

BMW CCA BOARD MEETING
JUNE 3-4, 2005
Portland, Oregon

MINUTES

Saturday, June 3, 2005

1. Call to Order:

The meeting was called to order at 8:00.

2. Attendees:

Board Members: Scott Blazey, Mark Jon Calabrese, Len Mueller, Carlos Diaz-Estrada, Reid Douglas, Eddy Funahashi, Louis Goldsman, Fred Iacino, Bruce Hazard.

Also attending: Wynne Smith, JR Schnieder, Satch Carlson

Guests: Brian Hackney, Ben Sherwood, Lucetta Lightfoot, Brian Cohne, Doug Goodrum, Kelly Kirkland.

3. Minutes:

The minutes of the March 5-6, 2005 Board meeting were approved by vote of the Board on April 10, 2005 via e-mail. Reading of the minutes was dispensed with.

4. Scott Blazey began with the reading of the following statement:

I would like to take this opportunity to make a statement for the record concerning the timing, location, and purpose of this Board meeting. I consider this necessary because in recent weeks I have read and heard some incorrect information.

First, the location: We rotate the locations of our meetings so that members of our Board have some variety in travel time; so that the same members aren't traveling the longest distances for every meeting. We also like to give members around the country the opportunity to meet their elected representatives and see how we conduct our meetings. Finally, visiting different areas gives the Board insights on the advantages of holding regional or national events in those areas. At our previous Board meeting in March we decided to hold the June meeting in the Pacific Northwest, since it is a nice area and we have some great members here. Seattle was one option, and we had a great experience meeting many of the Puget Sound Chapter members when we held our meeting there in 2001. We opted for Portland because we had not yet had a Board meeting in this city, and we knew there were some enthusiastic BMW CCA members in this area and we always like to meet enthusiastic members. We had received some inquiries from local members about forming a BMW CCA chapter in Oregon or the Portland area, and as volunteers are the heart of any chapter, it might be an opportunity to meet some potential chapter volunteers and maybe answer some of their questions firsthand.

I would like to address some of the rumors or incorrect information I have heard recently. First, it is not now, nor has it been our intention to seek or initiate a merger with the Portland Chapter of the BMW ACA. They are an independent, unaffiliated BMW club and we have no designs on their organization. As fellow BMW enthusiasts, I wish them well. As a courtesy to them since we are meeting in their area, I extended by e-mail to their President an invitation to attend our Board meeting and to be our guest at dinner. It was an invitation to socialize, not an invitation to merge.

I would also like to emphasize to the members of our Puget Sound Chapter, that the BMW CCA Board is not initiating an action to split the Puget Sound Chapter. That is neither our prerogative nor our place. When we receive inquiries from local members about forming a chapter, we provide them with information about the procedures. Our Regional Vice Presidents are charged with assisting in the formation of new chapters once enough members meet the prerequisites. The Pacific Region has a great Regional Vice President. Eddy Funahashi cares about all his chapters and I've known him to always work for what's best for everyone.

Finally, I'd like to go on record to dispel some misinformation that at least a few people have about BMW CCA. First, we do not require that our members own BMWs. We are a BMW enthusiasts' club, not a BMW owners' club. Second, BMW CCA does not restrict our driving events to BMWs only. Chapters are free to place restrictions on the brands of cars they allow into any of their events, but BMW CCA, the national organization, does not.

Finally, I want to reiterate that what is important to us on the Board is that our BMW CCA members are getting a good value for their dues, that they have every opportunity to enjoy the camaraderie and events with other Club members, and that Club is doing the kinds of things that will make BMW enthusiasts want to join us.

5. Reports:

5.1. Presidents Report.

Scott Blazey had nothing to add to his pre-meeting report.

5.2. Vice President.

Mark Jon Calabrese had nothing to add to his pre-meeting report but did have additional comments on SIG's that would be discussed later in the meeting.

5.3. Secretary:

Bruce Hazard had nothing to add to his pre-meeting report except for the approval of the Minutes of the April 14, 2005 conference call.

Motion: Carlos Diaz-Estrada made a motion to approve as written and Fred Iacino seconded. INFAVOR – All.

5.4. Treasurer.

Louis Goldsman reported that there were 11 chapters that were delinquent in submitting the required financial reports. He will review with each EVP the chapters in their regions. There were no other changes to his pre-meeting report.

5.5. Pacific RVP:

Eddie Funahashi had nothing to add to his pre-meeting report. He did report that there had been a serious accident on Thursday at the California Speedway in a driving school held jointly by the San Diego Ferrari Club and PCA that resulted in two deaths. Details were still sketchy but it is known that some CCA instructors had volunteered to instruct. It was unanimously agreed that we needed to follow the facts of this tragedy and identify the lessons learned.

Action: This should be a topic of discussion at the up coming DEC meeting. Scott asked Louis Goldsman to summarize the facts as they are learned to be used in a learning exercise by the DEC and all chapters.

Eddie also mentioned that there was an incident at a CCA school on Friday and the Crisis Management plan was activated, sort of, and showed that there will be a learning curve. A discussion followed about the need for training on the Crisis Plan.

Action: Scott suggested that National should take the lead in the training of the chapter staff and create possible crisis scenarios to be used in "desktop" exercises. Additionally, a list of FAQ's should be developed.

5.6. *South Central RVP:*

Fred Iacino reported that:

- All is fine in his region.
- There are many new chapter officers so there is a learning curve for them but they are catching on quickly.
- There are a lot of chapters doing joint events.
- There were a couple of minor incidents at a recent driving school at the Barber track.
- The Heart of Dixie Chapter will at best breakeven and likely take a loss on the Barber event because of low participation in the Club race.
- Eurofest was a success.

5.7. *North Central RVP:*

Len Mueller had nothing to add to his pre-meeting report other than to add that he has had an initial request for a new chapter in the Cape Girardeau, MO.

5.8. *South Atlantic RVP:*

Carlos Diaz-Estrada had nothing to add to his pre-meeting report other than to add that he has had an initial request for a new chapter in Augusta, GA.

5.9. *North Atlantic RVP:*

Reid Douglas had nothing to add to his pre-meeting report other than to request \$1,000 in corral funds for the Genesee Valley Chapter Grand Am corral June 10-11.

Louis Goldsman reported that there was only \$5,009.50 unallocated from the amount budgeted for corrals. Several RVP's reported that there would likely be additional requests for corral funds before the end of the year. This led to a general discussion about corral's and fund requests:

- Corrals are a great service to our members and they expose the general public to CCA.
- The Board sees these events as important and valuable.
- The Chapters are encouraged to plan ahead so that the Board can budgeted and support these events appropriately.
- There is a need to create a formal process for submission, review and approval of requests for funds.

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- There should be a sign-in/registration process for each event to help in evaluation of event success. The information should include at a minimum: name, member number, home chapter, state, address, etc.
- There should also be some form of after event report so that the success and impact of the event can be evaluated.

Action: Carlos Diaz-Estrada, Eddie Funahashi and Len Mueller will draft a process for the application, review, allocation of funds and after event reporting. This will be presented for consideration at the October Board meeting.

Motion: Reid Douglas made a motion to allocate of \$1,000 for the Genesee Valley Chapter Grand Am Corral. Len Mueller seconded the motion. INFAVOR – All.

Additional requests will be review on a case by case basis irrespective of the amount budgeted for corrals.

5.10. *Executive Director:*

Wynne Smith had nothing to add to her pre-meeting.

5.11. *Club Racing:*

Louis Goldsman had nothing to add to the Club Racing pre-meeting report other than to emphasize the urgency in finding a new chairman to replace Steve Olson. There will likely be additional vacancies when Steve leaves at the end of this season and having a new chairman selected soon so that he/she can assemble a new team for the 2006 season is critical.

Break - 9:30 to 9:45 a.m.

5.12. *Roundel:*

Satch Carlson had nothing to add to the Roundel pre-meeting report other than to announce a new young columnist, Sam Smith and the winner of the writing contest is John Ackerman from the Bluegrass Chapter.

5.13. *Oktoberfest:*

JR Schneider had nothing to add to his pre-meeting report

5.14. *DEC:*

Carlos Diaz-Estrada reported:

- There is a DEC meeting scheduled for July 16-17 in Dallas.
- Instructor Training School will be discussed
- A sample survey was presented for comments (by 6/13) that will be sent to DEC committee before the July meeting. The results will be discussed.
- The budget is in good shape and if additional funds are anticipated, Carlos will make a request to the Board.
- Steve Williams is consolidating the responses to the autocross standards.
- A significant number of experienced committee members have or will be leaving and this has created a knowledge/experience void. Scott Collins, a previous chairman, will attend the July meeting to discuss roles and responsibilities.

- No one is stepping up to be chairman and Carlos requested the Board's assistance in the search because until then it is falling to him is becoming overwhelming with his other responsibilities.

Sensitive Session – 10:45 to 11:35 a.m.

6. Discussion Topics:

6.1. Oktoberfest

Mark Jon Calabrese reported the O'fest meeting held in Atlanta on May 14th resulted in great discussion a lot of great ideas and overall was successful. Bruce Hazard pointed out that the report from the meeting was divided into three sections.

- The General Discussion covers items that would apply to any event format;
- Second are some ideas on how to improve the current format and
- Finally are some ideas on an alternative format modeled after the "SIGfests".

The genesis of this alternative format was based on the observation that the "SIGfests" were grass roots, low key, events by members (and non-members) that just wanted to get together to socialize and talk about and enjoy their common interest, BMW's. Probably the same reason for O'fest #1.

Action: Wynne Smith will review the report and incorporate any items that are practical for this year's event.

- Reid Douglas suggested that a mission statement should be developed that identifies what we are trying to accomplish with the event.
- There was a discussion of using a video to assist in promoting future events. To this end it was decided that the participants of this years O'fest could compete in a contest for the Best Video.

Action: Wynne Smith and the National office will develop and implement a contest for this year.

- There was a discussion regarding reimbursement of Board members travel to O'fest. Many of the non-Board individuals present stated, and the Board agreed, that it was important that the Board members be present and accessible to the membership as much as possible. The Board further felt that this should not be a requirement but rather highly recommended and encouraged understanding that situations arise and a Board member may not always be able to attend.

Motion: Fred Iacino made a motion that there being a legitimate need to be accessible to the membership, Board attendance at Oktoberfest is encouraged and that travel and lodging be reimbursed. Registration fees are to be the responsibility of the Board member. Reid Mueller seconded the motion. IN-FAVOR – All except Carlos Diaz-Estrada who ABSTAINED.

6.2. Oktoberfest 2005

- Vendors – The selected space was originally thought to hold only 15 vendors which may not be enough. Additional review of the space may reveal additional spaces.

Action: Wynne Smith and JR Schneider will take a closer look at the vendor area and see if additional spaces are possible.

- Merchandise – inventory is available and presales are good.
- Sponsors – are on track.
- Trophies – have been designed and are in production.
- Video – a Yale Rachlin tribute video is in the works.
- Awards Dinner – Scott will help with scripting and scheduling.
- Registration form – will be in the June and August Roundel. It also needs to be online.

Action: Wynne Smith will see that an online registration process is implemented quickly.

6.3. *BMW CCA Web Site*

- Comments are still being received.
- There should be expanded member database searches: i.e. by state, chapter, zip, name, member number, car, etc.
- O'fest registration form needs to be online at a top priority then all the forms need to be online.
- There should be something new on the website each day so that members will want to comeback frequently knowing that there will be something they haven't seen before. The possibilities could include updates about club activities or business, an article or BMW/Auto news that is linked to somewhere on the many websites of interest. Who will determine this content was discussed and it was agreed that it might be a volunteer member(s) that have an interest in surfing and mining the web for items of interest to the members.

6.4. *Ombudsmen Candidates*

- Ken Whitehall and Duane Mosley (evenings and weekends) have agreed an interest to serve as Ombudsmen.
- Scott Blazey suggested that the Ombudsmen need to report their calls to National so that they can follow up with the member(s) involved to determine the level of satisfaction they received. All present agreed.

6.5. *Special Interest Groups*

Mark Jon Calabrese presented a request from Andrew MacPherson for a new SIG for Z8's.

Motion: Mark Jon Calabrese made a motion to approve the request for the Z8 SIG. Bruce Hazard seconded the motion. IN-FAVOR – All.

6.6. *Friends of BMW*

Wynne Smith reported that these have gone to the printer who is printing 6,400 copies and the mailing will be 6,273. There were two different cover designs that the National office liked so it was decided that they would both be used and mailed randomly.

6.7. *Financial Update*

- Louis Goldsman reported that the 1st quarter actuals are ahead of budget. The results are included in the Treasurer's Pre-meeting report.

6.8. *Location of financial statement in the Roundel*

It was agreed that the financial statement be included in the Roundel annually and be placed in proximity to the "National" pages. The financials should be published with a management discussion and executive summary as well as an audit opinion.

6.9. *Crisis Action/Communication Plan*

Information is still being collected for the Chapter cards.

6.10. *D&O Insurance*

Wynne Smith will develop a Crisis communication workbook to go out to all chapters.

6.11. *3 Across America*

Participants at the Newsletter Editor/Webmaster Conference in Atlanta in May discussed the need for minimum standards for chapter web sites. The consensus was that chapters should be required to have web sites, as long as they could utilize a National-hosted boilerplate web site in the event a chapter temporarily did not have the means or personnel to host their own. Conference attendees also discussed minimum standards for individual chapter web sites. Their comments were used to draft the minimum standards for chapter web sites that are contained in the revised Operations Manual

Action: The RVP's should provide comments and suggestions to Wynne Smith. She will then discuss them with Larry Koch at BMW NA.

Break – 2:25 to 2:35 p.m.

6.12. *Minimum Standards for Chapter Web Sites*

The participants in the Webmaster conference in Atlanta drafted proposed standards for Chapter websites and the duties of the web master. There was a discussion of this proposal. The Board expressed appreciation to the Webmasters that participated in this effort.

Motion: Fred Iacino made a motion to have the proposed minimum standards for web sites and webmasters added to the Operations Manual. Len Mueller seconded the motion. INFAVOR – All.

6.13. *New Chapter Officer Training*

There was a concern that in many Chapters there is little or no information transfer between the outgoing and incoming officers. This situation results in no continuity and the new officer being lost until he/she "figures" out what is required on their own. The Board agreed that National could provide reference materials to the Chapter.

Action: Scott Blazey will work with National to develop reference materials with the information that each chapter officer needs to know and a list of best practices.

6.14. *Membership Incentive Contest*

Wynne Smith reported that National office staff had discussed the contest idea and the only thing that needed to be decided was the prize issue. The Board agreed that:

- There should be 4 tiers
- There should be a choice of prizes at each tier.
- There should be separate incentives for dealers.

6.15. *Operations Manual*

Wynne Smith reported that no requests for changes have been received.

Motion: Len Mueller made a motion to accept and publish the Operations Manual as written. Reid Douglas seconded the motion. INFAVOR – All.

6.16. *Autocross Standards*

The DEC is in the process of summarizing the suggested changes.

6.17. *Proposed By-Law Change*

Scott Blazey presented a proposed By-Law change. The goal of the changes is to allow the Club the flexibility to modify its organizational and membership structure to allow for non-geographic-based chapters. This would further the strategic objectives of growing the club and providing a home for BMW enthusiasts, including those enthusiasts whose interest is mainly expressed through non-traditional – usually electronic – means. The Board had only minor changes to the proposed language. Scott Blazey will discuss the background and intent of these changes and then they will be put on the ballot in January 2006 for membership approval.

Amended 11/2/2005 to include the following:

MOTION: Louis Goldsman made a motion to approve the proposed By-Law changes as presented. Eddy Funahashi seconded the motion. INFAVOR – All except Reid Douglas.

6.18. *Regional Events*

There was a discussion of placement of information for Regional events in the Roundel. The Board and Satch Carlson agreed that:

- Regional events will be listed in the Calendar of Events.
- Information should be standardized to include, dates, host Chapter(s), location, contact info, etc.
- Regional event should be highlighted in some way in the Calendar of Events.
- Regional event ads should be placed in proximity to the Calendar of Events.
- The collection of information needs to be centralized, possibly on the web site.

6.19. *Open Discussion*

The guests were offered the opportunity comment or asked questions of the Board. Doug Goodrum, President of the Portland ACA Chapter, took the opportunity to discuss their Chapter's history regarding membership in BMW CCA.

- Their Chapter has reviewed the issue frequently over the years, most recently in 2000. They always came to the conclusion that it would not be

financially beneficial and there it would require additional administrative resources.. They have recently created a committee to revisit the issue again.

- Having read a recent draft of the BMW CCA operations manual Doug had several questions and a discussion ensued covering some of the driving school minimum standards, insurance costs, membership dues, and member services and benefits.
- Doug observed that with the new understanding there was enough apparent common ground to continue their review. Eddie Funahashi and Wynne Smith will be their point of contact for additional exchange of information.
- Scott Blazey re-emphasized that it is not the intention of the BMW CCA Board to seek or initiate a merger with the Portland Chapter of the BMW ACA. We will be cooperative in Portland's review and provide any information that would assist them in this effort. In the end, separate or together, we look forward to the camaraderie of all our members in the enjoyment of our common interest.

6.20. The meeting was recessed at 5:00 p.m.

Sunday, June 4, 2005

7. The meeting was called to order at 8:07

8. **Attendees:**

Board Members: Scott Blazey, Len Mueller, Carlos Diaz-Estrada, Reid Douglas, Eddy Funahashi, Louis Goldsman, Fred Iacino, Bruce Hazard. Mark Jon Calabrese was present until approximately 8:30.

Also attending: Wynne Smith, JR Schnieder, Satch Carlson

Guests: Ben Sherwood, Doug Goodrum, Mike Dawson

9. **Conference Calls:**

Conference calls were scheduled for:

- Tuesday July 19, 2005 at 8:30 EDT (5:30 PDT)
- Tuesday August 22, 2005 at 8:30 EDT (5:30 PDT)

10. **Office Expansion**

Wynne Smith was asked if the unit next to the National office is still up for sale. There was a discussion about whether we should consider purchasing it for future expansion. The consensus was that there would likely be need to expand but even if we did not expand it would be worth the investment if it was ultimately resold. The cost of not purchasing is that if we later did expand it would surely be more costly. The real estate market in the area remains good. The Board agreed that Wynne Smith should pursue the facts and figures regarding the purchase of the unit for Board consideration.

11. **Corral Funds**

- 11.1. *Motion:* Reid Douglas requested \$1,000 in corral funds for the Allegany Chapter corral at the Pittsburg Vintage GP on July 9-10. Eddy Funahashi seconded the motion. INFAVOR – All, except Mark Jon Calabrese – ABSENT

The Board requested that there be an on-site registration/sign in process and that an after event report be submitted for review of the success of the event.

- 11.2. Eddy Funahashi requested a status of the \$509.50 from Sacramento Chapter's corral the Board unanimously agreed to send this previously approved amount to Sacramento Valley Chapter.

12. **Street Survival**

Len Mueller reported that an event that he recently conducted went well, however, the pre-event experience was less that satisfactory. Communication with Foundation Street Survival staff was incomplete, confusing and not always timely. Len questions that if this is normal or continues why not just do a Car Control Clinic. Wynne Smith suggested that the RVP's should send any comments or concerns to Marshall Pruettt who has recently been hired by the Foundation to oversee the Street Survival program.

13. **Strategic Plan**

The Strategic Plan was reviewed and there was a discussion of the actions that still needed to be accomplished.

13.1. *Strategic Direction: Grow the club.*

- 13.1.1 Objective: Increase overall BMW CCA primary memberships by an average of 4% per year through 2010.

- Hire a firm to help develop a marketing plan.
- Work with dealers to increase participation and cooperation on including an application form in each vehicle.
- Create a member application program with used car dealers, parts dealers and the Authorized Independent Dealers.
- Improve retention rate:
 - Create a web page with membership services & benefits.
 - When the membership pins are mailed include a special club sticker with the number of years of membership. Additional stickers would be available from National.
 - Include the Club web address on all stickers.
- Provide online renewal.

Break – 9:45 to 10:15 p.m.

13.2. *Strategic Direction: Keep the club infrastructure strong by maintaining a strong base of chapter and national volunteers.*

- 13.2.1 Objective: Develop methods and resources to identify, recruit, and train national leaders, and assist chapters to identify, recruit, and train chapter leaders.

- Wynne Smith and Scott Blazey will create a new chapter officer information/training packet. This information will also be available on the website.

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- Wynne Smith to develop (or contract for development) a package to assist chapters to identify and develop volunteers.
- Scott Blazey will create a section of the web site that covers chapter officer's duties, methods of accomplishing these duties, FAQ's, etc.

13.3. *Strategic Direction: Expand and improve events and programs.*

13.3.1 Objective: Develop an optimal mix of national and regional events and programs that meet the needs of our members.

- Develop a mission statement for all national & regional events, i.e. to foster wider diversity and wider inclusiveness.
- Mark Jon Calabrese to host a meeting with SIG groups to discuss how we can work together to grow their events.

14. There being no further business the meeting was adjourned at 11:45 a.m.



BMW Car Club of America, Inc.
Scott Blazey
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May 20, 2005

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

Subject: President's Pre-meeting Report for June 4-5, 2005 Board Meeting

Travel

March 5-6, 2005. BMW CCA National Board Meeting and Annual Meeting.

April 21, 2005. 3 Across America - Kansas City, Missouri. No travel expenses expended.

April 19-20, 2005. Executive Director Evaluation and Goals, Greenville, SC. \$273.49 plus one hotel night billed directly to BMW CCA.

May 13-15, 2005. Newsletter Editor/Webmaster Conference, Atlanta, GA, \$186.90 airfare plus hotel and meals provided by BMW CCA.

May 19, 2005. Kansas City BMW Club monthly meeting. No travel funds expended.

Planned Travel

June 4-5, 2005 to Portland, OR for the BMW CCA National Board Meeting.

June 17-19, 2005. Watkins Glen, NY for Genesee Valley Chapter Club Race (No BMW CCA funds will be used.)

June 24-26, 2005. Putnam Park, IN for Bluegrass Bimmers Chapter Club Race (No BMW CCA funds will be used.)

September 10-15, 2005 to Leipzig, Germany for meeting of International Council of BMW Clubs (travel expenses paid by International Council; no BMW CCA funds will be used.)

September 18-23, 2005 to Greensboro, NC for Oktoberfest 2005.

October 1-2, 2005 to Pasadena, CA for BMW CCA National Board meeting.

Operations Manual

The final draft of the revised manual was sent to the National Office for distribution to Chapter Presidents for their review prior to the June 4-5 meeting.

Executive Director 2004 Evaluation

I delivered the Executive Director's 2004 Performance Evaluation and also discussed goals for 2005 as well as other Club management matters.

Club Racing Chairperson Search

We have had no candidates apply for the position.

Club Bylaws Amendment

A proposal to amend the bylaws to allow non-geographic-based chapters will be provided in the meeting packets.

Respectfully submitted,

Scott Blazey

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BMW Car Club of America, INC
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May 23, 2005

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

Subject: Vice President's Pre-Meeting Report, June 4-5, 2005 Board Meeting

TRAVEL

- March 5-6, 2005 BMW CCA National Board Meeting and Annual Meeting
- May 13-15 2005, Future Oktoberfest Planning Meeting, Atlanta, GA \$323.91 for airfare.

PLANNED TRAVEL

- June 4-5, 2005 to Portland, OR for the BMW CCA National Board Meeting. \$575.28
- September 18-23, 2005 to Greensboro, NC for Oktoberfest 2005
- October 1-2, 2005 to Pasadena, CA for BMW CCA National Board Meeting

OKTOBERFEST PLANNING MEETING

- The first meeting was held in Atlanta during the weekend of May 13-14. In attendance was M J Calabrese, J R Schneider, , Tamara Hull and , Scott Blazey and also spent some time with us. will send everyone the highlights from our discussions before the next board meeting in June. I will spend time during the meeting presenting the Board with our recommendations.

SIG's

- I spent some time discussing a new SIG Resource group for Z8 owners with a Mr. Andrew Macpherson. Hopefully by the time we meet in Portland his application for the new SIG will be sent to the National Office. If so we can discuss its merits and determine our position.

BMW Car Club of America, Inc.



Bruce Hazard
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May 24, 2005

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

Subject: Secretary Pre Meeting Report - March 2005 Meeting

Travel & Expenses: March Board meeting: Airfare \$292.29, parking \$21. O'fest meeting at the Newsletter Editor/Webmaster conference: Airfare 329.40, parking \$12.50

Conference Call April 14th: Minutes Attached. I suppose I missed the ball on this one. If you see any changes let me know and I will make them before the Board meeting and we can approve them in Portland.

Respectively Submitted

Bruce Hazard

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BMW Car Club of America, Inc.
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May 25, 2005

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting report

Travel: Board of Directors & Annual Meeting – March 5-6, 2005, Greenville, SC
Expense incurred: \$592.97.

Newsletter Editor & Webmaster Conference – May 14-15, 2005, Atlanta
Expense incurred: \$704.35.

3AcrossAmerica CCA event (May 5, 2005) and Grand Finale at the Petersen
Museum (May 6, 2005) – no CCA funds used.

1st Quarter Income Statement – Period Ending March 31, 2005 (previously distributed)

	<u>2005 Actual</u>	<u>2005 Budget</u>
Ordinary Income/Expense		
Income	\$995,943.88	\$907,808.26
Cost of Goods Sold	<u>370,998.17</u>	<u>297,250.03</u>
Gross Profit	\$624,945.71	\$610,558.23
Expense	<u>650,224.89</u>	<u>715,793.14</u>
Net Ordinary Income/(Loss)	\$(25,279.18)	(\$105,234.91)
Other Income/Expense		
Other Income	13,387.31	13,725.00
Other Expense	<u>10,863.13</u>	<u>19,625.00</u>
Net Other Income/(Loss)	<u>\$2,524.18</u>	<u>(\$5,900.00)</u>
Net Income/(Loss)	<u><u>\$(22,755.00)</u></u>	<u><u>(\$111,134.91)</u></u>

Respectfully submitted,

Louis

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May 20th 2005

From: Eddy Funahashi, Pacific RVP

To: All board members, Executive Director BMW CCA

Subject: Pacific Region pre meeting report

Pacific Travel:

Feb. 11-13 San Diego, DE, Buttonwillow

Feb 27th Yosemite Brunch, Central Ca

March 4-6, board meeting Greenville

April 8-10, LA, DE, Willow Springs

May 5-6, "3 Across America" LA, Peterson Museum

May 13-15 Editors/Webmasters conference, Atlanta, Ga.

Planned Travel: (June-August)

June 3-5, board meeting, Portland, Or.

July 4th Visalia, Ca. BMW corral at Visalia Auto Show

July 23-25th Cedar River Concour, Seattle Wa. Puget chapter

August 18th-21st Monterey Festorics, Monterey Peninsula areas

Pacific Discretionary Funds:

None distributed

Corral Funds

Sacramento/GGC – 1k for corral/race, Laguna Seca, April 29-May 1st

Chapter's communicated within the last quarter:

Puget immediate past Pres.

GGC Editor.

Sacramento President

Sacramento Editor

LA President

Puget, Inland, Hi, Az,

Some, newly installed Chap. Board members

My phone and computers have been busy coming into Spring as I've actually communicated in one form or another, with virtually all of my chapters, whether it was with a chapter board member, or with one of their members at large.

A few of the Pacific Chapters have been tardy with their paperwork. I've been considering placing 1 on probation, monitoring all situations through the office on a week to week basis, while keeping in mind that many of the chapters have new officers that seem to be uncertain of the duties for their various positions.

BMW CCA Board Meeting June 3-4, 2005

I also anticipate the need to request corral funds for 2 or 3 corrals, all within the next few months as well as anticipating the utilization of some discretionary funds to aid the needy events. Many of the chapters hosting particular events, have seen a change in their budgets. Sensitive, may lead to a further topic.

Thank you,

Eddy



BMW Car Club of America, Inc.
Fred Iacino
South Central Regional Vice President
P.O. Box 217
Arvada, Co. 80001
Phone 303-478-8490
E-Mail <ccredit@qwest.net>

May 24, 2005

Subject: South Central RVP Pre-Meeting Report

Travel

March 5-6. 2005 BMW CCA National Board and Annual Meeting Greenville
April 8-10. Bayou Chapter- 3 Across America 433.88 in RVP Travel Funds
April 10. Surprise over night visit with Houston Chapter 187.51 RVP Travel Funds
April 23. Rocky Mountain Chapter 3 Across America CCA Funds used
May 13-15. Newsletter/Webmaster Conference Atlanta, Ga. 252.39 airfare +
expenses provided
May 27-29 Heart of Dixie Drivers School 538.90 air fare+ [hotel and rental car,
expenses not incurred at time of this report]

Planned Travel

June 4-5 BMW CCA national Board Meeting Portland
June 18-19 Hoosier Corral F1 no CCA funds will be used, unless Scott approves RVP
travel. There is usually a large # of South Central Chapters represented.
July 29-31 Heart of Dixie Corral Barber Motor sport Grand AM Race
Sept 18-23 Oktoberfest 2005
October 1-2 Board Meeting Pasadena

Nothing else to report
Fred

From: Len Mueller, NCR VP, LeonardMueller@earthlink.net

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

Date: May 18, 2005

Subject: North Central Region Pre-Meeting Board Report

NCRVP Travel

:

Greenville Board Meeting, \$291.00

Hoosier Rite's O Spring DE, IN \$ 0

Buckeye May DE, IN \$ 0

Buckeye Street Survival, Cinti \$ 0

Bluegrass Street Survival, KY \$ 0

Planned Travel :

Portland board meeting \$?

Bluegrass DE / Club Race \$0

Northern Ohio Chapter, Assist Club Racing School in July @ Nelson Ledges

Corral Mld-Ohio, Buckeye for Grand-Am in August

Buckeye DE @ Mid-Ohio, August

O'Fest September VA, NC

Discretionary Funds : None

Relevant Notes:

Buckeye held it's first successful SSS April 23rd. Horrible weather, good product. Attending as special guest was Cyrus Smith from the Smokey Mountain Chapter to observe, learn, participate. Yet another great person who happens to also like BMW's.

The North Central Region had excellent representation at the recent Webmaster/News Letter Editor Conference. Several chapters were been slow in submitting year end financials by March due date, have been in contact with each. Responses to logo non compliance also good, though predominant question was if able to use existing inventories of merchandise. Told them yes, and would communicate if found out to be otherwise.

BMW CCA Board Meeting June 3-4, 2005

To : BMW CCA Board
From : Carlos Diaz-Estrada
Subject : Pre Board Report
Dates : June 4 & 5 2005

This will be short :
Only Travel was to the Newsletter/Wemaster conference. \$400 (Reticket from Houston).

Funds used : None

I visited no chapters this quarter except those members going to the 12 hours of Sebring

Carlos Diaz-Estrada
South Atlantic RVP



BMW Car Club of America, Inc.
Reid Douglas
North Atlantic Regional Vice President
31 Franklin St.
North Andover, MA 01845
Phone (978) 975-1272
E-Mail reiddouglas@comcast.net

May 21,2005

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

Subject: North Atlantic Region Pre-meeting Report

NARVP Travel. Bought ticket to Atlanta conference but was unable to go. Except for \$100 change fee, the ticket price was then applied to ticket to Portland. - \$100.

Planned Travel.

Will travel to the Board Meeting in Portland

NARVP Discretionary Funds. I spent \$500 of discretionary funds supporting the Green Mountain Chapter's SommerFast in Stowe, VT next month. Also spent \$405 for part of the cost of a Roundel ad for the Allegheny Chapter's PVGP corral.

Nothing else to report.

Respectfully submitted,

Reid Douglas

BMW CCA Board Meeting June 3-4, 2005

BMW Car Club of America, Inc.
Wynne Smith
Executive Director
640 South Main Street
Greenville, SC 29601
Phone 864 250-0022
E-Mail wynne_smith@bmwcca.org

Executive Director's Pre-Meeting Report

May 20, 2005

To: Bruce Hazard

Subject: Executive Director's pre-Meeting Report
Portland Marriott City Center
520 SW Broadway
Portland, OR 97205
503-226-6300

NATIONAL OFFICE TRAVEL EXPENDITURES March 6, 2005 - June 5, 2005

Newsletter Editor Conference Atlanta May 13-15	
Wynne, Tricia, Calvin	\$ 1,395.00
Wynne to Yale Rachlin's Memorial May 28 - 31	\$ 238.00
Wynne to Portland Board Meeting	\$ 676.29
Total Travel	\$ 2,309.29

TRIPS PLANNED

BMW CCA Foundation Meeting	July 22 - 24, 2005
Oktoberfest 2006	September 15-23, 2005
Board Meeting Pasadena, CA	October 1-3, 2005

PORTLAND MEETING

Our choices for dinner Friday evening are:

Pazzo (2 blocks)
Italian, Under \$10 to \$30

The aromas of roasted garlic and wood smoke greet patrons of the bustling, street-level dining room of the Hotel Vintage Plaza. Pazzo's frequently changing menu relies on deceptively simple new Italian cuisine -- creative pastas, risottos, and grilled meats, fish, and poultry as well as antipasti and appetizers. All the baked goods are made fresh in the Pazzoria Bakery & Cafe next door. The decor is a mix of dark wood, terra-cotta, and dangling garlands of garlic. So, basically it's like being at my house, without the cats.

Red Star Tavern & Roast House (3 blocks)

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American, \$10 to \$30

Cooked in a wood-burning oven, smoker, rotisserie, or grill, the cuisine at Red Star can best be described as American comfort food inspired by the bounty of the Pacific Northwest. Spit-roasted chicken, maple-fired baby-back ribs with a brown-ale glaze, charred salmon, and crayfish étouffée are some of the better entrées. The wine list includes regional and international vintages, and 12 microbrews are on tap.

Alessandro's (5 blocks)
Italian, \$15 to \$30,

This cozy eatery turns out Roman-style Italian pastas and entrées made with seafood, poultry, and veal. Try the cioppino, or filetti Rossini, two fillet medallions with Portobello mushrooms and pancetta bacon, laced with a red wine sauce.

Dan & Louis's Oyster Bar (7 blocks)
Seafood, Under \$10 to \$20

Oysters at this Portland landmark near the river come fried, stewed, or on the half shell. The clam chowder is tasty, but the crab stew is a rare treat. Combination dinners let you mix your fried favorites. The collection of steins, plates, and marine art has grown since the restaurant opened in 1907 to fill beams, nooks, crannies, and nearly every inch of wall.

Please talk amongst yourselves -- tell me where you want to have dinner, when you're arriving and we'll make reservations.

Five people so far have RSVP-ed that they will be joining us for the meeting Saturday - four from the Portland A.C.A. and Lucetta Lightfoot from Puget Sound. I was told that June 4th, is the night of the Portland Rose Festival Starlight Parade". So our meeting is scheduled for downtown Portland during a parade where the downtown area is closed off and filled with 350,000 people! Check the Rose Festival website and the map for the parade. <http://www.rosefestival.org/starlightparade.html> The parade route is one block to the north of our hotel. The Rock Bottom Brewery is located at 2nd & Morrison, so we will need to cross the parade route on Saturday evening. Luckily it looks like the Rose Parade will be June 12th!

BMW CCA FOUNDATION

The BMW CCA Foundation is in sound financial shape, and has just hired a part-time project manager for Street Survival. Marshall Pruett, a resident of Oakland, CA, accepted the position beginning May 1, 2005, and attended the Golden Gate Chapter's Street Survival school May 7 at Candlestick Park. Marshall brings to Street Survival a wealth of automotive-related experience, and is currently President of Marshall Pruett Motorsports Engineering. He brings nearly two decades of professional motorsports team management, project management, and driver coaching to BMW CCA's Street Survival Program. In his role as a professional team manager, Marshall has also gained a wealth of experience in sponsor acquisition, team and brand marketing, media relations, and event management.

Due to scheduling conflicts at PTG, the BMW CCA Foundation has set the closing date for its Fantasy Drive Experience raffle off for a few more months.

GATEWAY TECH 2006

I have had several conversation and email exchanges with Garrett Koch and Peter Rossato the co-chairs of this event. Larry Koch and I have gone through his calendar and although he does not have the race schedule for next year, he though the best dates would be March 23 - 26, 2006. This has been communicated to the chairs. The team has read the draft TechFest manual and are in accordance with the policies and procedures.

BMW CCA Board Meeting June 3-4, 2005

NEWSLETTER EDITOR/WEBMASTER CONFERENCE MAY 2005

The conference was held in Atlanta last weekend. There were 93 Chapter Representatives in attendance. The surveys received so far have been very positive. I will have a synopsis of the evaluations for you at the meeting.

BMW CCA SERVICE OFFICERS

We have had two members come forward and offer to step in as Ombudsmen since David Dick's retirement. A conference call has been scheduled with Dwayne Mosely of Simpsonville, SC, Ken Whithall-Scherfee of Sacramento, CA and Rogen Chhabra. Dwayne and Ken are ready to begin July 1.

DIRECTORS & OFFICERS LIABILITY COVERAGE FOR CHAPTER BOARD MEMBERS

In place, paid for by National and the chapters will have their cost debited from the May 24, 2005 rebate checks.

REVISED OPERATIONS MANUAL

The draft you all approved has been sent to all Chapter Presidents for review and comment on or before June 1. I will have their comments ready for you for discussion at the meeting.

REVISED OKTOBERFEST MANUAL

I have once again dusted off the most recent version of the Oktoberfest Manual and made a few revisions, but pending the outcome of last weekend's Oktoberfest Committee meeting there's little that can be accomplished. Whether the committee recommends tweaking the current event model, or reworking the model so it more closely resembles some of the more successful SIG-fests will determine how the manual is revised. It is my understanding Bruce Hazard will shortly have a synopsis of the salient points of the meeting for our review.

RAFFLE 2005

The flyers are at the printer and are set to go to the fulfillment house at the end of this week. The solicitations should drop May 27-31. The cut-off will be September 14th giving us 14 weeks of raffle-filled adventure.

FRIENDS OF BMW 2005

The books are at the printer and are scheduled to go into the mail June 1. In 1999 1002 members participated, in 2001 3,101 participated, in 2003 we had 3,800 members participate in the program. This year we had 6,273! Of course, that means our printing and postage costs have increased somewhat, but I am impressed with how many club members are willing to lend a helping hand to others.

OKTOBERFEST 2005

Event
Attendees
Total Income
Adult Registrations - Full Week
50
\$9,750.00
Child Registrations - Full Week
2
\$180.00
Monday Day Pass
2
\$130.00

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Tuesday Day Pass

0

\$0.00

Wednesday Day Pass

0

\$0.00

Thursday Day Pass

0

\$0.00

Friday Day Pass

0

\$0.00

Monday DS

12

\$1,800.00

Tuesday DS

9

\$1,350.00

Wednesday DS

2

\$300.00

Monday SS

6

\$300.00

Tuesday SS

5

\$250.00

Monday AutoX

5

\$175.00

Tuesday AutoX

9

\$315.00

Welcome Reception

48

Vendor Reception

50

Southern Reception

51

Motorsports Banquet

49

Awards Banquet

47

Fun Rally

32

Trivia Contest

19

Photo Contest

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14

Model Car Concours

9

Gymkhana

28

TSD Rally

21

Concours

7

Golf Outing

1

\$90.00

\$14,640.00

BMW CCA MEMBERSHIP RETENTION INITIATIVES

Many of the chapters polled believe a membership contest would be a great incentive. Most would love a trip to Munich to tour the factory. I am gathering information and lining up sponsors for this prize. I am also checking with various audio outlets to see what kind of deal we might get on the bulk purchase of I-Pods. We have the ability to track who has been referred to the club by whom in the database, and believe three levels of participation should be encouraged. Level 1 - members who refer new members or convince someone to reactivate their membership after a lapse of three months or more. Level 2 - Membership Chairs who refer new members or convince someone to reactivate their membership after a lapse of three months or more. Level 3 - Sales people who refer members or convince someone to reactivate their membership after a lapse of three months or more. Level 1 would receive the best prizes, Level 2 - the next best, and Level 3 would receive prizes as well.

We continue to focus a great deal of resources on reminding the members why they should continue their membership. But is it possible we are focusing our resources on the wrong side of the equation? We do spend some time and energy considering why our members choose NOT to renew, now we're asking members to tell us why they DID renew. If there are definite patterns as to why people remain (obviously Roundel will be foremost), we can then augment those benefits and services and call greater attention to them.

You may recall at the last meeting the survey results indicated that 4% of the members responding to the lapsed member survey write that they lapsed because "dues are too expensive". I sincerely doubt that the dues we are charging are really too high. Most individual membership organizations cap dues at no more than \$500 per year and even at that "high" rate, dues are less than \$2 per work day. Our dues are between \$40 and \$112 per individual member, which is between 11¢ and 30¢ per day, less than members pay for a cup of coffee on their way to work.

The relevant question is really are we providing sufficient value to our members so that the dues are an appropriate investment rather than an excessive expense? Keep in mind, most of us spend more on going out to the movies during a year than we spend on dues for clubs. It seems to me that if we are hearing this type of feedback, we need

BMW CCA Board Meeting June 3-4, 2005

to ask three questions: 1) Are we providing real value for the dues dollars? 2) Are we making our members aware of the programs/services/products that give value to their membership? And 3) Do we make it easy for our members to take advantage of the value-added aspects?

We conducted a staff meeting recently and went through the Strategic Plan page by page. We acknowledged that our members like everyone else nowadays are all victims of information overload and the result is that they may well miss those one or two key pieces of information that would really provide value in amongst the myriad approaches they get every day. We have been taking steps to identify the individual needs and concerns of the members and making sure that the information we send is relevant to them - but will strive to do a better job. We have been taking advantage of innovative methodologies of delivering information and will be brainstorming to develop more and better ways to be informative. We are focusing on making it easy for members to acquire products and services, particularly those that might be considered "whim" acquisitions, like our merchandise.

It's not enough to provide quality products; we have to provide quality service as well. All of us have voice mail now - frankly we couldn't live without it - but it's used only if we are on another call or away from our desks. Members want to speak with a real person. We have guidelines on how quickly phone messages (or emails, for that matter) are to be returned. Even if we can't provide the requested information immediately, we call or email the member back and give them an accurate timeframe for receiving a response.

We want to make Johnny Mercer (and you) proud, we're accentuating the positive, and working to eliminate the negative ... we want our members to realize they cannot "NOT" be a member!

Respectfully submitted,

Wynne Smith



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Fax: 281-360-1477
StevenHOlsen@cs.com

BMW CCA Club Racing Report

National Board Meeting – June, 2005

Financial:

Sponsorship funding continues to be an issue. The Tire Rack is apparently up for sale. Although we, thankfully, now have a multi-year contract with two years remaining, any change in ownership casts a shadow doubt concerning the future. It's imperative that we expand our sponsorship base and attract new sponsors to strengthen our long-term position.

Schedule:

Our relationship with Grand American Road Racing Association has diminished dramatically. Each track negotiates its own contracts with the support racing organizations and many have simply demanded payments that exceed the financial realities. As you recall, we dropped the VIR support race because of its proximity to the O'Fest club race at VIR. I anticipate that we will be invited to renew that event in 2006.

We have scheduled a Rolex/Grand American Cup support race at MidOhio in August, which has been officially designated as the 10th anniversary celebration race. I have recently contracted with an external source to aggressively seek sponsorship money for the available TV advertisement slots that we would have to "sell" as part of the package. I believe it's a long shot, but I'm convinced that the TV exposure would be highly beneficial to our continuing growth effort.

Rules:

We are now in the racer's rules change request period. The volume of requests is substantially lower than in previous years and many of the topics are repeats from prior years.

There has been a bit of controversy concerning use of aftermarket pistons in Prepared classes. While the rules permit aftermarket pistons, they also are quite specific about the fact that such pistons must essentially be exact copies of the OEM pistons. Some vendors have

sold pistons with claims that they are legal in Prepared class, but we have found some of those to be illegal for various reasons including weight and geometrical configuration of the piston's top end. As you might surmise, this has caused considerable angst among the Prepared car owners but the rule has been in effect and remained unchanged since the inception of the Club Racing program.

Administration:

There will soon be considerable turnover in the staff with my departure and the departures of the National Safety Steward, the webmaster and other possible losses. It's imperative that every effort be taken to find a new Club Racing chairperson as soon as possible to allow that person to assemble his/her support staff for the 2006 season.

Licenses:

Licensed racers:	1148 vs. last report of 1111	+ 3.3 %
Active licenses:	501 vs. last report of 483	+ 3.7 %
Racers on probation:	15 vs. last report	21
Racers on suspension:	3** vs. last report	2

** - one indefinite suspension for financial issues

Respectfully submitted,

Steve

Steve Olsen
National Chairman,
BMW CCA Club Racing