Relevant Notes:

- April Conference Call notes – Pres. Bruce Hazard has
- May Conference Call notes

Respectfully submitted,

Darice Yench

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

BMW Car Club
of America



BMW Car Club of America
Darice "Darcy" Yench
Secretary
8925 N. Tennyson Dr.
Bayside, WI 53217
secretary@bmwcca.org

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, Steve Schlossman, Steven Elliott (IT-new website), Peggy Helmke, Tricia Williams, Tricia Jones,

Guest Member: Bob Turnage

Absent: Louis Goldsman-Treasurer

Motion: Paul Dunleavy 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 coverage.
- 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
-

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 Sather. 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.



BMW Car Club of America
Darice "Darcy" Yench
Secretary
8925 N. Tennyson Dr.
Bayside, WI 53217
secretary@bmwcca.org

Conference Call Notes: 4/21/2011

Attending: Bruce Hazard, Steve Johnson, Louis Goldsman, Darcy Yench, John Sullivan, Paul Dunlevy, Mike Lingenfelter, Dan Baker, Jeff Cowan, Frank Patek and Lindsey Jefferson

IT Update

There are still several issues that have not been resolved, most notably the programming for the raffle and auto renewals. There was a recent meeting with Go Members project leads and the problems with missing deadlines were discussed. They and the office have agreed on what needs to be done to complete the project, deadlines and penalties for not meeting same.

The go live is now project for early June. All payments are on hold until completion. Overall the project is under budget.

Multi-view email service is being finalized. This service will email members BMW and automotive articles and links from the internet. Multi-view will sell advertising and can include willing CCA advertisers and sponsors. The club will get a royalty from the advertising revenue.

Events:

Grand Tour – Charities have been identified and the route has been run and there will likely be some adjustments.

OBX – event went well and generated about \$6,000 to the Fox Parkinson charity.

Charity Requests for matching funds deadline has been extended to the end of April.

DEC – there appears to be some issues regarding the ITS program and a request for assistance by the Central California Chapter. Steve Johnson with investigate further.

Membership Committee – Mike Lingenfelter is working on energizing the committee and is still looking to identify a leader for the group to carry the ball. There were several suggestions for Mike to consider. The South Central region needs to appoint a new representative, Dan Baker will pursue this.

Chapter Store – Wendy Martin has offered/developed a merchandise store web portal that can be used requiring member login and password.

Chapter Loan – Dan Baker mentioned that the Old Hickory Chapter has requested a loan as an advance for their upcoming driving school. There was a discussion of the process and that each request is consider on its merit and there is no specific criteria. A major consideration is whether the chapter will have the ability to repay in a relatively short period of time, hopefully from the event proceeds. Dan will have further discussions with the chapter.

There being no further business the call ended.



BMW Car Club of America
 Darice "Darcy" Yench
 Secretary
 8925 N. Tennyson Dr.
 Bayside, WI 53217
 secretary@bmwcca.org

Date: May 26, 2011
Start Time: 07:00 PM Eastern Daylight Time 6 pm Central Time
Primary Dial-in Number: 1-800-371-8200 (Toll Free in USA and Canada)
Alternate Dial-in Numbers: 1-805-620-4010 (for callers outside the USA and Canada)
Access Code: 88814

Bruce Hazard	President
Steven Johnson	Executive Vice President
Darcy Yench	Secretary
Louis Goldsman	Treasurer
Michael Lingenfelter	North Central Region VP
John Sullivan, Jr.	North Atlantic Region VP
Jeff Cowan	Pacific Region VP
Dan Baker	South Central Region VP
Paul Dunlevy	South Atlantic Region VP (Absent)
Frank Patek	Executive Director

Agenda:

ED Update:

- IT – New website will go live on June 13th. Everything is being delivered on time and some early.
- Next week trainer will be in the office.

Raffle – 1 Series M is now going into limited production with 1,000 units allocated for the U.S. market. This was verified thru Matt Russell, M Brand Manager. Because it will be in limited production the 1 Series M will no longer be a viable option as part of the Grand Prize for the 2011 Raffle. Executive Director suggested making the Grand Prize a matched set of M3s coupe’s with an MSRP of \$58,900.00 each.

Following discussion it was decided to replace the 1 Series M with a 135i Convertible

Everyone was in agreement for the 2011 Raffle the Grand Prize will be an M3 and a 135i Convertible.

Event Updates

Staff to attend The Vintage event in Winston-Salem over the Memorial Day weekend. The Vintage is the first event in 2011 to spotlight Spaten Hospitality.

April saw a slight increase in membership, but May will likely record a loss. 5000+ members are up for renewal in May. Additional email reminders are being sent to members and appeals are being mailed to lapsed members. In spite of increased advertising in Bimmer, Sports Car Market and Car and Driver we still face challenges.

The CPO Trial Membership program has been approved by BMW NA. A cover letter signed by Larry Koch, Motorsport Manager, will accompany the sample issue.

Discussed which chapters have logo's approved and those still pending. Executive Director will follow up with all still owing designs.

Chapter Issues:

- Kansas City Chapter
- Discussed report of aggressive conduct directed at a member by a chapter officer. Chapter has verbally asked for assistance. Board directed the RVP to ask for a written recommendation from the chapter before taking action.

South Central RVP Dan Baker received a request from a member, Al Garcia, to charter a new chapter Colorado Springs, which is currently part of Rocky Mountain Chapter. This is to be discussed with RMC Board.

Executive Vice-President and Executive Director were suggested as good resources for chartering new chapters

- Carrera BMW contacted the Executive Director about chartering a new chapter in Bend Oregon.
- BMW NA has sent the Portland ACA a cease and desist letter requesting they stop using BMW's name and identifying themselves as part of the International Council of BMW Clubs.
- Region Realignment Transition
- Is everyone able to work the new chapters in to conference calls, etc.?
- Kansas City and Great Plains Chapters have expressed concern with being moved out of the North Central Region.
- Will continue talking about this at the June meeting.
- Dan Baker will have more discussions with them.
- Selling points – now have two RVPs for help in future.
- Mike Lingenfelter said he needs to proactively reach out to two new chapters as emails and phone calls have led to no success so far to participate in conference calls.

Meetings:

- ~ June Board Meeting – 25-26 in Las Vegas
- ~ 2 hours to talk about where we are in strategic plan? Where are we going?
- ~ Everyone should reacquaint themselves with the plan, and the new board members should talk to Frank if needed ahead of meeting, call him.
- ~ Who do we want to be in the next 5 years?

SIGS – deceased members are listed for some of them. Will be sending out letters for verification and those and will go through Frank

Only 4 SIGs are known to be very active.

Photo album is completed and Frank got 2 advanced copies today.

Member copies will be going out starting tomorrow through next week.



BMW Car Club of America
John E. Sullivan
North Atlantic Region Vice President
334 Elmwood Ave.
Wollaston, MA 02170
northatlanticrvp@bmwcca.org

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Date: June 15, 2011

Subject: North Atlantic RVP Pre-Meeting Report for June 25 - 26, 2011 BOD Meeting.

Travel & Expenses:

- BOD Meeting Greenville, SC Misc. Travel Expenses \$78.42
- BOD Meeting Las Vegas NV Air Fare \$611.30
- PVGP Regional Event Air Fare & Hotel \$459.99
- NJ Chapter Visit Travel & Hotel Expenses \$284.15

Planned Travel:

- BOD Meeting Las Vegas NV June 25-26, 2011
- Vintage at Saratoga Patroon Chapter Regional Event July 15-16, 2011
- PVGP Allegheny Chapter Regional Event July 22-24, 2011
- Pine Tree Chapter Dealer Open House Portland ME September 10, 2011
- Bavarian Autosport Show & Shine Portsmouth NH October 2, 2011
- BOD Meeting & Oktoberfest Birmingham AL October 9-15, 2001
- OktoberFAST Green Mtn. Chapter Pending Regional Event Status October 21-23, 2011

RVP Discretionary Funds:

- None Expended

Newsletter Delinquencies:

- None as of this Report

Relevant Notes:

- Pending, a Regional Conference Call "How to get people to execute on their ideas" Scheduled for June 20, 2011

Respectfully submitted,

John E. Sullivan



BMW Car Club of America
Michael Lingenfelter
RVP, North Central Region
15106 Kampen Circle
Carmel, IN 46033
317-513-0788
northcentralrvp@bmwcca.org

June 16, 2011

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

From: Michael Lingenfelter, North Central Regional VP

Subject: Pre-Meeting Report, June 2011 Board Meeting

Chapter Highlights: None to report.

Completed Travel:

03/26/2011 National board meeting (Greenville SC) (\$347.29)
04/21/2011 "The Grand Tour" reconnaissance trip (Wisconsin/Michigan) (\$1472.45)
05/09/2011 North Star "Garage Opener" chapter event (Minneapolis) (\$638.67)

"The Grand Tour" trip expense will be offset by event registration fees. That aside, the amount of funds used from my travel allowance is \$985.96 for the reported period and \$1408.92 for 2011 YTD (specific amounts for each expensed travel this period noted above).

Planned Travel:

06/24/2011 National board meeting (Lake Las Vegas NV)
08/__/2011 Reconnaissance trip, The Grand Tour (Traverse City MI)*

* no/limited expenses to be claimed

Conference Calls:

3/28/2011 NCR chapter presidents; social event ideas
4/25/2011 NCR chapter presidents
5/23/2011 NCR chapter presidents; actions take-aways from chapter caucus

As of today, (24) participants (individuals/couples) have registered for The Grand Tour to be held in mid-September.

Regards,

Mike



BMW Car Club of America
Jeff Cowan
RVP, Pacific Region
425 Concord Dr.
Menlo Park, CA 94025
650.322.4938
pacificrvp@bmwcca.org

June 21, 2011

To: Board of Directors, BMW CCA
Executive Director, BMW CCA
From: Jeff Cowan, Pacific Region RVP
Subject: Pre-Meeting Report, June 2011 Board Meeting

Chapter Issues:

- None!
- Note: BMW NA sent a cease and desist order to Oregon ACA to stop using the BMW name back in May.

Delinquent Newsletter status

- Holy Eff! They're all in compliance! Well, this time...

Completed Travel:

- March Board Meeting

Planned travel:

- None (but working on it...)

Discretionary funds committed: \$750

- Oregon Chapter, NASCAR/PRO3 Corral: \$250
- Puget Sound Chapter, E30 Picnic, \$500

Discretionary funds planned:

- Sacramento Chapter, GrandAM Corral: \$600
- Sacramento Chapter, ALMS Corral: \$400

Regards,

Jeff Cowan



BMW Car Club of America
Dan Baker
South Central Region Vice
President
5307 Windham Springs Court
Houston, TX 77041
southcentralrvp@bmwcca.org

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Date: June 14, 2011

Subject: South Central RVP Pre-Meeting Report for June 25 - 26, 2011 BOD Meeting.

Travel & Expenses:

- BOD Meeting Greenville, SC Misc. Travel Expenses \$531.94
- BOD Meeting Las Vegas NV Air Fare \$653.90

Planned Travel:

- BOD Meeting Las Vegas NV June 25-26, 2011
- BOD Meeting & Oktoberfest Birmingham AL October 9-15, 2011

RVP Discretionary Funds:

- None Expended

Chapter Issues:

- Kansas City Chapter member being reviewed for revocation. Member has not yet been notified, pending final decision of the National Board.

Newsletter or Chapter Report Delinquencies:

- None as of this Report

Relevant Notes:

- June 1st South Central Regional conference call, 6 of 9 chapters represented, 14 people attended the call including Frank and myself. Discussed regional realignments and new chapter logo issues/concerns.
- Next call will be scheduled for early July

Respectfully Submitted
Dan Baker



BMW Car Club of America, Inc.
Paul Dunlevy
South Atlantic Regional VP
6424 Littlewood Road
Kernersville, NC 27284
336-996-3149
southatlanticrvp@bmwcca.org

To: *Board of Directors, BMW CCA*
Executive Director, BMW CCA

Date: June 16, 2011

Subject: South Atlantic RVP Pre-Meeting Report for June 25 - 26 Board meeting.

Travel & Expenses

None

Planned Travel

Las Vegas for June 25 – 26 Board meeting
Birmingham for O'fest.

RVP Discretionary Funds – None

Chapter Probation Report: None

Newsletter Delinquencies – Bayou and Smoky Mountain

Vintage, in the new location, did extremely well. Scott Sturdy has done a great job again.

OBX Cruz was a resounding success with about 40 cars and 80 people in attendance. The last word that got was that it had raised around \$16,000.00 for the Michael J Fox foundation and Parkinson's research.

The Sebring Corral hosted by FSC was a great success.

Sunshine / PBOC seems to be following their commitments.

Respectfully submitted,

Paul Dunlevy



BMW Car Club of America
Frank C. Patek, II
Executive Director
640 South Main Street, Ste 201
Greenville, SC 29601
864-250-0022
frank_patek@bmwcca.org

Re: June 25, 2011 Board Meeting – Las Vegas, NV

DATABASE/WEBSITE/OPERATIONS

After many fits and starts the new database and new website is launching on June 22, 2011. In order to complete the go live process transactions on the website will stop on Thursday June 16 at noon ET. The conversion of the iMIS database to GoMembers is scheduled to take several days. There are approximately one million records to be converted and previous conversions have taken as long as five (5) days to finish.

Stephen Elliott is eliminating as much extraneous lines of data as possible and GoMembers is working on their end to speed the conversion process. Once the entire system is online Worthwhile will do a final run thru to assure all interfaces between the database and website are functional. There is a chance that the systems will go live earlier than planned.

Roundel

With the completion and launch of the new website and database it is time to turn our attention to a cosmetic review of the magazine. While *Roundel* remains our single greatest asset for maintaining membership satisfaction we must provide it in both the most current print and digital formats available to us.

CHAPTER SERVICES

The launch of the new site and database will be the single largest assist we have been able to provide chapter operations in some time.

- Chapter Landing Pages—meets minimum standards for a chapter website!
- Brand-new events calendar and events pages to promote your event
- Chapter Officers given direct access to reporting functionality
- Chapter Newsletters hosted on each chapters landing page
- New Calendar offering Event Pages
- Ability to conduct event registration

OKTOBERFEST 2011

The Renaissance Ross Bridge Resort will be the host hotel. It is a large self contained property with a spa, golf course and upscale lodging. Barber Motorsports is the host of the track events. Registration for the event opened March 1, 2011 and is progressing on schedule. The main hotel is sold out and blocks have been opened at two other hotels.

REGIONAL EVENTS

The Vintage Event in Winston-Salem was our first chance to work with Spaten on an event. The results were positive and point to a very promising relationship. Personnel, product and all

associated goods provided by Spaten were first rate. Members in attendance enjoyed the hospitality provided by Spaten.

The location of the event in Old Salem Village was much better than anticipated and Scott Sturdy deserves credit for his hard work and organization of the The Vintage.

AFFINITY/MEMBER BENEFIT PROGRAMS

IHG Hotels-Between June 8th and July 8th IHG is running a promotional offer for CCA Members who sign up for their Priority Club program. Prizes include M apparel and other Motorsport items.

ABInBev-As reported above the first event conducted with Spaten was The Vintage and next will be The Pittsburgh Vintage Grand Prix, followed by The West Coast Summer Concours.

Liberty Mutual has over 700 policies in force over the last 12 months, an increase of 70 since March.

Lockton/HPDE Insurance Policies sold to date in 2011

	Single Event		Multi-Event		Value
Jan-11	0	\$	-		
Feb-11	14	\$	1,533	1	\$ 885 \$ 2,418
Mar-11	54	\$	8,320	8	\$ 11,426 \$ 19,746
Apr-11	68	\$	11,239	24	\$ 24,250 \$ 35,489
May-11	77	\$	14,114	5	\$ 5,513 \$ 19,627
Jun-11	62	\$	11,688	3	\$ 5,688 \$ 17,376

Membership Album the project has finished and books have been delivered. There were 11 members left out but Harris has responded by reprinting those pages and forwarding them out to purchasers. The final product looks great.

Roadside Assistance has been available through Nations Safe Driving since November 2008. Program cost is \$3.00 per member per month or \$36.00 per year and provides coverage for the member, spouse and up to three children.

1. As of **December 31, 2009 1,021** members had **upgraded to Premier Membership.**
2. As of **March 15, 2010 1,216** members had **upgraded to Premier Membership, an increase of 195**, or an average 2.6 per day.
3. As of **June 30, 2010 1552** members had **upgraded to Premier Membership, an increase of 336**, or an average of 3.08 per day.
4. As of **October 21, 2010 1781** members had **upgraded to Premier Membership, an increase of 229**, or an average of 2.02 per day.
5. As of **December 31, 2010 1900** members had **upgraded to Premier Membership, an increase of 119**, or an average of 1.67 per day.
6. As of **March 10, 2011 2103** members had upgraded to **Premier Membership, an increase of 203**, or an average of 2.6 per day.

7. As of **June 13, 2011** **2176** members had upgraded to Premier **Membership, an increase of only 73**, or an average of less than 1 a day.

PartnersFirst currently has 2005 BMW CCA card holders, of whom 1015 are active users with a total balance of \$2,639,371.00.

MEMBERSHIP

2011 July Membership Promotion – During the month of July every current member who upgrades his or her membership will be entered into a drawing for an all expenses paid trip to Oktoberfest 2011 in Munich, sponsored by Spaten.

2011 Membership Drive – began and referring members and there referrals have the opportunity to win an M-School at the BMW Performance Center. The contest is sponsored by the Performance Center. The July issue of *Roundel* will feature a drop in card, in the polybag, detailing the contest and providing each member with two referral cards.

2011 Were Going Places - travel guide was included in the May *Roundel* as a special pull out section.

Lapsed Member Test Mailing – On June 10, 2011 a renewal mailing was sent to two groups of lapsed members. 1000 lapsed members with e mail addresses, who have previously received electronic appeals and 1000 lapsed members without e mail addresses who have never received an appeal. Each group was given a June 30, 2011 deadline for renewal. Half of each group was offered a discounted rate to renew and the other half was offered a premium for renewal.

Trial Membership Program – A draft cover letter has been provided to BMW NA for use along with the sample issue of *Ronudel*. The letter will be signed by a BMW NA official. Optimistically, I believe we can anticipate an August launch of the Trial Membership Program

Printing Costs for a 96 page plus covers Sample Issue are as follows:

25,000 - \$21,600.00 - \$0.864 per piece
50,000 - \$33,834.00 - \$0.676 per piece
100,000 - \$55,262.46 - \$0.552 per piece

I suggest we consider a trial promotion of membership at a discounted rate vs a full trial membership program.

Friends of BMW – Approximately 7500 members have agreed to participate in this publication in one form or another. A print run of that size with a variable of 128 – 144 pages plus covers will cost between \$8,000 and \$9,000. Postage will be an additional cost. In order to proceed with this project in the 2011 fiscal year I am requesting a budget variance of \$15,000.00.

ADVERTISING

Club advertising will appear in *Bimmer* magazine for all of 2011.

Club advertising will run in *Grass Roots Motorsports* and *Car and Driver* during the all important summer months.

Club advertising will run in *Sports Car Market* for the summer months leading into the West Coast Summer Concours.



Pre-Meeting Report

June 21, 2011

To: BMW CCA Board of Directors
Subject: Manager/National Events
Ravella, Lake Las Vegas, Nevada

Oktoberfest 2011 – Barber Motorsports – October 10 – 16, 2011

Oktoberfest 2011	Mon	Tues	Wed	Thur	Fri	Sat	Sun		
First Timers' Meeting	29							Registrations	218
Concours		20						M1	82
TSD Rally			55					M2	82
Gymkhana			79					M3	23
Meals	174			186	189			Child	0
Casino Night			184						
Car Control Clinic			25	11					
Driving School			46	79	63	43	28	total DE	259
Driving School max			90	90	60	60	60	First O'Fest	39
Autocross				42	51				
Autocross max				110	110			Unassigned	
Club Racing Spectator								Volunteers	
Day Passes	15	0	13	18	13			Excel reports	

85 instructors registered to date

Club Race School – 7

Club Race – 8

Registration package prices go up on Friday, July 1, 2011

Renaissance Ross Bridge pick up (including CCA blocked rooms) is:

	10/7	10/8	10/9	10/10	10/11	10/12	10/13	10/14	10/15	10/16	Total
Contract	29	41	143	234	234	234	234	234	125	30	1538
Pick Up	8	38	124	229	232	232	232	232	109	21	1446
Available	21	3	19	5	2	2	2	2	16	9	92

Birmingham Marriott

	10/10	10/11	10/12	10/13	10/14	10/15	Total
Contract	35	35	35	35	35	35	210
Pick Up	23	26	29	28	25	17	148
Available	12	9	6	7	10	18	62

We have a block of 15 rooms held at the Hampton Inn, Leeds, AL – for the Club Race and National Staff.

Ofest Events/Chairs

Autocross – Peachtree Chapter, Bruce Herstowski to chair - Regions Park
CR/Club Race School – Sunshine Bimmers, Patrick Spikes to chair
TSD Rally – River City, Mike Windam and Greg Flint to co-chair.
Gymkhana - Heart of Dixie Chapter, Troy Wesson to chair – Barber Motorsports
Photo Contest - Darlene Doran
Concours – Darlene Doran/TBD
Trivia – Ben Thongsai
Fun Rally - TBD
Driving School – Heart of Dixie, Chief Driving Instructor -Jack Joyner.

I sent out roughly 200 vendor/sponsor letters to current Roundel advertisers, as well as inactive advertisers within a 500 mile radius of Birmingham.

Oktoberfest 2012 – Lime Rock Park – Possible Dates September 4 – 8, 2012

Tuesday thru Saturday

Working on financial details with Larry. I am putting together a track cost comparison using Watkins Glen, Road Atlanta, Road America and Barber as examples.

Oktoberfest 2013 – Laguna Seca – Possible Dates August 19 – 23, 2013

Host Hotel – Asilomar

August 16 – West Coast Summer Concours/Oktoberfest Concours d'Elegance

August 17-18 – Festorics

August 19-23 – OFest

Strong possibility that BMW will be the featured marquee at the Reunion.

BMW CCA presence at the following events:

The Vintage at Saratoga, July 16-17, 2011

Pittsburgh Vintage Grand Prix, July 16-24, 2011, *Spaten Hospitality*

CCA Wine Tours – August 17, 18, 2011 Cancelled

West Coast Summer Concours, Carmel Valley, August 19, 2011, *Spaten Hospitality*

Monterey Motorsports Reunion, Laguna Seca, August 20 – 21, 2011

NCC ALMS Corral, Baltimore Grand Prix, September 2-4, 2011

The Grand Tour of Wisconsin and the Upper Peninsula, September 15-17, 2011

Oktoberfest, Birmingham, October 10-16, 2011, *Spaten Hospitality*

Speed Classic, Savannah, October 28-30, 2011

Hilton Head Concours, November 5-6, 2011

BMW Sponsored Car Corrals

Sebring Florida, March 16-19, 2011

Grand AM Rolex –Laguna Seca, July 8-9, 2011

Mid-Ohio Sports Car Course, Lexington, Ohio, August 6, 2011

Baltimore Grand Prix, Baltimore, Maryland, September 2-4, 2011

ALMS- Laguna Seca, Monterey, California, September 17, 2011

Petit Le Mans, Braselton, Georgia, September 30- October 1, 2011



BMW Car Club of America
BMW CCA Club Racing
Gary Davis
National Chairman
18159 Meridian Road
Grosse Ile, MI 48138
734-308-7299

June, 17, 2011

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Subject: Club Racing Chairman's Pre-Meeting Report for the June 25-26, 2011 Board Meeting.

Travel:
June 25-26, 2011 for the BMW CCA National Board Meeting

Planned Travel:
None

Racers Advisory Committee
Scheduled teleconference June 28, 2011.

Appeals and Protests
None

Sponsors
In negotiation to add Turner Motorsport as a Premier Sponsor.

Current Activity
Club Race in conjunction with the Savannah Speed Week / Concours will be sponsored by BMW CCA CR National in conjunction with HSR.

Respectfully submitted,

Gary Davis
National Chairman, BMW CCA Club Racing



NATIONAL DRIVING EVENTS COMMITTEE

To: BMW CCA Board of Directors
Frank Patek, Executive Director

From: Neil Maller, Chairman, NDEC

Date: 17th June 2011

Subject: Quarterly Report, June 2011

We are now well into the driving events season, with no new major issues. NDEC activities include the following:

- **ITS/Training.** The North Atlantic region has held two ITS' and a very well attended (60+ attendees) off-season instructor training seminar. BMW NA graciously donated the use of a meeting room at their New Jersey headquarters for the seminar. Plans for a Pacific Region ITS at Buttonwillow have fallen through due to lack both of available instructor mentors, despite the best efforts of local contact Eddie Funahashi to recruit support.
- **Minimum Standards.** I am working on corrections/updates to the published Minimum Standards, and on compiling them into a separate document that can more easily be kept current and consulted by event organizers (*cf.* Club Racing Rules).
- **Sunshine Bimmers.** Following written communication from the regional DEC representative the Chapter is no longer portraying PBOC driving events as BMW CCA events. (PBOC is an unaffiliated, for-profit event organizer some of whose owners are also Sunshine board members.) However a link from the Sunshine events page now leads to an invitation, still on the Chapter site, to "Login into BMW race club of USA" (*sic*). Whatever *that* may turn out to be, it clearly begs confusion with BMW CCA.

Respectfully,

Neil Maller
Chairman, National Driving Events Committee
cc: NDEC members

**BMW Car Club of America National Board Meeting
Ravella at Lake Las Vegas Henderson, NV
June 25-26, 2011**

Saturday June 25th

08:00 Call to Order Bruce Hazard

- **Introduction:** Board Members: President – Bruce Hazard, Executive Vice-President – Steve Johnson, Secretary – Darcy Yench, Treasurer – Louis Goldsman, South Atlantic Regional Vice President – Paul Dunlevy, North Atlantic Regional Vice President – John Sullivan, Pacific Regional Vice President – Jeff Cowan, South Central Regional Vice President- Dan Baker, North Central Regional Vice President- Mike Lingenfelter; Satch Carlson, Editor Roundel, Executive Director. Frank Patek, National Events Manager Linda Axelson, Guest: Kelly Kirkland.

Minutes: The minutes of the March 19-20, 2011 Board meeting were approved by vote of the Board on May 11, 2011. Reading of the minutes was waived.

Affirmation of votes on conference calls since the last Board Meeting.

- **Membership revocation of a Kansas City Chapter member – Approved 9 – 0. Paul moved to affirm the vote and John Sullivan 2nd. Approval 9 - 0.**

08:05 Reports

- President – Bruce Hazard – nothing new to add
- Executive Vice-President – Steve Johnson
 - o The Central California Chapter is struggling with registrants and they might be at risk of a significant loss.
- Secretary – Darcy Yench - nothing new to add
- Treasurer – Louis Goldsman - nothing new to add
- South Atlantic Regional Vice President – Paul Dunlevy - nothing new to add
- North Atlantic Regional Vice President – John Sullivan
 - o Successful Conference Call with 12 chapters
- Pacific Regional Vice President – Jeff Cowen - nothing new to add
- South Central Regional Vice President- Dan Baker
- North Central Regional Vice President- Mike Lingenfelter - nothing new to add
- Executive Director - nothing new to add
- Roundel – Satch - nothing new to add
- Driving Events Committee – Neil Maller - nothing new to add
- Membership Committee – Mike Lingenfelter - nothing new to add
- Club Racing – Louis Goldsman -
 - o Club racers looking for new class and rules changes

08:15 Conference call with GoMembers

We are in the GO LIVE procedure.

A conference call was held with the Club IT staff and CDC GoMembers staff. On the call were Jay Barrett, Steven Elliott – BMW CCA IT - Director, Paul Plaia CDC GoMembers CEO, Vicki Pachucki – Professional Projects Director. Missy Parvis – Project Manager, The board and conference call participants spent time talking about the project, where it is in relation to getting online and live. Concerns were expressed about the amount of time that members have not had access to information from the website and registrations that are ongoing.

Discussion Topics

1. National Events

National Events Coordinator – Linda Axelson

Octoberfest 2011 – Registration currently at 218. Early bird registration closes this Friday. Autocross will be held at the AAA ball park near hotel. Bridgestone will sponsor the driving school.

2012 – Lime Rock contract pricing is high and negotiations are underway with assistance from Larry Koch. Linda Axelson putting together a cost comparison of tracks used to host Ofest. Use of Lime Rock will require a number of host hotels and all activities will be centered around the track.. 1.5 mile track will limit the number of cars you can have per group. In the event that Lime Rock is unobtainable, then New Jersey is also available at that time. Linda has a chapter that is willing to run driving school at either. Mike Lingenfelter suggested a Dolce owned Seaview in Galaway, NJ for Linda to check out as a possible backup.

2013 – Laguna Seca- BMW may be the featured marque. Could be held - August 19- 23 right after Monterey Reunion. The Legends of the Autobahn Concours would be a featured part of the event. Laguna Seca is a bucket list track and driving events held there are always sold out. Asilomar, an executive retreat hotel and state park will be investigated for the host hotel.

Several of us were invited by Chris Willett, President of the Las Vegas chapter to check out Spring Mountain Motorsports as a possibility for a future Oktoberfest. It has many amenities that might be appealing to Oktoberfest participants and has several expansion projects planned in the near future. Mandalay Bay might be a good host hotel at end of strip closest to freeway as they do other car related events.

Chapter Congress 2012

Chapters should send 4 members, their DEC rep and others designated by them. Chapter Presidents may be invited in early for strategic planning. The Embassy Suites in Grapevine, TX is being considered as a possible host hotel for the event. Scheduling for the Congress will likely to be in late February or early March. Presidents Day weekend was suggested.

2. Regional Events:

Updates:

Vintage at the Vineyard – May 2011 was a good event where lots of merchandise was sold and 18 new memberships were received.

Pittsburgh Vintage Grand Prix – July 2011

Monterey Reunion – August 2011. BMW AG is providing the 328

Hommage Car for display at the Legends of the Autobahn Concours.

Regional Driving Tours

The Grand Tour – 61 registered with 30 cars signed up so far.

New Requests –

John Sullivan mentioned that the Green Mountain Chapter is planning an event for October 7-8 the week before Oktoberfest. John will have a formal request for discussion on July conference call.

3. National Programs and Services

IT Update refers to conference call notes above.

Club Racing – Louis reported as Gary Davis was unable to attend.

It was reported that the group is concerned that BMW Club Racing doesn't get numbers due to loss to other clubs and would like to see some rule changes. The 13/13 rulings are now subject to some discretion. The Board supports keeping the SFI standards in place.

Turner Motorsport is a new sponsor for club racing.

Club Racing registrations for Octoberfest 2011 is very light at this time.

Driving Events

- Pacific region ITS training is dead for now but will try to coordinate with east coast for uniformity across the nation for instructors to travel outside of local area to participate as instructors at events.
- The reason the DEC created the ITS program was to ensure uniform training standards and instructor competency throughout the country. The major benefit would be minimum standards for instructor training. The one to one instructor/student ratio is a key part of the program and can't be relaxed..

Charity Matching Funds – Lindsey has final list and Frank will get it sent out to board.

Raffle is scheduled to launch July 1st with an ad in *Roundel* and a separate mailer going to all members.

SIG's

- E30 and Big Coupe (?) groups are only ones to respond to Steve Johnson's emails. Plans are for a conference call to happen.
- Group ZHP (performance package) Mafia would like to be a SIG and have filled out an application. They have their own web page and a large following. If they are going to be a SIG we should have a link to BMW CCA on their web page.

Mike Lingenfelter made a motion to accept ZHP Mafia request to be recognized as SIG. John Sullivan 2nd the motion – Approved 9-0

- We need to pose the question to Larry Koch about recognition of a group; do they fall under our umbrella? Bruce Hazard will follow up on this and then the appropriate language will need to be added to the annual application form.

4. Policy and Administration

Ombudsman update

There has been discussion amongst the Ombudsmen about formalization of procedures.

Tech Rep's update

Overall decrease in utilization by members but remains a popular member benefit.

Benefits Update

There is an offer on the table from a credit union that wants to offer low interest loans to the club. .

National Elections

2012 planning - discussion was for the format to stay the same, both electronic and mailing ballots. We will stay with same vendor as last year.

CHAPTERS

Realignment of regions

- Implementation is done.
- Mike Lingenfelter is in contact with two new chapters.

Membership

- National Office to verify the membership of all chapter officers.

Non-Geographical Chapters

The committee is working to revise the appropriate sections of the Operations Manual.

5. Foundation update

- The Street Survival event held for Consumer Reports event was well received.
- Discussion was held concerning the viability of sharing office space with the Foundation.

6. Financial

2011 budget status/issues – As of the end of April expenses are below budget by about \$90,000.

Advertising trend is positive. *DigiStrausse* launched in mid May– and has a positive response so far. Ad revenue is ahead of projections. A weekly schedule has now been established.

7. Chapter Issues

Conference calls

- Dan Baker – Had a good first conference call.
- Paul Dunlevy is having difficulty getting a date for calls in summer.
- Mike Lingenfelter said his May call was light while April was well attended. June might have been attended better since the group came up with suggested topics.
- Jeff has posed a strategy of 8 calls per year in his region. He is waiting for more to get on band wagon. 4 will follow in person board meeting, alternating with membership focused calls. He hopes to be able to use our conference call system on July 21 conference call.

Chapter probation report

- Frank Patek will provide an updated list of probationary chapters to the RVP's
- Frank is having logos designed for chapters that haven't been able to produce their own.
- Jeff Cowan reported that one chapter in his region voted to change their name from Inland Empire to Intermountain. Newer member's discussion prompted the change. Need to do all the required changes with the Fed ID #, etc which they are prepared to do.

Chapter toolbox

- Toolbox and Operations Manual are sometimes in conflict.
- There is a need for the Chapter Toolbox and the Operations Manual to be separated into two documents

Other Chapter issues:

None

8. Membership

Membership Drive update -

Membership Committee update

-Action Items

- Darlene Doran has joined as South Central Region membership representative
- Patterned after the DEC to formulate and execute membership retention 1st and retention 2nd.
- Step outside of own personal chapters and observe and lead best practices for all chapters..
- Should Frank Patek get involved with overseeing the group?
- Current Membership:
 - Scott Stowell – NA
 - Denis Kingburg – SA
 - Tim Beechuk – NC
 - Nick Owen – Pacific
 - Darlene Doran – SC
 - Mary Lynn Munson – board representative to committee,
 - Mike Lingenfelter – board liaison to committee

Membership Chairs of the individual chapters is the major focus for implementing plans.

Group was able to execute a questionnaire that uncovered information we did not previously have.

BMW automobile purchasers are now more akin to lifestyle members and not enthusiasts. Should our focus should change?

Product line is so diverse now....Germany is now changing focusing on mini, diesel & electric and not M brand.

Marketing

- Special Offer to CPO owners for club membership will be going out.
 - o Erik Wensberg (ex BMW NA M-Product Manager) – valuable asset and great help in getting this done.
 - o Larry Koch gave back the draft letter for the magazine...needs to include a disclaimer.
 - o Signed by Larry with a strong encouragement to join the club.
 - o Cost can be substantial. It was suggested to initially start with the first month as a test group and send out the first letter with no discount, 2nd month offer a discounted rate for 30 day window to respond & 3rd month with a 3 month trial membership to see what responses are by tracking the group.

Strategic Plan Update and Discussion

The board spent time discussing what might be needed to grow the membership. It was discussed that image matters with events and services we offer. Newsletters are the mechanism to communicate to the members – chapters need to answer what is the purpose of the newsletter besides the minimum standard? Should we offer electronic newsletters or centralize a regional newsletter to be produced and distributed? Another value of the newsletter is what a good time we have at our events, and being part of a community who enjoy their cars. How to get email addresses for those not available? Do we hire someone to contact them or board contacts were suggested. We would still need a chapter information contact person – responsible for gathering the information to pass to national for publication.

We then discussed different models that would assist struggling chapters with certain tasks they struggle with. Regarding newsletters, extensive training has not produced much return, offering the chapter assistance might be needed.

We need to open up the discussion of individual opinions about change and possible ways to change to increase retention and grow the club. The North Central Caucus in February came up with many ideas that need to be reviewed.

Do we change the newsletter minimum standard and bringing up the website standard, would we need to change the rebate structure? What are the benefits/negatives for the chapters?

We are talking about two different types of people....younger, electronic knowledgeable people who do not necessarily have the same interest as our typical enthusiast. We need to put out a consistent image and message and demonstrate that we are open to the younger population that will maybe join us later on when they are ready.

We need to do more research to determine what they want and what values we can deliver to them that they entice them to join.

A good business plan will be critical to the success of any approach the board decides to take. Mike L., Bruce, Paul and Steve will work with Frank to develop a business plan that the board can discuss at the October board meeting.

9. BMW of North America –

- May provide another surprise at Oktoberfest 2011
- BMW AG has yet to counter sign the agreements. Larry Koch sent them over, and Germans said they would need to make some changes. It was agreed that we would wait for AG to take the next step.
- The Portland ACA has been sent 2 cease and desist letters regarding their use of our name and the BMW logo and word mark. This issue is being handled by the BMW NA lawyers.

10. New Business:

Friends of BMW – quotes for publishing are between \$10,000 - \$15,000 for printing and mailing. 3-4 years since last printing. 7,500 members have checked the box that they want to be Friends of BMW.

11. Future Meetings

Board meetings –

October 10, 2011 (Monday at Ofest)

Conference Calls –

July 21, 2011

Sept 1, 2011

Paul moved to adjourn the regular meeting Steve 2nd. Approved 9-0

Sunday June 26th

No need to meet, all business concluded on Saturday.