

Final BMW CCA National Board Meeting Minutes -- October 2, 2009

The Oktoberfest 2009 National Board meeting conducted in the Conference Center at the Legacy Lodge at Lake Lanier Islands Resort, Georgia, was called to order at 8a.m. by President Bruce Hazard. Board members also in attendance included Mark Jon Calabrese, Louis Goldsman, JR Schneider, John Sullivan, Paul Dunlevy, Michael Lingenfelter, Mark Doran, and Steven Johnson. Executive Director Frank Patek and national office Administrative Assistant Steven Schlossman were present, along with Roundel Editor Satch Carlson. Guests and observers present for the meeting included Scott Blazey of the Kansas City BMW Club, Phil Marx of the Blue Ridge Chapter, Darlene Doran of the Rocky Mountain Chapter, and Chuck Lonsdale of the Everglades Chapter.

The minutes of the June board meeting were unanimously approved following the motion by Louis Goldsman with the second by John Sullivan.

The individual pre-meeting reports were accepted, with minor additions. South Atlantic Vice President Paul Dunlevy noted chapter requests for approval of multi-chapter event status that will be deferred until future discussions. Pacific Region Vice President Steven Johnson reported that he has had ongoing discussions with the membership in the State of Oregon regarding the formation of a new chapter. North Central Vice president Michael Lingenfelter noted that the Bluegrass chapter loan has now been repaid. Frank Patek advised that the new newsletter graphics proposal has had some additional developments. No report was presented from Club Racing, and it was noted that the Club Racing Director replacement search continues. It was also noted that no Driving Events Committee report had been submitted, although there will be a live report to follow.

NATIONAL EVENTS

Executive Director Frank Patek reported that Oktoberfest 2009 registration had reached 720 participants. The Club Racing entry field totaled 120 participants and 45 advance registrations had been received for Sharktoberfest. The Oktoberfest headquarters hotel had received passing marks from the organizing committee. Sponsorship income was noted to be somewhat decreased by the last-minute loss of a major sponsor. It was also anticipated that collection of some sponsorship fees might become drawn out. The issue of vendor hours for attainment of the optimal level and timing was to be discussed with the vendors and sponsors.

A special 308 presentation for the 40th anniversary Oktoberfest, with the collected memories of the 308 Group is to be placed on the website. A video presentation has been developed highlighting the club's history that will be unveiled at the awards banquet. A total of 24 members of the 308 Group are in attendance for Oktoberfest 2009.

Future events include Oktoberfest 2010 at Elkhart Lake, Wisconsin and Road America, scheduled for August 23-28. Oktoberfest 2011 is tentatively scheduled for Barber Motorsport Park in Alabama, although there is no contract yet signed and the proposal is still being reviewed. We are investigating, going west to Colorado for Oktoberfest 2012, now that High Plains Raceway is in operation. The discussion was conducted regarding the alternatives of Tier 1 racetracks versus social destinations as drawing points for future events. It was noted that family oriented events need to be scheduled earlier in the summer.

A future major West Coast event is now being considered for the week following the Monterey Historics.

The 2010 Chapter Congress, scheduled for March 5-7, 2010, is set to occur at the Dallas-Fort Worth Westin Hotel. A chapter survey of discussion topics, speakers, and other desired issues is to be conducted soon. Breakout groups by specific regions, was suggested as being essential, as was the importance of the discussion regarding multi-chapter event coordination.

The Chapter Newsletter template program is continuing in the development phase. Approval of the expenditure of \$4500 for the development of templates for four to five versions of newsletters was requested. Methods to provide newsletter publications assistance and encouragement for the utilization of the national resources were discussed along with the development of a photo bank. The return of the newsletter contest was also discussed. Mark Doran made a motion to move forward with the funding of the newsletter templates. The motion was seconded by Steven Johnson and approved by a 9-0 vote.

POLICY AND ADMINISTRATION

OPERATIONS MANUAL CHANGES The ongoing review of the operations manual yielded some suggested revisions by Treasurer Louis Goldsman. He suggested that under paragraph 2.1 "Board of Directors", additional language stating "including draft IRS Forms 990 -- Return of Organization Exempt From Income Tax and Form 990 – T -- Exempt Organization Business Income Tax Return" be incorporated. He also suggested that two additional bullet points under paragraph 2.5 "Treasurer" be, added to state #1 "oversees any audits or reviews of the club's financial statements" and #2 "With Board of Directors approval selects an independent accountant." Steven Johnson presented the motion for approval of the proposed changes and Mark Doran seconded the motion. The motion passed by a vote of 9-0.

Discussion also took place regarding the definition of residency for purposes in a voting in the national election. It was determined that a bylaw change with this definition would be appropriate.

ELECTIONS Following a discussion and review of the election procedures currently employed, it was determined that a review of the bylaws should take place to correlate

current operations with modern technology. Acceptable methods for the execution of the balloting process utilizing paper or electronic ballots, presentation of an appropriate balloting procedure for associate members, alternative methods of voting, notification of elections and deadlines for the various election phases were also discussed. It was determined that a thorough review of the election process as set forth in the bylaws was necessary. Responsibility for this review was assigned to the National Secretary, with the review to take place prior to the next scheduled conference call. A draft of the proposed bylaw changes was to be submitted to the board for their consideration prior to the conference call scheduled for October 16, 2009.

TECH REPS Discussion regarding the need for expansion of the Tech Rep program concluded without any consensus. The need to express our appreciation for service to our Tech reps was also discussed.

OMBUDSMAN A report was given regarding the number of calls received, issues resolved, and post-resolution feedback.

MEMBER BENEFITS The Premier Membership program is increasing in acceptance with some 608 Premier members now enrolled. The High-Performance Drivers Education program continues to grow in a satisfactory pattern. A new member reward program is being discussed with a major national sponsor.

REGIONAL EVENTS

The **Central California Historics** is working to develop an all-German affair, while building the event to attract sponsorship. The post event analysis indicates the need to double the amount of space utilized for this year's event and to improve the infrastructure. The plans are to add a dinner to the German show and to draw increased foot traffic and spectators.

The **Pittsburgh Vintage Grand Prix** attracted 300 cars in the corral. A good tour and driving event, also contributed to the gain of 20 new national members. The event is to be repeated next year as a regional event.

NATIONAL PROGRAMS

Website It was noted that the highest cost being faced is on the redevelopment of the classified advertising section.

Club Racing New rules changes are being limited to safety issues and the intent is to minimize specification and class changes. Due to economic conditions the level of sponsorship and participation are both down with the resulting decline in the events.

Driving Events Committee The minimum standards developed for autocross competition remains pending review. Review and reconciliation with the operations manual provisions has been recommended.

FINANCIAL

An increase of raffle income revenue is anticipated to help reduce the anticipated loss in 2009. We have been able to achieve a \$100,000 savings on expenses, with a reduction in the deficit, despite reduced revenues. Budget development for 2010 is underway with the hope to expedite the approval process. Review of the budget is expected at the January board meeting, with approval anticipated by February. Budget data is still being obtained from the Driving Events Committee, and the Roundel.

CHAPTER ISSUES

Conference calls are being conducted by regional vice presidents in three regions with the North Central Region calls being conducted on a monthly basis and the others on a bimonthly or quarterly basis. Interest has been expressed for the expansion of the program with some shared agenda topics. There are no current probation issues for any chapters, although some delayed financial statements still remain outstanding. Reimbursements on the Member Rewards Program continue to move along more smoothly with the assistance of the national office handling an increasing role. The program is under the annual review process for continuation by BMW North America. Mark Jon Calabrese reported on the pending application for a new special interest group for M Coupe owners.

FUTURE MEETINGS

Future board meetings have been scheduled for Birmingham, Alabama, on January 23rd and 24th, 2010. The Annual Meeting and National Board meeting will be held in the National Headquarters in Greenville, South Carolina, on March 20th and 21st, 2010.

Board conference calls have been scheduled for October 16, 2009, and November 19, 2009.

ADJOURNMENT.

The Board Meeting Was Adjourned until 8 A.M. on Saturday, October 3, 2009.

Draft BMW CCA National Board Meeting Minutes -- October 3, 2009

The October 2009 National Board Meeting of the BMW CCA Reconvened at 8 A.M. on Saturday October 3, 2009. All Board Members Were in Attendance, along with Executive Director Frank Patek. Guests in attendance included Phil Marx, Bill Wade, Satch Carlson, Kelly Carlson and Larry Koch.

DRIVING EVENTS COMMITTEE

DEC Chairman, Bill Wade, reported on the review of the Northern Ohio chapter Driving Education issues. He advised of a recent meeting with Richard Petty Enterprises that has revealed a loss of interest by the Veterans Administration in the cooperative driver training program. The Car Control event working with Wounded Warriors was to assist wounded soldiers in their re-acclimation to driving. The DEC budget request is being prepared for the driving events committee, and some topics are also being formulated.

BMW CCA FOUNDATION

Bill Wade, reporting on behalf of the Foundation, noted that a successful open house event had been conducted prior to the beginning of Oktoberfest 2009. He further reported that Street Survival has presented between 70 to 80 events during the year. A contract extension is being negotiated with the current Tire Rack contract ending in March. The Foundation has received a donation of a BMW M6 and options are being reviewed for the most advantageous use of the donation.

INTERNATIONAL COUNCIL OF BMW CLUBS

BMW CLUBS INTERNATIONAL MEETING

President Hazard reported on having attended the International Council meeting two weeks prior to Oktoberfest. He indicated, there are now 300,000 members worldwide. Topics of the Council meeting included growing of the clubs, most recently in Latin and South America with the approval of the Federation of Latin American Clubs. There is also growth reported in the Malaysia-Asia area.

BMW Classic is responsible for all car club activities. They are adding a parallel group for MINI owners and are hoping to unify the older MINI clubs with the new MINI clubs. The BMW Clubs International members are cautioned not to set up anything special or separate for the MINI owners as this will be the responsibility of the MINI clubs organization of BMW Classic. BMW CCA should be OK in this regard since we are not doing anything separate or special for our members that are also MINI owners.

The new corporate image program is being adopted by various clubs worldwide. Many European club memberships are reported as being less than 100. The BMW trademark control effort continues in the attempt to regain control over the use of the BMW logo in club activities and organizations. An effort is being made to increase the focus on attracting nominations for the Friends of the Marque and the Prof. Dr. Gerhard Knöchlein BMW Classic Award. Details can be found on the BMW Clubs International website.

RECESS AND ADJOURNMENT

The Board Meeting was then recessed to Executive Session for the discussion of sensitive topics and personnel issues.

The open meeting then reconvened for discussion of the proposal by Motorsport Reg for a system for the validation of BMW CCA membership. It is expressed that this information is needed in an electronic manner to allow confirmation of club membership by those attempting to register for BMW club events. The question was raised regarding database security and potential conflicts with the club's privacy policy. It was determined additional research would be necessary before consideration could be given to the proposal.

John Sullivan presented the motion for adjournment, which was seconded by the unanimity of the board. The meeting was then fully adjourned at 11:40 a.m.

Minutes approved 12/28/09



BMW Car Club of America, Inc.
Bruce Hazard
President
7403 S. Tamarac St.
Centennial, CO 80112
303-324-6541
President@bmwcca.org

September 23, 2009

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

Subject: President Pre Meeting Report – September Board Meeting

Travel:

- Board Meeting – June, Dallas TX
- BMW Clubs International, Regensburg, Germany – September 12-16

Planned Travel:

- Board Meeting – June, Dallas, TX

Respectively Submitted

Bruce Hazard

A handwritten signature in black ink, appearing to be 'JH', is located in the bottom right corner of the page.



BMW Car Club of America, INC
Mark Jon Calabrese
Executive Vice President
2774 Scarlet Rd
Germantown, TN 38139
Voice (901) 759-9085 H, (901) 378-1888 C
E-Mail MJ@calabrese.cc

September 20, 2009

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

Subject: Vice President's Pre-Meeting Report, October 2-3, 2009 Board Meeting

TRAVEL

- June 13 & 14 2009 Board Meeting, Dallas, TX

PLANNED TRAVEL

- I plan on driving to Oktoberfest. Sept 27- October 4, 2009

At this time I have nothing to report.

Respectfully submitted

M J Calabrese



BMW Car Club of America, Inc.
 Louis P. Goldsman
 Treasurer
 5296 Via Jacinto
 Dos Vientos Ranch, CA 91320-6895
 Phone: 805-499-3849
 E-Mail: treasurer@bmwcca.org

September 21, 2009

To: BMW CCA Board of Directors
 BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board Meeting, June 13-14 2009 – \$543.61
 Planned Travel: BMW CCA Board Meeting, October 2-3, 2009

Income Statement – Period Ending August 31, 2009

	<u>Jan – August 31,2009</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	\$2,827,541.92	\$2,978,288.11
Total Cost of Goods Sold	863,254.24	849,714.33
Gross Profit	\$1,964,287.68	\$2,128,573.78
Total Expense	2,003,110.05	2,342,040.15
Net Ordinary Income	\$(38,822.37)	\$(213,466.37)
Net Other Income	44,167.30	(69,433.36)
Net Income	<u>\$5,344.93</u>	<u>\$(282,899.73)</u>

Balance Sheet – As at August 31, 2009

Assets	
Total Current Assets	\$1,213,663.47
Total Fixed Assets	269,475.96
Total Other Assets	1,885,319.65
Total Assets	<u>\$3,368,459.08</u>
Liabilities & Equity	
Total Current Liabilities	\$2,989,971.86
Total Liabilities	\$2,989,971.86
Total Equity	378,487.22
Total Liabilities & Equity	<u>\$3,368,459.08</u>

The amounts above are through the end of August and as such do not include the recently closed BMW CCA Raffle. Total raffle sales were \$801,450 and I anticipate that after all related expenses are incurred net proceeds of just under \$400,000 will be experienced (versus a budget of \$431,200). In addition, the above income includes approximately \$211,000 for Oktoberfest registrations (\$226,000 through September 18th)

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through August 2009

	TOTAL		
	<u>Jan - Aug 09</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Total Income	<u>2,827,541.92</u>	<u>2,978,288.11</u>	<u>-150,746.19</u>
Total Cost of Goods Sold	<u>863,254.24</u>	<u>849,714.33</u>	<u>13,539.91</u>
Gross Profit	<u>1,964,287.68</u>	<u>2,128,573.78</u>	<u>-164,286.10</u>
Total Expense	<u>2,003,110.05</u>	<u>2,342,040.15</u>	<u>-338,930.10</u>
Net Ordinary Income	<u>-38,822.37</u>	<u>-213,466.37</u>	<u>174,644.00</u>
Net Other Income	<u>44,167.30</u>	<u>-69,433.36</u>	<u>113,600.66</u>
Net Income	<u><u>5,344.93</u></u>	<u><u>-282,899.73</u></u>	<u><u>288,244.66</u></u>

4. 

BMW Car Club of America Driving Events Committee

To: BMW CCA Board
Frank Patek – BMW CCA Executive Director
Mark Doran - BMW CCA Board Liaison - DEC

From: Bill Wade – Driving Event Committee Chairman

Date: September 23, 2009

Subject: Quarterly Report – 3rd Quarter 2009

Tasks Completed –

1. Met w/ Richard Petty Enterprises and Frank to discuss the BMW CCA contributing to the education of returning military personnel. The individual heading this effort up for the VA has left and there really is no interest at this time.
2. Facilitate DEC Committee conference calls and e-mails.
3. Contribute w/ conference calls to Regions and Frank re: N.Ohio violations.

Tasks Continuing –

1. Reviewing Minimum Standards for current relevance to current activities, AutoX, Rally, Tours, etc.
2. Monitoring Driving Event discussions on CCA yahoo groups, e-mails, phone calls.
3. Revising event insurance application on line form.
4. Coordinating / Promoting ITS Schools.
5. Monitoring compliance with Minimum Standards.

Board Action Needed –

1. None.

Travel Anticipated –

1. O'Fest 2009 Atlanta GA.

Respectfully submitted,



Bill Wade
Driving Event Committee Chairman

From: jrschneid@earthlink.net
Sent: Wednesday, September 23, 2009 10:28 AM
To: Frank Patek
Subject: Secretary's Report

BMW CCA Secretary's Pre-Meeting Report - September 2009

Meeting Minutes from the June 2009 Board Meeting have been completed and distributed for comments and corrections. They remain pending Board acceptance.

I have incurred travel expenses in the nature of air fare for the October Board meeting in Georgia in the sum of \$395.80.

J.R. Schneider

jrschneid@earthlink.net
WWW.NurBMW.Com

G.

Roundel

To: Frank Patek

From: Michael Slaff
Roundel Magazine, 22 Woburn St, Ste 36, Reading, MA 01867
781-944-3900 • michael@131main.com

Date:

Frank,

Here is brief review of Roundel 2009 advertising and a forecast for 2010.

So far in 2009, here's how we stack up against industry numbers as supplied by the Publishers Information Bureau (PIB):

PIB figures are for Jan-Jun 2009, Roundel figures are for Jan-Aug 2009.

Category	2008/2009 ad pages % change	2008/2009 ad revenue % change
All magazines	-27.9%	-21.2%
Automotive Mags	-47.8%	-43.3%
ROUNDEL	-11.44%	-16.65%

Not exactly cause for celebration, but I suppose there's some solace for us in the numbers.

2009 has certainly been a tough year for us, and for our advertisers. I've heard from quite a few of our long-term advertisers that their sales are off as much as 40% and 50%. Many of them have cut their staffs back to survival mode....and they've cancelled or cut back their advertising dramatically.

And....an entirely new and disturbing phenomenon has reared its head: advertisers flat-out demanding rate reductions, something I've never seen in the 21 years I've been handling Roundel advertising.

In July BMW NA moved their media-buying agency from GSD&M in Austin, TX to Universal McCann in New York. I spoke on the phone with new person at UM – we had a nice introductory visit, getting up to speed – when the new fellow said, “oh yes, we have one more thing to discuss, we require that Roundel drop BMW's rates 25%.”

Just like that.

After considerable discussion, I was able to persuade him to agree to a 10% rate reduction....and that's become the new definition of success for me in 2009....taking a 20% or 30% rate reduction demand and trying to turn it into a 10% or 15% reduction.

It's been that kind of year.

For 2009, I expect we'll finish the year with around 520 ad pages and \$845,000.00 in revenue.



BMW CCA chapters using MotorsportReg.com would be able to validate registrations against this master BMW CCA database to determine club membership status (and optionally take action depending on the results of the query, as above).

This master member database will not be accessible in bulk in any way and is protected by all of the standard security precautions that MotorsportReg.com provides as well as by the MotorsportReg.com privacy policy (excerpted from the MotorsportReg.com Service Agreement below).

Chapters will not be able to "download" the entire member database, nor will they be able to communicate with members who have not added themselves to the chapter's MSR member database (as they must now in order to be reachable).

MotorsportReg.com Privacy Policy

We will never sell, trade or otherwise make available to a third party any of your member data without consent via an authorized "opt-in" request, except that in the event a member makes a purchase that requires fulfillment from a third party. We hate spam and work vigilantly to protect the privacy of our customers and your members.

We may combine into anonymous statistical format information collected from online registrants and use or distribute such information to improve and promote our services or attract promotional partners.

We may disclose information if we believe, in good faith, that it is necessary in order to: (a) comply with the law, (b) enforce the terms and conditions of this Agreement, or (c) protect the rights of you or us, to the extent that such disclosure is not otherwise prohibited by any law or regulation.



BMW Car Club of America, Inc.
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: September 21, 2009

Subject: North Atlantic RVP Pre-Meeting Report for October 2-3 2009 Meeting

Travel & Expenses:

- Pittsburgh Vintage Grand Prix July 15-20, 2009
- Pizza & Beverage Party for PVGP Allegheny Chapter Volunteers'

Planned Travel:

- Atlanta, GA Oktoberfest & BOD Meeting Sept. 29 - Oct. 4, 2009
- Green Mtn. Chapter OktoberFAST Event October 9-11, 2009

Relevant Notes:

- Pittsburgh Vintage Grand Prix was an excellent run Event that spanned over ten days with a Driving School, Club Race, Concours, Boat Trip and Driving Tours. Eric Zagrocki and Brett Sutton were Co-Chairs of the Event.
- Lime Rock Park CT Vintage Festival September 4 - 7, 2009
Automotive Event Organizer Murray Smith and Fredrick W. Jackson did organize Car Club Corrals at LRP that weekend. New Jersey Chapter Paul Ngai was the NA Region point person for the BMW Corral.
- Green Mountain Chapter will host their OktoberFAST Social & Concours Event on Columbus Day weekend October 9 -11, 2009 at Stowe VT during Craft Fair Day's.

Respectfully submitted,

John E. Sullivan



September 15, 2009

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

From: Michael Lingenfelter, North Central Regional VP

Subject: Pre-Meeting Report, October 2009 Board Meeting

Chapter Highlights:

Northern Ohio chapter was found non-compliant with DEC minimum standards at its Memorial Day weekend driving school at Mid-Ohio. Specific infractions and remedies are presumably covered in the DEC pre-meeting report (and have been documented in various emails between the event and now).

Kansas City chapter avoided probation by complying with the newsletter publication standard.

Badger and St Louis chapters' monthly rebates are still being withheld, pending receipt of their 2008 financial reports (in both cases promised by late April but never received). The St Louis chapter treasurer received on August 28 documents required to prepare those statements. I reminded the Badger chapter president and treasurer in person on August 15.

Curtailed planned travel to several chapter events due to unplanned surgery in early July. Planned follow-up surgery will curtail travel between October 27 and late November.

Completed Travel:

06/12/09 National board meeting (Fort Worth TX)
08/14/09 ALMS corrals (Elkhart Lake WI)
08/22/09 Windy City driving school (Mt Meridian IN)
09/04/09 ZFest 2009 (ZSCCA event in Cincinnati OH) *
09/13/09 Bluegrass driving school (Mt Meridian IN) *

* no travel expenses

Steve Johnson
Pacific RVP

September 8, 2009

Executive Director, BMW CCA
Board of Directors, BMW CCA

Pre Meeting Report Pacific Region:

Possible addition of Portland ACA,

We are in preliminary talks with the ACA to come on-board. So far these have been between me and their region president. By the time we meet hopefully Frank will be included as they will be more serious.

Travel last Quarter:

Los Angeles Driver School
Monterey for the Central CA Concour and Dinner
Monterey for the Golden Gate Festorics

Travel This Quarter:

O-Fest, Atlanta
Central CA Dinner
Rattlesnake Charity Event
San Diego Dinner
San Diego Driving School
Los Angeles Driving School

Currently there are no chapters on probation although 2 are in trouble, Utah and Las Vegas. Hawaii is treading water thanks to our office.

Lastly, I have approached 2 people about running for my office next year, that would be in addition to the already declared Jeff Cowan from GGC. One of the two will run.

Respectfully,

Steve Johnson
Pacific Region VP



BMW Car Club of America, Inc.
Mark Doran
South Central Regional Vice President
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Denver, Colorado 80210
303-758-4200
southcentralrvp@bmwcca.org

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

Date: September 14, 2009

Subject: South Central RVP Pre-Meeting Report for October 2-3, 2009 Meeting

Travel & Expenses

June 13-14, 2009 – Board Meeting, Dallas, TX - \$354.40 (Bruce Hazard & myself)

RVP Discretionary Funds –I sent Fred Iacino went to Heart of Dixie Chapter HPDE to assist with the Instructor Training School, April Curtis from the DEC also attended- \$468.11

Newsletter Delinquencies - None

Planned Travel

September 29 October 4, 2009 – Oktoberfest & Board of Directors Meetings

Respectfully submitted
Mark Doran



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

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

Date: September 21, 2009

Subject: South Atlantic RVP Pre-Meeting Report for October 2 & 3, 2009 Meeting

All is quiet on the South Atlantic front.

Travel & Expenses

June 13 & 14, 2009 Board Meeting, Dallas, TX

RVP Discretionary Funds – None

Newsletter Delinquencies – None

Planned Travel

September 29 October 4, 2009 – Oktoberfest & Board of Directors Meetings

Respectfully submitted
Paul Dunlevy



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

To: BMW CCA Board of Directors
From: Frank C. Patek, II Executive Director
Date: September 17, 2009
Re: Summer Board Meeting

DATABASE/WEBSITE/OPERATIONS

Our Managed Services relationship with Acumen IT is proving beneficial. All internal IT systems have been reviewed and a new Dell Microsoft Small Business Server will be installed by the end of June 2009. Evaluations are currently underway to upgrade or replace the iMIS Database and should be complete prior to the end of the 4th Quarter. Plans for BMW CCA web version 3.0 are occurring simultaneously and are dependent upon marrying the database platform to that of the website.

Roundel

Roundel continues to provide the one consistent touch to every member of the Club that it always had. Satch has maintained on time delivery to Suzin who continues to have it at the print house on schedule. I am pleased that the focus on Club related activities has increased and more coverage is planned for future issues. Michael is doing his level best to maintain advertiser loyalty in this market but is being challenged on all sides.

Printing of Roundel will move from Publishers Press to Brown Printing in November. Cost savings will be substantial. Publisher's average price to print and mail a single copy of Roundel is \$1.31. Brown's price will average \$1.13. Brown has agreed to assist us in putting back issues of Roundel online at a cost of twelve issues for \$1000.00. We can immediately begin to get the last ten years online, after that the process will slow a bit as we create the scans necessary.

The future of online publications holds good things for CCA. We can sell additional advertising, we can add video to the magazine, it can be searchable and best of all it can be expanded to allow for demographic publication. Brown will also allow CCA to offer 2D barcodes to our advertisers, putting Roundel in the vanguard of this new and exciting technology.

CHAPTER SERVICES

The broadcast e mail service Magnet Mail has been installed and we are now beginning to use it. Our next step is to roll this feature out to the chapters so that they can more easily communicate with their members.

Attached is a proposal from PBM Graphics to provide online newsletter templates, printing and mailing services for chapters. Not knowing what level of participation they will receive from our chapters they have limited the offer to 4, 8, 12, 16 page newsletters. 7-10 Chapters will be necessary in order to begin the program.

Concours	443							
Bus Trip		53					M1	41
TSD Rally		159					M2	293
Gymkhana		263					M3	17
Lunch		364					Child	2
Factory Tour		364						
Car Control Clinic		47						
Driving School		68	101	79	71	71	total DE	390
Driving School max		70	100	70	70	70		
Autocross			85	79				
Buffet			450				Group 308	24
Banquet				455			Next Number	665
BimmerMeet					245		Unassigned	0
Club Racing Spectator					205		Volunteers	
Day Passes	44	90	89	57	69		Excel reports	

Additionally:

31 Club Race Students

91 Club Racers

150 Instructors

45 Sharktoberfest participants will join us for BimmerMeet. Sharktoberfest is made up of the Sharkfest group.

BMW NA, BMW Manufacturing and the Performance Center have all been extremely helpful in making this year's possible. Thanks to Larry Koch, M Brand Manager, M3 DCT Test Drives will occur, Csabe Csere will be our banquet speaker, BMW race cars will be on display and charity rides will occur.

Mike Renner and the Performance Center deserve special thanks for hosting the Gymkhana and for sponsoring the corral for the Petit Le Mans at Road Atlanta. Kenn Sparks, Roberta Evans and Greg Bunner from manufacturing worked tirelessly to make our day at the factory possible. Kenn Sparks will be our MC for the closing banquet.

Michael Izor and Joseph Chamberlain have worked all year with the staff to find an appropriate way to honor the work of the first 5000 members of CCA. Joseph Chamberlain edited a collection of written memories from members of "The 308." Those memories have been assembled in a printed volume that will be presented to all 308er in attendance along with a special key chain designed by Michael Izor. Members of the "The 308" not in attendance will receive theirs by mail. A pre-banquet reception for "The 308", hosted by the Board, will occur on Friday evening.

Every member of Peachtree Chapter has our gratitude and appreciation for the countless hours of time they spent organizing the driving events surrounding Oktoberfest. Patty Sledge, Bruce Herstowski, Kelly Childress and Chuck Taylor are amongst the key volunteers deserving special thanks.

Sandlapper Chapter and J. Dwight Mosely, President made the Gymkhana at the Performance Center possible. Dwight continually supported the efforts of the national office staff and paved the way for work that otherwise might not have been possible.

Monterey Festorics occurred August 14-16, 2009. The BMW CCA Golden Gate Chapter's Festorics event at Laguna Seca Monterey is perhaps the most significant of this chapter events celebrating the mystique of BMW and our appreciation for our BMW's. The chapter put on an event worthy of their reputation and we look forward to working with them next year.

BMW NA was a major sponsor of BMW CCA Chapter events surrounding the Monterey weekend.

ROUNDEL/MEMBERSHIP SURVEY

The survey has been completed. One thousand surveys were originally mailed and 532 members responded. IPSOS/Mendelsohn, the company employed to conduct the survey, indicates this to be above average participation. Highlights indicate CCA members have more than a 94.4% favorable impression of *Roundel* and 96.4% favorable impression of the Club overall.

The median age of club members is 50, median household income is \$158,000.00 and their median household net worth is \$946,000.00. 63.7% have purchased one or more new BMW's and 65.5% have purchased one or more used BMW's. 3.4% have never purchased a BMW, new or used.

50.6% own 3 Series BMW's. 28.5% own 5 Series. 14.3% own X Series and 21.5% own M Cars.

AFFINITY/MEMBER BENEFIT PROGRAMS

The new **Partners Plus Credit Card Program** formally launched in mid January 2009. To date more than 1000 CCA members are carrying our Affinity Card. The relationship with PartnersFirst has been very positive and they are working with us to assist in the development of chapter events and to increase membership. More than 600 members have applied for the card in response to Partners First offer to extend their membership by one year. To date more than 350 members have had their membership extended. The one year membership extensions have brought in an additional \$14,000.00 of revenue.

CHANNEL DESC	RESPONDERS	DECISIONS	ACCOUNTS	APPROVAL RATE
No Campaign	399	398	139	35%
Email	878	874	476	54%
Event	24	24	17	71%
Magazine	56	56	27	48%
Online Ad	556	545	295	54%
Take One	53	52	26	50%
Web	413	353	31	9%
TOTAL	2,379	2,302	1,011	44%

Liberty Mutual began offering the BMW Performance Insurance Program to CCA Members in February of 2009. Currently they are committed to six full page ads in *Roundel* for 2009 as well as providing sponsorship to three BMW CCA Regional Events. Liberty Mutual will do a minimum of two direct mail campaigns per year, with the first scheduled for June/July 2009.



***Roundel* Editor-In-Chief's Pre-Meeting Report**

September 22, 2009

Editorial directions: Following Frank's directive to increase our focus on Club activities, we have now run cover stories on Vintage At The Vineyards (September) and the Pittsburgh Vintage Grand Prix (October), both heavily supported by BMW CCA. We were also on hand for the Monterey Historics weekend, where the Club supported the Central Cal Chapter's single-marque West Coast Summer Concours as well as the traditional Festorics corral produced by the Golden Gate Chapter. The August issue featured extensive coverage of the Puget Sound Chapter's E30 picnic, and the December issue should carry coverage of the CCA-sponsored BMW Corral at Petit Le Mans. That will also be the Oktoberfest issue, of course; we have again secured the services of Jon van Woerden for photography and audio-visual duties for that event.

Business matters: Frank has taken on most of the business functions under the Managing Editor job description. After some months spent investigating bids from major printing houses and consulting with a publications broker, Frank has signed with Brown Printing, whose major facilities are in Wisconsin. We see some exciting possibilities for improvement of the quality of *Roundel*—at considerable cost savings—as well as some avenues to explore in the future, such as on-line issues and interactive bar-coding.

We are committed to improving the rate of error in *Roundel* content as well. Phil Marx has already written to point out an extraneous E in a caption in the September issue referring to a 2002 "Bauer" convertible—that should have been Baur, of course—but that sort of error should decline. We have taken on another proofreader, Jon Bigay of Honolulu, whose analytical attention to detail exceeds my own. However, we are never immune to error; my intention has always been to acknowledge our mistakes and correct them as soon as possible.

Editorial Calendar: After the November issue was uploaded, the "bulge in the snake" has moved to December, as you can see from the attached calendar. Toward the end of the year, we will try to assess which elements of this rolling stock should be assigned to issues in 2010 and which should be mercifully expunged.

Roundel costs analysis: Roundel is living within its budget. I have attached the month-by-month analysis I assembled using figures provided by Peggy Helmke. If my numbers are correct, during the first two-thirds of 2009 we have managed to save some **\$86,000** from the figures originally projected for the year, and there should be more savings to come from staff re-alignment and the shift to Brown Printing. However, most of our cost savings have come through lower-than-expected printing costs, mostly due to a fall in paper prices. And some

ISSUE MONTH

AUTHOR

STORY

NOTES

JANUARY

ELECTION STATEMENTS

December Roemer
 Walton
 Haueter
 Chew
 Haueter
 Siuru
 Lupiano
 Morgan
 Queck
 Sanata

Roemer: 10 Best BMW Buys
 Facelift 3 Series
 Haueter AC Schritzer 335i
 Chew Columbus Day Parade
 X6 xdrive50i vs. Infiniti FX50
 Siuru Electric Mini
 Lupiano BMW Welt delivery
 Targa Newfoundland
 Queck American At Monza
 Sanata Family Affair Racer

COVER STORY

FEBRUARY

October

Morgan

1800 TISA history

There are some problems with this story...

January

Wright

LA Auto Show

December

Kostas Kofidas
Shea

Michael Izor profile
Four Generations of M3

WE GOT THE PHOTOS!

Walker

Walker 1931 BMW

Walton

Walton Retro Runs

Chew

Chew: 128i convertible

David Bowman (OTT)

Cross-country with the top down

Kirkland

BMW Design sculpture

Carlson

Aluminum radiator install

Carlson

BMW artist for Lime Rock

Carlson

Three generations of M3s at Goodwood

Wright

BMW guy falls for Porsche--and back

Kill
Postponed indefinitely
Postponed indefinitely
Kill
I think this may never arrive

MARCH (if it gets here on

Wright

Dinan 135

Possible cover story

Shea

Yokohama tire test

Zettler

BMW CCA nerds at CES

Broughton

ONX Cruz

Xing

24 Hours of LeMons

Morgan

Racing 2009 Preview

Spira

Spira King Diesel

Walton

Walton Weismann

Linguist

Linguist iPhone camber

Sanata

Vintage racing 2002s

JUNE	Carlson	Ringold Amelia Island	Featuring David Hobbs
JUNE	Morgan	Dunlop tire test at Spartanburg	
JULY	DeWitt	Grand-Am, Koni Challenge at New Jersey	
	Ralph Warren	<i>Mortoya at BMW-Williams</i>	
	Haueter	Close-up pf Raha-L-Letteman M3	
	Carlson	Bimmerworld test day	
	Chew	X6 M preview	CANCEL
		Mini convertible to high-school reunion	CANCELLED

AUGUST 2009	Warner	Nevada Open-road challenge	COVER STORY
	Lightfoot	Puget Sound E30 Picnic	
	Berner (OTT)	Southwest road trip in M3 convertible	
	Sanata	Michael Payne's BMWs	
	Tinkov (OTT)	M school moocher	
	Haueter	DVD review: Drive Lime Rock	
	Haueter	Grand-Am, Koni Challenge at Watkins Glen	
	Morgan	Turner Motorsport wins at Lime Rock	

AUGUST	Suddard (OTT)	Father-and-son autocross venture	Promised, but not yet delivered...
	Sanata	<i>BMW 2002 ditter</i>	I believe we ran this late in 2008...
	Carlson	Continental tire test in Texas	not gonna happen

SEPTEMBER 2009	Self	COVER STORY-Vintage At The Vineyards	
	Carlson	AWD Seven	
	Carlson	Technology day	
	Jones	Jones One Lap of America	
	Haueter	Haueter M3 sedan	
	Shea	Shea: X6M launch	
JULY	Kugler	Jay Leno's garage	
SEPTEMBER	Haueter	Grand-Am, Koni Challenge at Mid-Ohio	TENTATIVE
July	Van Woerden	Alphas in Florida	probably never happen

OCTOBER 2009	Walton	CALL FOR ELECTIONS	
OCTOBER	Carlson	BMW 116d Mileage Champ	
May	Haueter	760L1	
	Walton	<i>book review: Inside the BMW Factories</i>	
OCTOBER	Morgan or Haueter	Walton Mini turns 50	
OCTOBER	Morgan	ALMS and Formula BMW at Lime Rock	
		Pittsburgh Grand Prix	COVER STORY with Mike Self sidebar

Miller
Halley (OTT)

Vendor profile: Euro Depot
Euro Delivery travelogue

COVER STORY---maybe early 2010?

OCTOBER
SEPTEMBER
Pujiener (OTT)

Pure Driving Events JP class E36 M3
Pujiener rented Z4
Touring Connecticut (in a 327)

February
January
DeWitt
Bunker
Whalen
Potsch (OTT)
Walton
Sanata

BMW Aero Engine
B is for Blower
Tour of Rhelms
Autocross newbie
Modified Bavaria
Sanata 700 vintage racer

This might have gone well with Self's Isetta story...

Blazey
Tackett
Jacobs (OTT)
Knowles

Bentley X5 manual review
Here und there: The Autobahn versus the Interstate
Jacobs Back Pain
M1 at Le Mans

HOLD for a few months---early 2010?

January
Mosley (OTT)
Merriman
Bartolucci
Benson Tongue OTT
Berchak
Bird
Will Young
Patterson
Saylor OTT
Vossler
Shea
Bunker

Buying an M3
Merriman East Coast chapter drive
Mottorrad rally and Eiffel tour
West Coast Z groups
Lance White profile
VIR country-club track
Cross-country Z1
Korman M3
Great Pumpkin Run
Vossler Buffalo Run
5 Series xDrive wagon
Prime 2002!!!
Argentine Odyssey
Modding the E46 M3
E36 transmission swap
Colin Bach profile
Bobby Rahall's 2002

Expand to the Internet
Expand to the Internet
sidebar by Jared Rahall on cross-country drive

January
January
March
Fink, et al
Galler (OTT)
Haeter
Miller/Schnitzer

Country Club tracks (New Hampshire, BeaverRun, VIR)
Galler-Life With a Ti
BMW race cars book review
Ed Ullom collection revisited

This was supposed to have been done already...

**Roundel expenses:
January-August 2009**

(Figures in Column B in red exceed yearly budget totals)

	YTD Accumulated totals	Yearly budget:	Per Month:	Monthly Under/Over Running Under/Over			
				January:	Monthly	Under/Over	Running Under/Over
6011 · Roundel Editor-in-Chief	\$63,680.00	\$98,500	\$8,208	\$7,960.00	\$248.34	\$248.340	
6012 · Roundel Managing Editor	\$56,704.00	\$87,600	\$7,300	\$7,088.00	\$212.00	\$212.000	
6013 · Roundel Design	\$55,018.80	\$85,200	\$7,100	\$6,877.35	\$222.65	\$222.650	
6015 · Writers	\$115,825.00	\$193,500	\$16,125	\$14,000.00	\$2,125.00	\$2,125.000	
6020 · Production	\$10,297.20	\$15,000	\$1,250	\$1,349.65	-\$99.65	-\$99.650	
6025 · Printing	\$513,925.03	\$840,000	\$70,000	\$62,308.36	\$7,691.64	\$7,691.64	
6026 · Postage	\$182,604.67	\$291,000	\$24,250	\$23,461.20	\$788.80	\$788.80	
6041 · Meetings	\$24.27	\$8,000	\$667	\$0.00	\$666.66	\$666.66	
6046 · Employee/Member Goodwill	\$0.00	\$1,500	\$125	\$0.00	\$125.00	\$125.00	
6040 · Travel & Entertainment - Other	\$1,921.42	\$9,500	\$792	\$1,835.99	-\$1,044.33	-\$1,044.33	
6050 · Office Supplies and Expenses	\$15.89	\$0	\$0	\$15.89	-\$15.89	-\$15.89	
6205 · Other Expenses	\$6.05	\$0	\$0	\$0.00	\$0.00	\$0.00	
	\$1,000,022.33	\$1,629,799.92	\$135,816.66	\$124,896.44	\$10,920.22	\$10,920.22	

Advertising Ratios

	Pages (excluding cover)	Ad pages	Advertising-to-Editorial Ratio	YTD Page average (ex cover)	Total Pages (including cover)	Cost
January	128	32.16	24.36%	128	132	\$62,308.36
February	128	33.07	25.05%	128	132	\$62,213.18
March	144	47.16	31.86%	133	148	\$68,140.19
April	136	48.08	34.34%	134	140	\$64,410.56
May	128	44.08	33.39%	133	132	\$65,359.51
June	136	50.33	35.95%	133	140	\$63,508.37
July	136	47.33	33.81%	134	140	\$63,132.79
August	136	52.33	37.38%	134	140	\$64,852.07

Running Under/Over	June				July
	May	Monthly Under/Over	Running Under/Over	June	
\$993.36	\$7,960.00	\$248.34	\$1,241.70	\$7,960.00	\$7,960.00
\$848.00	\$7,088.00	\$212.00	\$1,060.00	\$7,088.00	\$7,088.00
\$890.60	\$6,877.35	\$222.65	\$1,113.25	\$6,877.35	\$6,877.35
\$7,650.00	\$15,900.00	\$225.00	\$7,875.00	\$13,550.00	\$14,175.00
-\$218.60	\$1,289.65	-\$39.65	-\$258.25	\$1,229.65	\$1,269.65
\$22,927.71	\$65,359.51	\$4,640.49	\$27,568.20	\$63,508.37	\$63,132.79
\$6,479.05	\$23,293.95	\$956.05	\$7,435.10	\$20,477.40	\$11,207.70
\$2,666.64	\$0.00	\$666.66	\$3,333.30	\$24.27	\$3,975.69
\$500.00	\$0.00	\$125.00	\$625.00	\$0.00	\$750.00
\$1,300.68	\$0.00	\$791.66	\$2,092.34	\$0.00	\$2,884.00
-\$15.89	\$0.00	\$0.00	-\$15.89	\$0.00	-\$15.89
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$44,021.55	\$127,768.46	\$8,048.20	\$52,069.75	\$120,715.04	\$125,858.48
				\$15,101.62	\$67,171.37

BMW Car Club of America Driving Events Committee

To: BMW CCA Board
Frank Patek – BMW CCA Executive Director
Mark Doran - BMW CCA Board Liaison - DEC

From: Bill Wade – Driving Event Committee Chairman

Date: September 23, 2009

Subject: Quarterly Report – 3rd Quarter 2009

Tasks Completed –

1. Met w/ Richard Petty Enterprises and Frank to discuss the BMW CCA contributing to the education of returning military personnel. The individual heading this effort up for the VA has left and there really is no interest at this time.
2. Facilitate DEC Committee conference calls and e-mails.
3. Contribute w/ conference calls to Regions and Frank re: N.Ohio violations.

Tasks Continuing –

1. Reviewing Minimum Standards for current relevance to current activities, AutoX, Rally, Tours, etc.
2. Monitoring Driving Event discussions on CCA yahoo groups, e-mails, phone calls.
3. Revising event insurance application on line form.
4. Coordinating / Promoting ITS Schools.
5. Monitoring compliance with Minimum Standards.

Board Action Needed –

1. None.

Travel Anticipated –

1. O’Fest 2009 Atlanta GA.

Respectfully submitted,



Bill Wade
Driving Event Committee Chairman



BMW CCA chapters using MotorsportReg.com would be able to validate registrations against this master BMW CCA database to determine club membership status (and optionally take action depending on the results of the query, as above).

This master member database will not be accessible in bulk in any way and is protected by all of the standard security precautions that MotorsportReg.com provides as well as by the MotorsportReg.com privacy policy (excerpted from the MotorsportReg.com Service Agreement below).

Chapters will not be able to "download" the entire member database, nor will they be able to communicate with members who have not added themselves to the chapter's MSR member database (as they must now in order to be reachable).

MotorsportReg.com Privacy Policy

We will never sell, trade or otherwise make available to a third party any of your member data without consent via an authorized "opt-in" request, except that in the event a member makes a purchase that requires fulfillment from a third party. We hate spam and work vigilantly to protect the privacy of our customers and your members.

We may combine into anonymous statistical format information collected from online registrants and use or distribute such information to improve and promote our services or attract promotional partners.

We may disclose information if we believe, in good faith, that it is necessary in order to: (a) comply with the law, (b) enforce the terms and conditions of this Agreement, or (c) protect the rights of you or us, to the extent that such disclosure is not otherwise prohibited by any law or regulation.