

**BMW CCA BOARD MEETING
JANUARY 14-15, 2006
Greenville, South Carolina**

MINUTES

Saturday, January 14, 2006

1. Call to Order:

The meeting was called to order at 08:05 a.m.

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, Phil Marx

Guests: From the National Office: Brenda Sarvis, Gavin Hoffman, Jennifer Skatzes, Peggy Helmke; Bill Wade, DEC Chairman & Street Survival Program Manager for the BMW CCA Foundation; Michael Mitchell, BMW CCA Foundation; Trip Binford, Sandlapper Chapter President; J.R. Schneider; Paul Dunlevy, Tarheel Chapter President, and Brenda Dunlevy.

3. Minutes:

The minutes of the October 1-2, 2005 Board meeting were approved by vote of the Board on November 3, 2005. Reading of the minutes was dispensed with.

4. Reports:

4.1. President's Report:

Scott Blazey had nothing to add to his pre-meeting report. Scott did mention that he has asked ZF Industries to consider awarding \$100 for positions 20-40 of the annual ZF Public Service Awards. He anticipates that this will be received positively and is waiting for a reply.

4.2. Executive Vice President:

Mark Jon Calabrese had nothing to add to his pre-meeting report.

4.3. Secretary:

Bruce Hazard had nothing to add to his pre-meeting report.

4.4. Treasurer:

Louis Goldsman reported that there were no significant changes to his pre-meeting report. There were minor changes to the actual expenses to reflect updated information on the Preliminary/Pre-Closing Income Statement for the period ending December 31, 2005.

4.5. Pacific RVP:

Eddie Funahashi had nothing to add to his pre-meeting report other than to report that the regional representative for Continental Tire Company has contacted him about marketing to the BMW CCA.

4.6. South Central RVP:

Fred Iacino had nothing to add to his pre-meeting.

4.7. North Central RVP:

Len Mueller had nothing to add to his pre-meeting.

4.8. South Atlantic RVP:

Carlos Diaz-Estrada had nothing to add to his pre-meeting report.

4.9. *North Atlantic RVP:*

Reid Douglas had nothing to add to his pre-meeting report.

4.10. *Executive Director:*

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

4.11. *Club Racing:*

In addition to the update in the pre-meeting report by CR Chairman David McIntyre, Wynne Smith reported that Scott L. Smith had been elected the North Atlantic Region representative to the Club Racing Advisory Committee and Alex Lipowich has been elected the North Central representative. Scott Blazey reported that Jack Money had been selected as the National Tech Steward.

4.12. *Roundel:*

Phil Marx had nothing to add to the *Roundel* pre-meeting report. He went on to report:

- That a new contract has been sent to and received by Satch Carlson,
- A column dedicated to the MINI has been proposed and is being considered. The Board was supportive of such a column.

4.13. *DEC:* Carlos Diaz-Estrada reported:

4.13.1 Plans for the DEC Conference have been finalized.

4.13.2 53 Chapters, many with multiple attendees, have registered for a total of 120-125.

4.13.3 Scott Blazey thanked Bill Wade and the DEC for the work they are doing as it is important to the success and safety of the driving events.

4.13.4 Carlos Diaz-Estrada pointed out that although Bill Wade is also the Street Survival Program Manger for the Foundation, there is no conflict of interest but rather a cooperative relationship that should benefit both programs.

5. **Discussion Topics:**

5.1. **Chapter Issues:**

5.1.1 Carlos Diaz-Estrada reported that the Gulf Coast Chapter is struggling with finding officers. The newsletter editor is trying to hold things together and is going to try soliciting help through their newsletter. Wynne Smith offered to help contact members if they need assistance.

5.1.2 The Gulf Coast Chapter is having trouble recruiting volunteers in its territory from the Florida panhandle to south eastern Alabama. Carlos suggested that realignment may be helpful. He will watch the situation and provide an update at the next Board meeting.

5.1.3 Wynne Smith noted that the annual Chapter reporting forms are going out soon. Scott Blazey asked the RVP's to remind the Chapters that they need to request reimbursement for postage and printing of newsletters to the National Service Officers. This applies only to copies actually mailed thru the postal system, not electronic copies.

5.1.4 There was a discussion of electronic versus hardcopy newsletters. Some Chapters are sending their newsletters electronically to some members. The minimum standard is a hardcopy unless the member opts for an electronic copy. Some of the other issues discussed were:

- Are there IRS not-for-profit issues with posting the newsletter on the website since it would be available to the general public and not restricted to members?
- Do all members have a computer and email to receive an electronic copy?
- How many members have the technology but would rather receive a hardcopy?

The consensus was that Chapters can manage this on their own depending on what their members want. The minimum standard would still be a hard copy unless the member requests only an electronic copy.

- 5.1.5 The storm areas of the South Atlantic Region and South Central Region are receiving the following consideration:
- 5.1.5.1 The Roundels have been held since September pending contact with members and confirming their mailing requirements. These were recently released and mailed.
- 5.1.5.2 Chapters are beginning to publish and mail their newsletters.
- 5.1.5.3 Most of the affected Chapters have recovered and are restarting activities.
- 5.1.5.4 Individual member issues are being handled on a case by case basis.
- 5.1.6 Len Mueller reported that there has not been any response from the Illini Chapter officers. After a threat of probation there was a little activity in July but nothing since after repeated attempts. The only contact seems to be Denny Smith. The official process of terminating the Chapter's charter will be initiated.
- 5.1.7 The new chapter officer education/information packet is still under development.

Break - 9:30 to 9:40 a.m.

5.2. **National Events:**

- 5.2.1 TechFest 2006
- 5.2.1.1 The event is:
- Under budget
 - There are 20 vendors
 - 22+ Tech Sessions
 - 15 registrants so far
 - Merchandise is being finalized
 - BMW Mobile Tradition will not be participating.
 - BMW NA will be doing something and Brenda Sarvis will meet with them in the next week to discuss sponsorship, displays, etc.
 - The ad is in *Roundel*. Color will be added to future issues.
- 5.2.1.2 Outstanding issues include the speakers for Friday and Saturday.
- 5.2.2 Oktoberfest 2006
- 5.2.2.1 Status:
- Schedule is on the website
 - Budget is on target
 - Brenda will be visiting the hotel and concours site to preview the areas.
 - Trophy numbers are being determined.
 - Commemorative pin is being planned for the 6 Series attendees.

- 5.2.2.2 A press release hyping the event and the 6 Series special events will be sent to the Chapters and SIG's to generate interest.
 - 5.2.2.3 The program should include articles featuring the 6 Series to include some "Me and My 6" member articles.
 - 5.2.2.4 Merchandise is still being put together. It should be simple, not too many options, no women-specific items.
 - 5.2.2.5 No firm sponsorship commitments yet.
 - 5.2.2.6 Host chapters for all the events have been confirmed except the Concours. The Missouri Valley Chapter is being considered for the concours.
 - 5.2.2.7 Chris Bangle – Chief of Design for BMW Group will be the featured speaker at the awards banquet.
 - 5.2.2.8 Board members are encouraged to attend.
 - 5.2.3 Driving Events Conference
 - 5.2.3.1 All the plans are in place.
 - 5.2.4 Chapter Congress
 - 5.2.4.1 The next Chapter Congress will be in April or May 2007 in Detroit.
 - 5.3. Corrals
 - 5.3.1 Larry Hayes from IMSA and Clayton Twigg from the American Le Mans Series (ALMS) made a presentation about corrals at the ALMS events.

They currently do corrals for other marques: Porsche, Corvette, Aston Martin and others. They would coordinate the entire infrastructure, including signage, tents, tables, security, porta-lets, catering, etc. on a pay as you go basis. They would also sell the corral admission ticket along with the regular event ticket. The chapter would provide staffing to direct the parking, registration, etc. in the corral area. The benefit as they described it would be that since they are making these arrangements for other marque's the cost to us would be less than we could arrange on our own due to the economies of scale.

An additional offering is that they could facilitate:

 - IMSA-facilitated parade laps
 - Tech/Presentation by the BMW and Team PTG drivers
 - Hot pit tours
 - Etc.

The actual arrangements would be determined in a planning meeting with the IMSA staff.

Carlos Diaz-Estrada will work with them for the Sebring event in March and evaluate their offering and the economics.
 - 5.3.2 One of the features of the IMSA/ALMS corrals is to brand name the corral. The Board agreed on the name BIMMER STRASSE to be used if the program proves to be successful in Sebring and is approved for other IMSA/ALMS events.
- Break - Noon to 1:00 p.m.
- 5.3.3 Carlos reported that he, Len Mueller, and Eddy Funahashi met to discuss a procedure and policy for Chapters to request corral funds. They recommended:

- Abolishing the central funding of corrals but rather increase the discretionary funds available to the RVP's.
- The RVP's could use these additional funds for event development not just corrals. They would allocate the funds to chapters that need the financial assistance for getting new events started rather than to chapters that do corrals or other events but really don't need the financial assistance.
- The current corral fund budget line will be changed to discretionary funds for event development and be allocated equally among the RVP's.

5.4. **Risk Management:**

- 5.4.1 Board members were given their Crisis Communication cards.
- 5.4.2 Not many Chapters have provided the necessary information for their Crisis Communication cards. Wynne Smith will provide the RVP's with a listing of their Chapters that have not provided the necessary information.
- 5.4.3 The annual Chapter Officer forms will be modified to include crisis contacts. If there are changes, new cards will be issued.

5.5. **National Programs and Services:**

5.5.1 Web Site:

5.5.1.1 Issues:

- The home page has been static – needs to be dynamic so that there is something new to encourage return visits.
- There needs to be a separate page for Gateway Tech.
- There should be a web page for each national event active within 60 days of the announcement of the event.
- For 2007 it should be mandatory that the Chapter Officer Questionnaire and Financial Report be done online.
- Elections information and candidacy statements should be on an elections web page.
- Web site should be used for disseminating news information.
- Modify the "What's New" feature, so that there are separate News columns for BMW CCA, BMW (the company), BMW Motorsports, BMW on TV.

5.5.1.2 Gavin Hoffman is working on:

- Enlarging the window and font.
- Including news feeds from other internet sites.
- Designing the right side of the home page for advertising of BMW CCA events and items of importance.
- Implementing forum and e-mail software.
- Investigating/implementing software options for BMW CCA blogs.
- Converting the website to nonproprietary software.

5.5.1.3 Some Board members have provided input on other fixes, changes and improvements.

5.5.2 Special Interest Groups:

- 5.5.2.1 There was a discussion about the proposed SIG policy. Input from the current SIG's suggests that it would add a lot of work and bureaucracy for no perceived benefit to the SIG.
- 5.5.2.2 Scott reviewed that the reason the policy was proposed:
- There were complaints from BMW CCA members that they weren't getting what was proposed by the SIG.
 - To provide legitimacy.
 - The benefit to the SIG is association with BMW CCA and dues collection.
- 5.5.2.3 There was discussion that the multi-tiered proposal was causing the current SIG's to qualify at a different level than currently. Perhaps the better place to start is set standards and requirements that reflect the current structure of the SIG's and then later if there is a need they can be expanded.

MOTION: Mark Calabrese made a motion to add the following minimum requirements for SIG's to the BMW CCA Operations Manual:

BMW Automobile Special Interest Group/Special Interest Resource Minimum Standards

Definitions:

- Special Interest Group: A non-commercial group with a national scope and focus on a BMW automobile-related subject, which provides to BMW CCA members only contact and dues/benefits information.
- Special Interest Resource: An individual BMW CCA member who provides expert or reference information to all BMW CCA members on a specific BMW automobile or BMW automobile-related subject with a national scope and focus. An individual acting as a special interest resource may not operate the information and reference service as a commercial business, and must provide contact and benefits information to BMW CCA.

Status:

BMW Automobile Special Interest Group/Special Interest Resource status is subject to approval by the BMW CCA Board of Directors. The primary point of contact for special interest groups is the BMW CCA Executive Vice President.

Minimum Standards:

- Submit a written application and a renewal each year thereafter.
- Maintain non-commercial status.
- Notify BMW CCA National Office of change of contact information within 30 days of change.
- Publish dues/fees and list of benefits to its members.
- Provide the published benefits to its members.

BMW Automobile Special Interest Group/Special Interest Resource Benefits:

- Listing in the Roundel Special Interest Group/Special Interest Resource Section.
- Listing on the BMW CCA web site Special Interest Group/Special Interest Resource Page with link to group or individual's web site if applicable.
- Dues collection by BMW CCA National Office upon request and approval.

Non-Compliance

Failure to comply with the minimum standards will result in termination of the Roundel and web site Special Interest Group/Special Interest Resource listings and dues collection services.

The motion was seconded by Len Mueller. IN FAVOR: All

- 5.5.3 DEC:
 - 5.5.3.1 Len Mueller asked if there was a process for removing and replacing a DEC representative. The Operations Manual does not specify a process for removal but if there is a vacancy during the term, the Operations Manual provides that the RVP can select a replacement, subject to the approval of the Board.
 - 5.5.3.2 Len Mueller reported that there is dissatisfaction with the North Central DEC representative. Bill Wade will discuss with him that his performance is not meeting the needs of the region and that he should consider stepping down.
 - 5.5.3.3 Mark Jon Calabrese mentioned that Jerry Rhodes has asked why he wasn't on the DEC. Fred Iacino stated that Jerry had been asked to run but then didn't submit his candidacy. Fred will contact Jerry and apologize if the process for candidacy and election wasn't clearly explained.
- 5.5.4 Club Racing:
 - 5.5.4.1 Latest national CR positions filled: Jack Money is the National Tech Steward and Joe Marko is the National Safety Steward.
 - 5.5.4.2 The 2006 rules went through several rounds of changes and revisions with input from the CRAC and individual racers.
 - 5.5.4.3 There was a discussion about formalizing the duties and responsibilities of the liaison positions that the Board may designate to work with a BMW CCA activity.

MOTION: Louis Goldsman made a motion to make the following changes to the BMW CCA operations manual.

Add: **Chapter 2 – 2.8 Board Liaisons**

From time to time the Board of Directors may designate a member of the Board to be a liaison between the Board and a BMW CCA program or activity. When a Board member is designated as Liaison for a program or activity that Board member shall be responsible for overseeing that program or activity. The designated liaison shall become a non-voting, ex-officio member of the leadership/management group of the program or activity. The level of participation is at the discretion of the Board Liaison.

Chapter 3 – 3.7.1 – to be revised from:

“The Club Racing Chairperson, a National Service Officer, functions as the Chief Executive of Club Racing. The responsibilities of the position and specific reporting responsibilities to the National Board include but are not limited to:”

to:

“The Club Racing Chairperson, a National Service Officer, functions as the Chief Executive of Club Racing. If, in accordance with 2.8 a Board Liaison has been named, the Chairperson shall report to the National Board through the designated Liaison, otherwise through the Executive Vice President. The responsibilities of the position and specific reporting responsibilities include but are not limited to:”

Chapter 2 – 2.16.4 – to be revised from:

“The Driving Events Committee shall select a chairperson from within the committee. Elected DEC member terms will be two years and will be staggered to coincide with the terms of the corresponding region vice president.”

to:

“The Driving Events Committee shall select a chairperson from within the committee. If, in accordance with 2.8 a Board Liaison has been named, the Chairperson shall report to the National Board through the designated Liaison, otherwise through the Executive Vice President. Elected DEC member terms will be two years and will be staggered to coincide with the terms of the corresponding region vice president.”

The motion was seconded by Len Mueller. IN FAVOR: All

5.6. Budget

- 5.6.1 The budget for 2006 was reviewed. Louis Goldsman mentioned that salary and benefits have been included in the budget for an in house driving events manager that Wynne Smith has proposed in the event that the Board decides to proceed with that position.
- 5.6.2 All the budget line items were reviewed with minor changes being suggested and approved. Louis will provide an updated budget for inclusion with the minutes.
- 5.6.3 A budget loss of \$57,883 was approved.

MOTION: Louis Goldsman made motion to approve the 2006 budget. Len Muller seconded the motion. *IN FAVOR:* All

The Board went into Sensitive Session at 5:10 p.m. and then recessed at 6:40 p.m. until 8:00 a.m. Sunday morning.

Sunday, January 15, 2006

6. Call to Order:

The meeting was called to order at 08:05 a.m.

7. 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, Phil Marx

Guests: Brenda Sarvis, Bill Wade, Trip Binford, Paul Dunlevy.

8. Discussion Topics Continued:

8.1. Budget:

Scott Blazey clarified that budgeted salary figures discussed on Saturday for the driving events manager were developed as a budget place holder for posting, recruiting, salary, benefits, etc. Additionally, it did not reflect a decision by the Board to pursue creating the position or the financial arrangements for any potential candidate.

8.2. **Membership:**

8.2.1 Promotion of Membership Drive:

8.2.1.1 Renewals are running about 50%.

8.2.1.2 The web homepage needs some "grabber" that catches the members' attention about the membership Drive and then links to a web page that explains the rules and prizes. We could also create a page that lists Chapter membership statistics.

8.2.1.3 In addition to using News from National to promote the Membership Drive, we could also use regular e-mail information releases.

8.2.2 Marketing Plan:

8.2.2.1 The two finalists:

- One from Cincinnati – is run by a member and has experience with car clubs.
- One from Greenville – is local, it is a new firm but there is individual experience with car clubs.
- Scott Blazey asked if either of the candidates had provided references, so that we could check their past successes. Wynne will ask the candidates for those before we make a final recommendation.

8.2.3 Wynne Smith noted that she often gets calls from individuals that want to join or start a chapter but aren't interested in our typical events. It was discussed that it might be informative to introduce them to the club and chapter activities and then get their feedback. Wynne was authorized to create a study-group, offering them a 90-day trial membership and then surveying them at the end of the 90-days to get input on their experience and why they did or did not continue their membership.

8.3. **Standards of Conduct:**

8.3.1 It was noted that the standards of conduct in the BMW CCA Operations Manual applied only to Board members. Recent activities with Club Racing highlight the need to expand these to National Services Officers, committees, liaisons, and other individuals appointed by the Board to act in their behalf, and members in general.

8.3.2 Scott Blazey will draft the language change for Chapter 2, section 2.9 of the BMW CCA Operations Manual.

8.4. **Regional Events**

There were no requests for Regional Event status.

8.5. **Future Board Meetings:**

8.5.1 Conference Calls

- February 23, 2006, 8:30 p.m. EST

8.5.2 Board Meetings:

- March 25-26, 2006 in St. Charles, MO (Also Annual Meeting)
- June 17-18, 2006 – Cincinnati, OH

BMW CCA Board Meeting January 14-15, 2006

- September 16-17, 2006 – Boston, MA or Albany, NY
- January 20-21, 2007 – Tampa, FL

9. **Adjournment** :

Fred lacino made a motion to adjourn. Louis Goldsman seconded the motion. IN FAVOR: All

The meeting was adjourned at 11:10 am



BMW Car Club of America, Inc.
Scott Blazey
President
7610 N Caldwell Avenue
Kansas City, Missouri 64152
Phone (816) 587-4185
E-Mail president@bmwcca.org

December 29, 2005

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

Subject: President's Pre-meeting Report for January 14-15, 2006 Board Meeting

Travel

September 30-October 2, 2005 to Pasadena, CA for the BMW CCA National Board Meeting.

November 11-13, 2005 to Hallett, OK to teach classroom at KC BMW Club Driving School.

(No BMW CCA funds used.)

November 19-20, 2005 to Lincoln, NE for the Missouri Valley Chapter Annual Dinner (Travel funds used - \$231.99)

Planned Travel

January 20-22, 2006 to Dallas, TX for the BMW CCA Driving Events Conference.

March 23-26, 2006 to St. Charles, MO for BMW CCA TechFest 2006, National Board Meeting, and Annual Meeting.

Oktoberfest Manual

The draft new Oktoberfest manual is still under revision.

Chapter Officer Training Materials

Under development

Oktoberfest 2005 Recognition

BMW Certificates of Achievement and Appreciation have been signed and sent to the chapter organizers and event chairs of Oktoberfest 2005.

ZF Public Service Awards

ZF Industries is on board to sponsor the 2006 ZF Public Service Awards.

Respectfully submitted,

Scott Blazey



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](mailto: MJ@calabrese.cc)

December 30, 2005

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

Subject: Vice President's Pre-Meeting Report, January 14-15, 2005 Board Meeting

TRAVEL

- September 30-October-2, 2005 in Pasadena, CA for BMW CCA National Board Meeting

PLANNED TRAVEL

- January 14-15, Spartanburg, SC BMW Board Meeting
- January 20-22 Possibly to Dallas, TX for BMW DEC Meeting and Meeting with the Oktoberfest group.
- March 23-26, 2006 to St. Charles, MO for BMW CCA TechFest 2006, National Board Meeting, and Annual Meeting

OKTOBERFEST

- I'm planning on having a meeting in the very near future to discuss future Oktoberfest. During this meeting our group will look for methods to improve our event. We will also discuss different scenarios and formats.

SIG's

- Several months ago I sent a letter to each and every SIG group outlining our proposed changes for our SIG policy. I asked for input and suggestions. Not many groups responded but the ones that did had some interesting suggestions that I feel we should discuss during our next board meeting and certainly before we enact any new policy.

Respectfully submitted

M J Calabrese



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

January 10, 2006

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

Subject: Secretary Pre Meeting Report – January 2006 Meeting

Travel & Expenses:

- October Board meeting, \$32.39

Future Travel

- DEC Conference 1/21-22/2006

National Appeals Committee: Facilitated the NAC in the matter of an appeal of the Club Racing clarification of the piston rules for Stock and Prepared classes. The Committee's findings were presented to the Board on October 24th and posted on the CR website on November 4th.

Conference Calls: Notes are attached for Board's conference calls on November 3rd and December 1st.

Club Racing Chairman Selection: The Board met on the matter of selecting a CR Chairman between November 14th and December 5th. The selection of Dave McIntyre as the new Chairman was announced on the CR Website on December 17th.

Respectively Submitted,

Bruce Hazard

Conference Call Notes: November 3, 2005

1. **Call to Order:**

The meeting was called to order at 8:30 p.m. EST.

2. **Attendees:**

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

3. **Topics:**

3.1. **Club Racing:**

3.1.1 HIS Incident

- Lots of pictures were taken by CR at the scene and the vehicle has been inspected by CR and they report that there didn't appear to be any noticeable mechanical failure that would have been a cause of the incident.
- So far the autopsy is inconclusive.
- Weisenberg is of the opinion that an outside investigation is not required at this point.
- Wynne will see if we can get a copy of the police report.
- Scott will draft a notice for the website about the incident with a brief statement of the state of the investigation.
- Scott will inform Jeff Penley that the response to the accident was just right.
- National Appeals Committee. – The appeal should be posted on November 4th.

3.1.2 Chairman Recruitment – Scott will post a final call for submissions on the CR website with a deadline of next week.

3.1.3 Other:

- The Board discussed recommending that CR consider establishing an appeal process for all issues not just rulings by event stewards.
- There was a brief discussion regarding whether CR or the Board should mandate the use of head & neck restraints.

3.2. **Crisis Communication:**

3.2.1 Although CR's response to the incident was good, there is concern that this was because there were members on site that had gone through the Crisis Communication Plan in their Chapter, but that CR was not prepared. It was agreed that there needs to be better cross pollination of programs with all segments of CCA.

3.2.2 Wynne will get Crisis contact cards for the Board.

3.3. **Oktoberfest 2005**

3.3.1 Just about all the transactions are in and it appears that CCA should end up approximately \$14K to the good.

3.4. **Corral Fund Requests:** None for the remainder of 2005.

3.5. **Membership Drive:** Prizes will be announced once they are in hand at the office.

3.6. **TechFest 2006:** -

- Wynne reported that they have already some registrants.
- Some vendors and sponsors have been confirmed with more to come.
- Still working on speakers.

- Advertising will be in the December issue of the Roundel as well as sent separately to the Chapters for their newsletters.
- 3.7. **Website** – Wynne reported that the on-line Chapter forms should be active by the end of November.
 - 3.8. **Marketing Plan:** Wynne is getting additional information on the firms and the Board was asked to review the proposals if they haven't already.
 - 3.9. **DEC:**
 - 3.9.1 Carlos reported that the DEC Committee had completed their review of the autocross minimum standards and asked what the next step is. There was a discussion of whether the draft needs go back to the chapters for one last review or whether they were ready for the Boards approval.

MOTION: Bruce Hazard made a motion to approve the Autocross Minimum Standards as approved by the DEC Committee. Fred Iacino seconded the motion. *IN FAVOR:* Bruce Hazard, Fred Iacino, Louis Goldsman, Carlos Diaz-Estrada, and Len Mueller. *AGAINST:* Scott Blazey, Mark Jon Calabrese. *ABSTAIN:* Reid Douglas, Eddy Funahashi
 - 3.10. **Future Oktoberfest's** – Bruce Hazard brought up the need develop a plan to get to the stated goal of working on the events 2-3 years out. The matrix that Wynne will have at the January Board meeting is intended to be the tool to assist with this planning.
4. **Adjournment:**

There being no further business, the meeting was adjourned at 10:30 p.m. EST.

Conference Call Notes: December 1, 2005

1. **Call to Order:**

The meeting was called to order at 8:30 p.m. EST.
2. **Attendees:**

Scott Blazey, Mark Jon Calabrese, Carlos Diaz-Estrada, Louis Goldsman, Len Mueller, Fred Iacino, Bruce Hazard.

Not Attending: Reid Douglas, Eddy Funahashi.

Other: Wynne Smith
3. **Topics:**
 - 3.1. **DEC**
 - 3.1.1 Carlos presented a proposed addition to section 2.7 of the DS Minimum Standards that was drafted by the DEC committee. The proposed changes outlined the tasks that someone, i.e. Chief Instructor, needs to be responsible for.
 - 3.1.2 This proposal was prompted by the observation of the DEC Committee members that some Chapters don't know how to conduct a driving school.
 - 3.1.3 The Board recommended that this topic be put on the agenda for the DEC Conference in January.
 - 3.2. **Marketing Plan:**

Wynne mentioned that there are two firms that have been asked to bid on our membership marketing plan. She will put together a comparison spreadsheet. The estimated cost will be approximately \$50-60K plus expenses to survey and develop recommendations.

3.3. Web Site:

3.3.1 Chapter forms are active.

3.3.2 Priorities:

- Survey Development tool
- Roundel

3.4. Oktoberfest 2006:

3.4.1 Three Chapters have expressed interested in working on the Concours, however, no one has stepped forward to taking charge. Wynne is working with this group.

3.4.2 Sueann Meskel and crew are on board for the gymkhana and Randy Iverson will be heading up the safety school.

3.4.3 The noise issue at Gingermann has been resolved.

3.4.4 Scott is working on the Ofest manual.

3.4.5 The Board confirmed that the E30 M3 would be the featured model.

However, after some discussion after this conference call, the featured model was changed to the 6 series, in recognition that 2006 is the 30th anniversary of its introduction.

3.5. TechFest 2006:

3.5.1 Interest from sponsors and vendors is good.

3.5.2 Larry Koch is working on display cars, speakers and has committed to a \$3,000 sponsorship.

3.5.3 Mobile Tradition is slow in committing to its involvement.

3.6. Membership Incentive Program/Contest:

Wynne has rounded up a wide variety of prizes and will publish the list on the web site once they have actually been received in the National office.

3.7. Budget:

3.7.1 Louis reported that although a loss was budgeted for 2005 there is actually a profit.

3.7.2 Louis will be sending out a proposed 2006 budget for consideration at the January Board meeting.

3.7.3 Wynne mentioned that she will be budgeting for a paid position as driving events manager to manage CR, DEC, etc., should the Board decide to move in this direction.

3.8. Club Racing Chairman:

3.8.1 The deadline for submission is December 3rd.

3.8.2 A conference call was scheduled for December 6th to review submissions and schedule interviews.

3.8.3 In accordance with the By-Laws, the CRAC will be encouraged to make a recommendation.

3.8.4 Louis asked for discussion of the role of the Board Liaison's to CR. A brief discussion identified the roles as:

- Serves as a conduit of information between the Board and CR.
- Should not be involved in the daily business of CR.
- To step in on big picture issues.

4. **Adjournment:**

The meeting was adjourned at 10:10 p.m. EST.



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

January 3, 2006

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: Board of Directors Meeting – Pasadena \$614.20

Preliminary/Pre-Closing Income Statement – Period Ending December 31, 2005

	TOTAL	
	Jan - Dec 2005	Budget
Ordinary Income/Expense		
Total Income	\$5,175,085.78	\$4,138,542.00
Total Cost of Good Sold	1,404,174.43	1,189,000.00
Gross Profit	\$3,770,911.35	\$2,949,542.00
Total Expense	3,611,712.99	3,025,346.00
Net Ordinary Income	\$159,198.36	(\$75,804.00)
Other Income/Expense		
Total Other Income	65,918.15	54,900.00
Total Other Expense	35,380.72	56,300.00
Net Other Income	\$30,537.43	(\$1,400.00)
Net Income	\$189,735.79	(\$77,204.00)

Please note, the amounts above do not include December month-end or year-end adjustments and are therefore subject to adjustment.

Respectfully submitted,
Louis Goldsman

December 30th, 2005

Pre meeting report

To: All board members, Executive Director BMW CCA

From: Eddy Funahashi, Pacific RVP

Subject: Pacific pre meeting report

Pacific Travel:

September 19-24, Greensboro, NC. National Ofest.

Sept 30th 05. Board meeting, Pasadena, Ca.

October 9th, 05 Chapter Ofest, Millerton Lake, Ca.

October 20-23. ITS Training, Pueblo, Co.

November 20th. Local chapter auto-x, Millerton Lake, Ca.

Planned Travel: January 06 – EOQ

January 13- 15. Board meeting, Greenville, SC.

January 20-22. DEC conference, Dallas, TX.

January 27-29. Chapter EOY elections/party, Tucson, Az.

February 17th. Instructor Training, Pacific Region, Buttonwilow, Ca.

March 24-26 Board meeting, St. Louis, Mo.

Pacific Discretionary Funds:

\$500 to Pacific Regional ITS training. (Host-San Diego Chapter)

\$300 for annual Chapter elections/dinner, Tucson, Az.

Corral Funds:

None

Our Pacific DEC programs have taken much of the time that I usually have for other Chapters usual visits and communications. Communicating with some of our Pacific DEC and Chapter DEC staffs have become almost a daily routine. I was able to accompany our Pacific DEC representative to an approved ITS training school where I hold high hopes of seeing them adopt the program in its entirety. For our Spring ITS school, time constraints within the 1 day Pacific ITS training will result in a highly modified version of the approved program but I trust that the training will be no less professional and effective. When I entered office one of my thoughts was to continue the regional solidification of the chapter's Instructors, chapter DE staff's, Key worker staffs, etc. This direction has strengthened with the election of Robyn McNutt.

The Pacific regions Instructor staff is still operating effectively and uniquely as a unit as opposed to independent chapter to chapter staffs. One of our Pacific NW Chapters recently entered the world of HPDE schools where the Pacific's Instructor staff was quick to monitor all aspects of their program resulting in a fairly successful 1st time offering as well as establishing the type of communications between staff and region that's needed for safety and general continuity.

Other chapters concerns were of the status quo when you consider the end of year elections, budgets, and the usual calls to anticipated "new" chapter officers.

There were a couple of exceptions to the usual concerns with one being the unauthorized distribution of an unauthorized poster that depicted BMW's logo. This problem was quickly dealt with through the office via Wynne, and the problem (hopefully) vaporized.

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 >

January 2, 2006

Subject: South Central RVP Pre-Meeting Report

Travel

September 30-October 2, 2005 to Pasadena, CA for the BMW CCA National Board Meeting.

Planned Travel

January 12-15 Greenville for National Board Meeting

January 20-22, 2006 to Dallas, TX for the BMW CCA Driving Events Conference.

March 23-26, 2006 to St. Charles, MO for BMW CCA TechFest 2006, National Board Meeting, and Annual Meeting.

Discretionary Funds

\$40.97 Flowers from The South Central for Austin Weisman Memorial

Will be sending 500.00 to the Rocky Mountain Chapter to help with DEC Congress expenses for Andy Peavy. Andy will be bringing ITS training to 2 South Central Chapter in 2006.

Would like to re consider the meetings in January in the future. Have a conflict as chapters are holding Holiday Parties and Annual Meetings in January.

HAPPY NEW YEAR TO YOU ALL

Respectfully submitted

Fred

North Central Region Pre-Meeting Report

From: Len Mueller, North Central Region VP

To: Board of Directors, BMW CCA

Date: December 29, 2005

NCRVP Travel : O'Fest September 2005 Greensboro/Danville

Pasadena Board Mtg October

Oct. Buckeye CR/DE as nonparticipant for several hours. No CCA funds used.

Planned Travel : January 2006 meeting in Greenville

BMW CCA CR with PBOC in Sebring, no funds

March TechFest in St. Louis

April ITS/DE with Missouri Valley Chapter, to be first in NCR

Discretionary Funds Disbursed : \$0.

Will use money from first quarter discretionary allotment for social/ honorarium for organizers of first GWT 25 years ago.

Will also use up to \$500 for second quarter to assist MVC with incidentals for first NCR ITS, and to have dinner with chapter leaders during visit.

Relevant Notes:

Exchanged numerous emails with Bill Wade as DEC chair regarding approval for MVC ITS in April, and their perceived lack of support of NCR DEC representative.

Communicated with several NCR CCA members whose letters appeared in Roundel.

Will lead Safety School/SSS in Cincinnati with Buckeye chapter in April at request of, and to benefit, the Jaguar car club

BMW CCA Board Meeting January 14-15, 2006

January 1, 2006

To: BMW CCA Board
BMW CCA Executive Director
From: Carlos Diaz-Estrada, SARVP
Subject: South Atlantic Pre-Meeting Report

Travel:

September 19-24, Greensboro, NC National Ofest: \$1,337.81
October 1-2, Board Meeting, Pasadena, CA: \$633.71
December 4, Everglades Christmas Party: \$652.77

Planned Travel:

January 13-15, Board Meeting, Greenville, SC
January 20-22, DEC Conference, Dallas, TX
February 4, Tidewater Chapter, Newport News, VA
March 24-26, Board Meeting, St. Louis, MO

South Atlantic Discretionary Funds:

None

I have been participating in the DEC conference calls that have been taking place every 2 weeks. They have been planning calls in preparation of the up and coming Dallas event. Bill Wade will be in attendance at our Jan. Board meeting to give each and every one of you an update on the Conference the week following. Bill will also be there to answer any question you may have about the budget numbers for 2006.

I have not submitted the final DEC monies for inclusion in the budget. We are currently waiting on the North Atlantic Rep. to submit his numbers as of this writing. As soon as we get it I will send it on to Louis.

I have a potential problem with Gulf Coast Chapter and the need for Volunteers for officers. I will be working with the newsletter editor to do a mass mailing calling for help. If this fails to flush some members out to help run the chapter, we may have to dissolve it. More later.

I will be bringing an idea to the Board on future Corral funding as has been assigned to Len, Eddy and myself.

Respectfully submitted,

Carlos Diaz-Estrada, South Atlantic Regional VP, BMW CCA



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

January 7, 2006

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

Subject: North Atlantic Region Pre-meeting Report

NARVP Travel. None other than Board meeting

Planned Travel. Will travel to the Board Meeting in St. Louis

NARVP Discretionary Funds. None

Nothing else to report.

Respectfully submitted,

Reid Douglas



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

December 30, 2005

To: BMW CCA Board of Directors

Subject: Executive Director's pre-Meeting Report
Hilton Greenville

45 West Orchard Park Drive
Greenville, SC 29615
(864) 232-4747

Shuttle fee is \$13 and a taxi costs around \$25. Kelly and Satch have offered to collect people at the airport if you will let them know when you are arriving -
kellyv@kellz.com

NATIONAL OFFICE TRAVEL EXPENDITURES October 3, 2005 – January 15, 2005

Total Travel \$ 0.00

BMW CCA FOUNDATION

The BMW CCA Foundation is in sound financial shape. The Foundation's fall raffle was successful and the organization ended 2005 with enough funds in the bank and committed for 2006, that they were able to hire Bill Wade as the Street Survival Program Manager; and Michael Mitchell – both positions are fulltime.

Today was Michael's last day here at the club and we had a little going away party with cake and cookies (thanks Fred!) we ordered lunch from Saffron's – that's where we'll be ordering lunch from while you're here and believe me you'll be happy; and we really had a nice time reminiscing and talking about his plans for the future. This is a great opportunity for him and I am sure you all join us in wishing him well.

MEMBERSHIP CONTEST

Three hundred fifty-four (354) members have referred five hundred fifty-seven (554) new people since September 1st, 2005.

I'd appreciate your guidance in choosing a marketing firm to help us with a marketing campaign. I have narrowed it down to two:

Delello Consulting Greenville, SC	KGB! Advertising Cincinnati, OH
<u>Purpose:</u> Provide an understanding of the primary causes for the recent decline in membership and to identify specific opportunities to enhance the membership experience	<u>Purpose:</u> Understanding the language of marketing and how target markets think of themselves in relation to what we want them to do (join/renew). Who is our audience? Where is our growth potential?

<p><u>Situation Assessment:</u> The central focus of the project will be conducting a situation assessment to diagnose the reasons for member defection from the Club. This will entail a comprehensive overview of the club's member benefits (both at the national and chapter level) and the perceived value of the membership experience.</p>	<p><u>Situation Assessment:</u> Once KGB! determines what the ENTHUSIAST looks like, talks like and walks like – then the creative language of the campaign will be invented. This will show up in look and attitude of everything from <i>Roundel</i> and web site graphics overhaul, to direct mail, to membership literature for dealers, and membership campaigns aimed to members.</p>
<p><u>Problem Identification and Action Plan:</u> The root cause(s) for the decline in the membership will be determined through a review of the situation assessment. Other enthusiast not-for-profit clubs will be benchmarked for best practices and to help establish specific opportunities to further enhance the membership experience.</p> <p>A metrics plan will be developed and applied to either the testing or rollout of the recommendations to enable monitoring and measurement of progress.</p> <p>Develop materials to promote campaign both in printed materials and via the web.</p>	<p><u>Problem Identification and Action Plan:</u> KGB! visits club headquarters. KGB! interviews dealers and repair shops and does ground zero ENTHUSIAST research. KGB! invents new BMW CCA brand through creative strategy that includes a mission statement, graphics and “attitude” of our brand. KGB! will then move the creative mock-ups from concept to fine-tuning into reality. This includes copy-writing, design, electronic design and files, creation of files for printers of the assorted materials and distribution of materials to dealers.</p>
<p>Approximate cost: \$52,000</p>	<p>Approximate cost: \$64,500</p>

As you can see both firms are approaching the issue from similar angles, and both intend to employ many of the same techniques to figure out how to proceed. Both firms asked for a lot of collateral material up front to help develop their proposals where other companies just indicated they'd look at our website and then came in with bids in the \$75K or more range. I like that Delello is literally around the corner from us – but Robbie Kemper was a member (#27862) for almost 25 years before letting his membership lapse (he's reactivated) so he's actually lived the decision to let his membership lapse and can add his own observations into the mix.

I really like both firms equally, I think both will do a good job for us and I know that I will be able to work with both comfortably -- please -- you'll have to be the tie-breaker on this one.

DRIVING EVENTS CONFERENCE JANUARY 20-22, 2006 Dallas

117 volunteers have registered as attendees representing 51 chapters! I am a little surprised that Boston is not sending representatives, not at all surprised that for the seventh year Sunshine is not. Yes, I know, it's the weekend of Winterfest ... I'm just sayin'.

GATEWAY TECH 2006

We'll have a full list of information on vendors/sponsors/speakers/activities, etc. at the meeting. We'll be conducting a conference call with the St. Louis gruppe next week or the week after.

BMW CCA WEBSITE

Gavin is producing an update for discussion at the upcoming meeting including a wish list of our own.

CRISIS COMMUNICATIONS WORKBOOK

Your crisis cards are in your packets ready to be placed in your wallets. I need help (RVPs) in getting chapters to provide the information so we can create their chapter specific cards.

RAFFLE 2006

(hint) M3 M3 M3 M3 M3 M3 M3 M3 M3

OKTOBERFEST 2005

I have been remiss in asking Peggy for an update but if memory serves we made a tidy profit, a bit more than the \$5,000 predicted - we'll have the bottom line figures for you at the meeting.


OKTOBERFEST 2006

Iowa Chapter has indicated that there's no way in hell they're going to chair any events, so we've turned to Old Hickory, Northstar and Missouri Valley to see if they will handle the photo contest and the concours. Missouri Valley is looking like they're going to step up on the concours and Northstar on the photo contest. We will be taping the Dunlevys and Heather for assistance with Registration, the McMeskells for assistance with the Gymkhana.

Thank you all for your hard work this year; and please know that you all have my best wishes for a Happy and Healthy New Year.

Respectfully submitted,

Wynne Smith

	<p>David McIntyre BMW CCA Club Racing Chairman 214 Paterson Rd Fanwood, NJ 07023 646-254-2442 days 908-322-0392 eves chairman@bmwccaclubracing.com</p>
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December 30, 2005

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

Travel

- None

Planned Travel

- January 20-22, 2006 to Dallas, TX for the DEC conference
- March 24-26, St. Louis, MO for Gateway Tech / National Board meeting
- At least one race each in February and March, TBD.

Accomplishments

- **Rules.** The 2006 BMW CR rules will be finalized by approximately January 3, 2006. Although these rules were done outside the normal timeframe, it was necessary to produce a new version to include safety improvements (HANS devices, roll cages, nets, etc), incorporate 2005's clarifications and generally improve the wording and clarity of the book. We received significant input from CRAC, national CR staff, and the racing community at-large.
- **Transition.** The transition from interim Chairman Mike Mills has been smooth and peaceful. Mike and I have worked closely on the 2006 rules, and he will continue to serve as our National Competition Steward for 2006.
- **Sponsors.** HMS Motorsports has joined as the "Official Safety Equipment Supplier of BMW CCA Club Racing." Owner Joe Marko has also made significant contributions to the safety portions of the 2006 rules.

Next Steps

- **Operations Manual.** I hope to have a solid draft by the end of February.
- **National Tech Steward.** It appears as though none of the current Tech Stewards are interested in the position, so I am opening up the search. This is an important position so I hope to identify a suitable candidate before the end of January. Until that time, Clement Schmitt, former National Tech Steward, is helping to coordinate the Tech Stewards' calendar.
- **Sponsors.** Various former CR officials have passed around a dozen leads for new (and returning) sponsors, which I will be following up in the coming weeks. I am also working on new Marketing Committee members.

Stats

- As of 12/30/06, there are 521 racers with Competition licenses, 70 racers with Provisional licenses and 78 racers with Rookie licenses, for a total of 669 licensed racers.
- There were 31 events in the 2005 season, and approximately 400 racers competed at least once.

Respectfully Submitted,

David McIntyre
BMW CCA Club Racing Chairman

January 5, 2006

Roundel Managing Editor's Pre-Meeting Report

Publication:

The January *Roundel* should have reached you prior to the meeting but just in case:

January contains 152 pages (plus covers) and, in addition to the election material and ballot (p.15-19), first O'fest 2006 ad spread (p.55-56) and Gateway Tech registration insert, it includes eight feature articles.

The **February** issue is currently in the early proof stage but it should contain 152 pages plus covers (depending on final ad count), and eight features plus columns and sidebars.

Advertising Revenue:

For YTD through the December issue, ad pages are up over 8% compared to 2004 with a 1.6% decrease for December compared to 2004. Income from advertising is running 12% ahead of last year.

Editorial Calendar:

The latest update from the Editor-in-Chief was included in the report made available to board members.

Production Costs:

December's *Roundel* was another large (166 page) issue but printing cost per issue was average. The 152-page July issue was slightly below-average cost per copy and June's 166-page issue slightly above. Continuing with the large issue sizes, we are running just fractionally over budget YTD on printing costs but slightly under in postage and other production-related categories, according to the last YTD figures at my disposal (ten months). This results in total *Roundel* net "cost" running under budget for the year.

Regional Events in Roundel:

Regional as well as National events continue to be marked with red tags. *Roundel* has had no feedback indicating this is either working or not.

Staff Meeting:

The Editor-in-chief is considering holding a staff meeting at Gateway Tech, depending on staff availability.

Budget:

Budget projections from the Editor-in-Chief and the managing editor have been submitted to the treasurer.

Planning:

The Editor-in-Chief looks forward to adding a MINI columnist to the *Roundel* staff for 2006.

As always, we continue to feel *Roundel* is fulfilling its mission to inform, entertain, and provide a sense of community for our members. Your suggestions and constructive criticism are welcome and encouraged.

Sincerely,

Phil Marx