

**BMW CCA BOARD MEETING
JUNE 30 – JULY 1, 2007
Denver, Colorado**

MINUTES

Saturday, June 30, 2007

1. Call to Order:

The meeting was called to order at 8:00 a.m.

2. Attendees:

Board Members: Scott Blazey, Mark Jon Calabrese, Len Mueller, Paul Dunlevy, John Sullivan, Steve Johnson, Louis Goldsman, Fred Iacino, Bruce Hazard.

Also attending: Wynne Smith, Phil Marx, Bill Wade, Linda Axelson, Satch Carlson, Bill Howard, Mike Mills and Suzin Koehler.

Guests: Kelly Kirkland, Minsoo Pak, Darlene Doran.

3. Minutes:

The minutes of the March 24-25 Board meeting were approved by vote of the Board on April 30, 2007 via e-mail. Reading of the minutes was dispensed with.

4. Reports:

4.1. *Presidents Report:*

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

4.2. *Vice President:*

Mark Jon Calabrese added that he has recently received a request by Amanda Topper for an Alpina 7 Series SIG.

4.3. *Secretary:*

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

4.4. *Treasurer:*

Louis Goldsman reported that there were no changes to his pre-meeting report.

4.5. *South Central RVP:*

Fred Iacino had nothing to add to his pre-meeting report except to thank Dave McIntyre for his service to Club Racing and welcome Mike Miles as the new CR Chairman.

4.6. *South Atlantic RVP:*

Paul Dunlevy had nothing to add to his pre-meeting report.

4.7. *Pacific RVP:*

Steve Johnson had nothing to add to his pre-meeting report.

4.8. *North Atlantic RVP:*

John Sullivan added that he has had a request from chapters for an increase in the reimbursement for the newsletters that the Chapters are required to mail to other Chapters, National Officers, etc. The Board feels that the current reimbursement is sufficient and therefore did not approve this request.

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4.9. *North Central RVP:*

Len Mueller added that the Bluegrass Chapter is struggling.

4.10. *Executive Director:*

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

4.11. *Club Racing:*

Mike Mills had nothing to add to the Club Racing pre-meeting report.

4.12. *DEC:*

Bill Wade had nothing to add to his pre-meeting report.

4.13. *Roundel:*

Phil Marx had nothing to add to his pre-meeting report. Satch mentioned that Vince Leo will no longer be a columnist for the Roundel

4.14. *bmwcca.org:*

Bill Howard had nothing to add to his pre-meeting report.

5. **Discussion Topics:**

5.1. **Chapter Issues:**

5.1.1 Wynne Smith reported that there is a continual problem getting Chapters to file required reports timely. Of particular importance are the Officer Questionnaire and Financial reports.

5.1.2 The online reporting process is quite simple-or the online form can be printed and mailed. The Chapters just need to do it.

5.1.3 It was pointed out that there are frequent claims by Chapters that the required forms have been submitted but for whatever reason are not recognized. Therefore,

- In the short term when required information is received by National it will be acknowledged by email.
- A status summary of each Chapter's required information will be created online for any chapter officer to review. This way each Chapter will be able to monitor their compliance and verify that the information that they provide is acknowledged.

5.1.4 There is a recurring problem with some Chapters being able to produce a newsletter. Currently 15 Chapters are not meeting standards or cannot prove that they are.

- It is recognized that not all chapter positions are the same and the newsletter editor can be the hardest to fill.
- Creating an online newsletter template to assists the Chapters that are resource limited was discussed.
- The minimum Newsletter standards are pretty basic:
 - ~ Published quarterly
 - ~ List the Chapter officers and contacts
 - ~ Schedule of events, at least one each quarter
 - ~ One auto related article.

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- A mentor program was discussed to assist / encourage rookie newsletter editors. This will be discussed at future chapter conferences.

5.1.5 Chapter Toolbox

- Still being refined.

Break 9:05 – 9:25

5.2. **National Programs and Services:**

5.2.1 *bmwcca.org*

- Minsoo Pak of Sparks Grove presented it's finding and recommendations after their review of our website and conducting stakeholder interviews. The presentation is included below.
- The redesign is planned for presentation at Oktoberfest with implementation within two weeks later.
- The Board was very pleased with the findings and plans for the web design. However, they also were displeased that the goal of implementation in the first half of the year was not going to be met.
- Until implementation of the new product, maintenance of the old system is an issue. Changes, updates, corrections, etc should be emailed direct to Bill Howard.

5.2.2 *Club Racing:*

- Mike Mills presented his plans for Club Racing. His presentation is included with the reports at the end of these minutes.
- Mike asked for the Boards affirmation of the Mission Statement, Vision and Chairman's Charter outlined in his presentation. Additionally he asked for criteria for the programs success. He stated that success included: enforcement of incidents and penalties, growth of the number of racers and size of fields and satisfaction or racers, sponsors and staff.

MOTION: Louis Goldsman made a motion to affirm the Mission Statement, Vision and Chairman's Charter as presented as well as to accept Mike's measures of success. Steve Johnson seconded the motion. *INFAVOR:* All.

- Mike reported that Vince Leo has submitted his resignation as National Competition Steward. Mike is recommending Dean Croucher for the position. Dean has extensive experience.

MOTION: Steve Johnson made a motion to accept the recommendation of Dean Croucher as National Competition Chairman. Fred Iacino seconded the motion. *INFAVOR:* All

- Scott Blazey reported that Mike Akard has asked that the Board consider reorganizing CR management structure to develop a separate Club Racing Board of Directors. Mr. Akard feels that the CR Chairman position currently commands too much power. After a brief discussion no action was taken.

5.3. **Regional Events:**

- 5.3.1 John Sullivan requested separate Regional Event status for the Boston Chapter Concours and the Connecticut Valley Chapter 02 Fest. This year both of these events will be held on September 9th at Kimball Farms. The Chapters decided to co-locate the events to draw a larger spectator crowd. Each event will have an entry fee of \$10 which will allow the spectator entry to both events.

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5.3.2 Since these events are scheduled for the same date, time and place, the Board was not inclined to award separate Regional status.

5.3.3 The criteria for a Regional Event status are:

- Broad interest
- Single event
- Draw from regional geography

5.3.4 *MOTION: John Sullivan made a motion to award single Regional Event status for Boston Chapter's Concours and the Connecticut Valley Chapter's 02 Fest on September 9, 2007 at Kimball Farms. Len Mueller seconded the motion.*
INFAVOR: All

Lunch 12:15 – 1:00 p.m.

5.4. International Council of BMW Clubs:

5.4.1 The next meeting is September 16 – 19 in Salzburg, Austria. The Council pays the expenses of one delegate (Scott Blazey) and everything except airfare for an observer. Normally the observer is the Executive Director.

5.4.2 In the event that a new Executive Director has not been hired, the Board approved Mark Jon Calabrese as the observer since he may already be in Europe on Roundel business.

5.4.3 Scott stated that one of our objectives at the meetings is to ensure that nothing affects BMW CCA's independence.

Break 2:55 – 3:05 p.m.

5.5. National Events:

5.5.1 *Oktoberfest 200:*

- Linda Axelson made a site visit to Ft. Worth:
 - ~ Driver's School confirmed at Motorsports Ranch
 - ~ Autocross confirmed at airport near Texas Motor Speedway
 - ~ Gymkhana & Street Survival confirmed at Ft. Worth Cats Ball Park
 - ~ Concours confirmed at Kimbell Museum
- Sponsors confirmed:
 - ~ Bridgestone
 - ~ Griots's Garage
 - ~ Toyo
- Michelin still owes sponsorship fee from 2006.
- It is unclear whether zymöl will participate in 2007.
- Commemorative items for E30 M3 owners were finalized.
- It was agreed that a formula for breaking ties in the Best Overall Performance trophy needs to be added to the competitive rules. The following was approved and will be added to the 2007 event rules.

"In the event of a tie, the participant with the most 1st place finishes will be declared the winner. If a tie still exists then the participant with the most 2nd place finishes will be declared the winner. This is repeated with each finishing positing until one of the participants prevails."

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5.5.2 *Oktoberfest 2008:*

- Watkins Glen will be the site of the 2008 event.
- Dates are tentatively-September 29th through October 4th.

5.5.3 *Future Oktoberfest's:*

- The first draft of the 5-year plan that was recommended by the Oktoberfest Committee will be available at the next Board Meeting.

Break 4:20 – 4:25 p.m.

5.6. **Bylaws:**

5.6.1 Len Mueller raised the question of whether there should be term limits for all the Board positions. Currently the only position that is term limited is the President.

5.6.2 Discussion:

- ~ If term limits are good for one position why not for all.
- ~ Even if someone runs, the incumbent has the advantage.
- ~ The potential exists that an incumbent can stay in his position indefinitely if he/she wishes.
- ~ Good candidates don't run because they don't want to run against an incumbent or a friend that may be in the position.
- ~ Term limits would create the opportunity for others to run and participate at the national level.
- ~ Creating opportunity to serve at the National level is a good objective.
- ~ Term limits is a process that we shouldn't have to rely on if the electorate is motivated.

5.6.3 The discussion was tabled until a future meeting.

5.6.4 The membership will be surveyed on their thoughts about the election process and motivation for running for or reasons for not running for a national office. Bruce Hazard and Len Mueller will develop survey questions.

Adjourned to Sensitive Session, 5:40 – 6:25 p.m.

- Financial update and planning.

Saturday, June 30, 2007

6. **Call to Order:**

The meeting was called to order at 8:00 a.m.

7. **Attendees:**

Board Members: Scott Blazey, Mark Jon Calabrese, Len Mueller, Paul Dunlevy, John Sullivan, Steve Johnson, Louis Goldsman, Fred Iacino, Bruce Hazard.

Also attending: Wynne Smith, Phil Marx, Bill Wade, Linda Axelson, Satch Carlson, Bill Howard, Mike Mills and Suzin Koehler.

Guests: Kelly Kirkland

8. Discussion Topic's continued

8.1. **Regional Events:**

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8.1.1 Paul Dunlevy requested Regional status for Tarheel Chapter's Vintage at the Vineyard's car show in May 2008. This event typically draws 100 cars and 300 spectators from 11 states. The event is supported by the Foundation and includes the show and dinner.

8.1.2 *MOTION: Fred Iacino made a motion to approve Regional status for this event. Steve Johnson seconded the motion. INFAVOR: All*

8.2. **DEC:**

8.2.1 Bill Wade reported that virtually all of the Chapter's are experiencing some inability to fill their driving schools.

- Some reasons are too many organizations conducting driving schools and the increasing competition for track time.
- As a result the margins Chapters are making are less or they are losing money in some cases.

8.2.2 Bill also reported that he is aware of some Chapters allowing open passing for the advanced groups.

- In a well run school it doesn't seem to be a problem in others it could be of concern.
- The minimum standards allow passing with a "point by".

8.3. **Website Wish List:**

- Video – Develop a library of video of events, each track, driver's meeting, etc., i.e. BMW CCA TV.
- Tech articles
- Travel logs – anyone that has an interesting trip, tour, vacation spot, etc.
- Robust discussion forums that is well monitored.
- What's in it for the Chapters:
 - ~ Where the Chapter interacts with the National Office
 - ~ Chapter tool box – training and resource for Chapter officers
 - ~ Registration for Chapter events with registration, funds collection, reports to chapter, population of member registration.

9. **Future Meetings:**

9.1. Board Meetings:

- October 27-28, 2007, Greenville, SC

9.2. Conference Calls:

- July 26th, 8:00 p.m. EDT.
- August 23rd, 8:00 p.m. EDT

10. **Adjournment:**

MOTION: Steve Johnson made a motion to adjourn. The motion was seconded by Paul Dunlevy. IN FAVOR: All except John Sullivan who had left.

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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

June 17, 2007

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

Subject: President's Pre-meeting Report for June 30-July 1, 2007 Board Meeting

Travel

May 16-17, 2007 to Greenville, SC for meeting with Executive Director.

Planned Travel

June 30-July 1, 2007 to Denver, CO for National Board meeting

July 6-8, 2007 to Putnam Park, IN for Club Race (no BMW CCA funds involved)

September 29-October 5, 2007 to Fort Worth, TX for Oktoberfest 2007 (No BMW CCA funds anticipated)

October 26-28, 2007 to Greenville, SC for National Board meeting.

Nothing additional to report at this time.

Respectfully submitted,

Scott Blazey



Board Meeting June 30 – July 1, 2007

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

June 17, 2007

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

Subject: Vice President's Pre-Meeting Report, June 30 Board Meeting

TRAVEL

- None.

SERVICE OFFICERS

- Nothing to report

SIGS

- I have received an application for a new SIG from member Amanda Topper. Amanda want to form a SIG for the new BMW Alpina B7 model. I have corresponded with Amanda several times and I'm just waiting to talk with her before I approve the application.

Respectively submitted
M J Calabrese

BMW CCA Board Meeting June 30 – July 1, 2007



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

June 20, 2007

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: Board of Directors Meeting – Tacoma, WA
March 24-25, 2007 \$733.77

Chapter Congress – Valley Forge, PA
April 21-22, 2007 \$703.55

Management Meeting – Greenville, SC
May 16, 2007 \$1,287.30

Planned travel: Board meeting, Denver, CO

Income Statement — Period Ending May 31, 2007

	<u>Actual</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	\$1,703,747.90	\$1,798,601.62
Total COGS	<u>580,402.68</u>	<u>556,291.69</u>
Gross Profit	\$1,123,345.22	\$1,242,309.93
Total Expense	<u>1,408,685.40</u>	<u>1,467,143.24</u>
Net Ordinary Income	(\$285,340.18)	(\$224,833.31)
Net Other Income	<u>18,531.70</u>	<u>9,291.55</u>
Net Income	<u>(\$266,808.48)</u>	<u>(\$215,541.76)</u>

Balance Sheet — As of May 31, 2007

Assets	
Total Current Assets	\$1,116,938.99
Total Fixed Assets	313,697.79
Total Other Assets	<u>1,689,000.08</u>
Total Assets	<u>\$3,119,636.86</u>
Liabilities & Equity	
Total Liabilities	\$2,457,375.05
Total Equity	<u>\$662,261.81</u>
Total Liabilities & Equity	<u>\$3,119,636.86</u>

Respectfully submitted,
Louis Goldman

BMW CCA Board Meeting June 30 – July 1, 2007



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

June 21, 2007

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

Subject: Secretary Pre Meeting Report – June 2007 Board Meeting

Travel & Expenses:

- March Board Meeting and TechFest -\$572.20
- Chapter Congress - \$401.79

Board Meeting Minutes:

MOTION: Len Mueller made motion to approve the minutes of the March Board meeting. Fred Iacino seconded the motion and on April 30, 2007 the motion was approved. *INFAVOR:* Scott Blazey, Mark Jon Calabrese, Louis Goldsman, Bruce Hazard, John Sullivan, Paul Dunlevy, Len Mueller, Fred Iacino, Steve Johnson.

Conference Calls: Notes are attached for conference calls held on April 26, 2007 and May 24, 2007.

Respectively Submitted

Bruce Hazard

BMW CCA Board Meeting June 30 – July 1, 2007

BMW CCA BOARD CONFERENCE CALL

MINUTES: APRIL 26, 2007

11. Call to Order:

The call was convened at 8:30 p.m. EST.

12. Attendees:

Scott Blazey, Mark Jon Calabrese, Paul Dunlevy, John Sullivan, Steve Johnson, Louis Goldsman, Len Mueller, Fred Iacino, Bruce Hazard.

Other: Wynne Smith

13. Topics:

13.1. National Appeals Committee:

- Mike Akard has submitted a request to convene the National Appeals Committee to review whether: 1) Whether the CR Chairman has the authority to interrupt ambiguities in the rules and then 2) Was his interpretation of the rule 10D, Regional Champions, was appropriate.
- On the first question there was consensus that the CR Chairman needs to have the ability to enforce and interrupt the rules.
MOTION: Fred Iacino made a motion affirming that the CR Chairman does have the authority to interrupt ambiguities in the rules. Bruce Hazard seconded the motion. *IN FAVOR:* ALL
- On the second question Scott Blazey reported that he talked to Dave McIntyre he reported that he consulted the scoring stewards and determined that the champion was determined according to the current rules.
MOTION: Len Mueller made a motion affirming that the CR Chairman's interruption of Rule 10D was reasonable. The motion was seconded by Fred Iacino. *IN FAVOR:* ALL

13.2. National Elections:

- Len Mueller raised the question whether there would a benefit to having a nominating committee for candidates for national offices. He suggested that the committee might generate interest, provide information to those interested in national office and to invite members to serve on the national level.
- Len also raised the question of terms limits. The President is currently the only position that is limited. If limits are good for one position is it appropriate for all.
- There was no substantive discussion.

13.3. Tax Filing:

- John Sullivan suggested that it would be helpful to have the 990 / 990T filing requirements on the website. Wynne will include it in the Chapter "tool kit".

13.4. Chapter Voting Age Requirements:

- Steve Johnson reported that the Senora Chapter has a question about the minimum age requirement for members voting in Chapter elections.
- The BMW CCA By-Laws do not address voting ages; therefore, the Chapters can set their own age requirements.
- The BMW CCA Board does not approve Chapter by-laws. The Board's only interest is in insuring that they do not conflict with the National by-laws.

13.5. National Office Staffing:

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- Wynne Smith reported that the Manager of National Events position was vacant and that recruiting had begun. Other office staff has assumed the daily tasks and data entry. Wynne will take over contact with vendors, sponsors and the Chapters.
- Gavin Hoffman has submitted his resignation. He has contacted outside sources regarding routine IT tasks and Bill Howard will assume responsibility for day to day website maintenance and updates.
- Mark Jon Calabrese offered assistance from the Oktoberfest Committee to help with the 2007 event.

13.6. The conference call ended at 9:55 p.m. EST.

BMW CCA BOARD CONFERENCE CALL

MINUTES: MAY 24, 2007

1. Call to Order:

The call was convened at 6:03 p.m. EST.

1.1. Attendees:

Scott Blazey, Mark Jon Calabrese, Paul Dunlevy, John Sullivan, Steve Johnson, Louis Goldsman, Len Mueller, Fred Iacino, Bruce Hazard.

Other: Wynne Smith

2. Topics:

2.1. National Office:

- Wynne Smith reported that the following positions have been filled:

National Events Manager:	Linda Axelson
Webmaster	Jeff Petzel
Admin Assistant	Steve Schlossman
- Bill Howard is working with IMIS on updates that will hopefully allow it to integrate better with the website. A consideration is offsite hosting of the IMIS server for approximately \$400 per month.

2.2. Oktoberfest 2007:

- There are 11 registrants and 1 paid sponsor.
- Vendor issues include Michelin payment from 2006 and working out exclusivity issues with Griot's.
- E30 M3 promotion may include give-a-ways such as a poster, t-shirts, grill badge, recognition on merchandise, etc.

2.3. Membership Drive:

- 600 members have referred 1,111 new members.

2.4. Raffle:

- In process and on schedule.

2.5. Other:

- Scott Blazey will draft language clarifying the chain of command for contractors and the routing of issues prior to Board consideration.

2.6. The conference call ended at 7:00 p.m. EST.

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From: Fred Iacino [mailto:ccredit@qwest.net]

Sent: Wednesday, June 13, 2007 11:49 AM

To: Louis Goldsman; Mark Calabrese; Scott Blazey; Bruce Hazard; John Sullivan; Leonard Mueller; Paul Dunlevy; 'Steven Johnson'; Wynne Smith

Subject: South Central pre meeting report

I attended the Chapter Congress in April . Just returned form Alabama where I attended the Heart of Dixie annual drivers school at Barber Motorsport. 121.66 in discretionary funds were used to purchase Mexican food for about 10 of the school volunteers. Will be heading for Indianapolis tomorrow evening for the Hoosier's F1 Corral this is on my dime. On the 30th will be traveling to Down Town Denver for the Board Meeting. Yes John there is a very nice work out room and spa at the Marriott.

All seems to be well in the South Central except the Old Hickory continues to struggle with the News Letter Editor and has promised to get one out soon. According to their President they are looking into outsource possibilities.

So far this Year 3 South Central Chapters have held Street Survival
Lone Star 37 students
Rocky Mountain 36
Smoky Mountain 21

I understand Houston and Heart of Dixie are thinking about the program. SCCA in Colorado has planned two Street Survivals this year. Bill Wade will be attending at least one.

Respectfully submitted
Fred Iacino
SCRVP

BMW CCA Board Meeting June 30 – July 1, 2007

From: Paul Dunlevy [mailto:pdunlevy@triad.rr.com]

Sent: Sunday, June 17, 2007 8:19 PM

To: John Sullivan; scott@blazey.net; Steven Johnson; Mark Jon Calabrese; Bruce Hazard; Louis Goldsman; Len Mueller; Fred Iacino

Cc: Wynne Smith

Subject: SA RVP Pre Meeting Report

SA Travel:

None

Planned Travel:

June 29 Travel to Denver for BOD Meeting

NA RVP Discretionary Funds:

None disbursed this Quarter

Relevant Notes:

All's quiet in the SA Region. I am still working on the zip code assignments for Virginia.

See you all in Denver,

Paul

BMW CCA Board Meeting June 30 – July 1, 2007

Steve Johnson
Pacific Region VP
10848 La Alberca Ave.
San Diego, CA 92127

Re: Pre-Meeting Report

Board Of Directors BMWCCA

I am pleased to report that all is well in the Pacific Region. Our newest chapter the Sierra Chapter has scheduled their first driving school this October to include a free track day for instructors!. The Golden Gate and Central CA chapters are ramping up the Festorics which happens this August.

This past quarter I have visited

Bimmerfest

The Central CA, GGC & LA chapter driving schools

Planned Travel

Denver BOD Meeting June 29th

Festorics in Monterey Aug 16-20th

GGC Driving School @ Thunderhill Aug 25-26

O-Fest, Sept 29-Oct 5

BOD Meeting, Greenville, SC Oct 26-28

Funds spent in Quarter

300.00 To San Diego. Charity Auction, funded in May 07.

Expected Funding 2nd Quarter

500.00 Central CA Festorics Coral @ Concorso

1000.00 Golden Gate Festorics Laguna Seca Coral

300.00 San Diego, additional for auction

Respectfully Submitted,

Steve Johnson
Pacific Region VP

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From: John Sullivan [mailto:635jes@verizon.net]

Sent: Monday, June 18, 2007 9:07 PM

To: 'Wynne Smith'; Bruce Hazard; 'Fed Iacino'; Len Mueller; Mark Calabrese; Paul Dunlevy; 'Scott Blazey'; Steven Johnson

Subject: NA RVP Pre-meeting Report

To: All Board Members, Executive Director BMW CCA

From: John Sullivan

Subject: NA Region Pre-Meeting Report 2nd Quarter 2007

NAR Travel:

January 26-28 to Ft. Worth TX for Board Meeting

March 23-25 to Tacoma WA for Board meeting & TechFest

April 20-22 to Valley Forge PA for Chapter Congress

Planned Travel:

June 29-July 1 Travel to Denver CO for Board meeting

September 26-28 Travel to Greenville SC for Board meeting

NA RVP Discretionary Funds:

None disbursed this Quarter

Relevant Notes:

The Komen Drive for the Cure is on at various dealerships in the NA Region.

The evening program Transport Drivers requested to shuttle cars between dealerships is active and onerous.

Two Chapter's in the NA Region Ct. Valley & Boston hosted Street Survival Schools. White Mtns. Chapter's was cancelled due to snow.

See you all in a couple of weeks,

John

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From: Leonard Mueller [mailto:leonardmueller@earthlink.net]
Sent: Tuesday, June 19, 2007 4:53 AM
To: BMW Board; Wynne Smith
Subject: NCR pre-meeting report

To: Board of Directors BMW CCA

Date: June 18, 2007

NCRVP Travel : Tacoma TechFest & DEC Meeting, March 22-25 ;, Hoosier DE, Rites O' Spring, April 13-15; Chapter Congress, Valley Forge, April 20-22; Daytona Beach, Goodyear product launch for Roundel, May 8-11; Northern Ohio Chapter DE/Race, May 26-28; St. Louis Chapter ITS & DE as Mentor, June 7-10; Buckeye Chapter Mid-Ohio Grand Am, Regional Event, June 21-24;

Planned Travel : Denver board meeting June 29-31; Pittsburgh Vintage Grand Prix - Race July 6-9; Windy City @ Putnam in August; Badger Bimmers in September

Event/Dis Funds Disbursed : At St. Louis ITS, bought pizza for candidates and mentors, \$125.53

Relevant Notes: Several Chapters struggle with timeliness of newsletters, and seem to think this is not a big deal until very late. Will likely bring several to this meeting to discuss probation. As difficult as this is to do, everyone has a calendar and is aware of the minimum standards. Newsletters every 90 days, especially given the minimum standards for a newsletter, are not difficult at all to maintain and must be kept. Probation might even serve to galvanize members to work better together.

Another increasing issue is filling driver's schools. Several chapters had had difficulties, one even borrowing money from National to get over a short term hump caused by DE sponsors and another chapter's verbal commitment not occurring. I think this will continue to be an issue.

Finally, Welcome to Mike Mills as the new CR chair! Also a huge thanks to Dave McIntyre for a job well done. You said you wanted to stay about two years to further a specific agenda, including to attract more sponsors. You did everything you said during your interview process. As a racer, a CCA member, and a National Board member,

Thanks very much.



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 Meeting Report

June 29, 2007

To: BMW CCA Board of Directors
Subject: Executive Director's pre-Meeting Report

Marriott City Center

1701 California Street

Denver, Colorado 80202

Phone: 1-303-297-1300

Transportation – I believe we will be Super Shuttling to and from the hotel, Details next week.

NATIONAL OFFICE TRAVEL COMMITMENTS

May 1, - July 31, 2007

Linda Axelson & Jennifer Skatzes to

Fort Worth for site inspection meetings and vendor/sponsor meetings June 18 – 20, 2007

Wynne Smith & Linda Axelson to Denver for BMW CCA Board Meeting June 29 - July 1, 2007

Wynne Smith to Boston for BMW CCA Foundation Meeting July 13-15, 2007

Linda Axelson to Watkins's Glenn, Corning, NY July 15 - July 18, 2007

NEWSLETTERS

Each chapter is required to issue at least one newsletter a minimum of **every 90 days** to each member of that chapter and to the National Office. Attached is the Newsletter log for 2007. Several chapters remain woefully behind.

Pacific

Wasatch has produced only one newsletter – received May 5th.

The following chapters will be placed on probation if no newsletters are received prior to the upcoming meeting:

Steven, I know **Roadrunner** has told you they have produced newsletters – but we haven't any here, nor have they sent copies of what they supposedly published. It's been six months – we need to either see the newsletters or they need to be placed on probation.

Inland Empire - Newsletter received June 25th

Hawaii – the only newsletter received this year was received March 9, 2007.

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South Central

Smoky Mountain is late – a second newsletter for the year was due June 9th.

The following chapters will be placed on probation if no newsletters are received prior to the upcoming meeting:

Old Hickory Newsletter received

River City needs to provide another newsletter no later than July 9.

Heart of Dixie has not produced a newsletter since 2/21/2007

Choo-Choo

North Central

Missouri Valley has not produced a newsletter all year, I know that you have been working with Jeff Gomon, Len, to remedy this, but something really needs to happen.

Hoosier and **Northern Ohio** need to provide a newsletter tomorrow or they are beyond the 90 days.

The following chapter will be placed on probation if no newsletters are received prior to the upcoming meeting:

Michiana – no newsletters received this year.

South Atlantic

Sandlapper has a newsletter due July 9, 2007

The following chapters will be placed on probation if no newsletters are received prior to the upcoming meeting:

Everglades – nothing since February 2, 2007

Sunshine Bimmers – nothing since March 12, 2007

Puerto Rico – nothing since February 27, 2007

Peachtree has not produced a newsletter in 2007. Bruce Herstowski told me last week that he is pulling on together – but they have no newsletter editor and I believe this is going to be a chronic problem.

North Atlantic

Pine Tree must produce another newsletter by July 2 to remain compliant.

Mountain State must produce another newsletter by July 9 to remain compliant.

Genesee Valley must produce another newsletter by July 23 to remain compliant.

The following chapters will be placed on probation if no newsletters are received prior to the upcoming meeting:

Allegheny – has produced just one newsletter this year on 3/31/2007

If all that weren't enough, according to Peggy – we're still missing the following information:

Chapter	Chapter Officer Questionnaire	Financial Statement	Region
Badger Bimmers	Received	Not Received	North Central
Hoosier	Not Received	Not Received	North Central
Illini	Not Received	Not Received	North Central
Michiana	Not Received	Received	North Central

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St Louis	Received	Not Received	North Central
Roadrunner	Received	Not Received	Pacific
San Diego	Received	Not Received	Pacific
Bayou	Not Received	Received	South Central

OKTOBERFEST 2007

Linda Axelson began working with us on May 23rd and in just the three short weeks she's been here she has immersed herself in Oktoberfest with outstanding results. She's met with Larry Koch in person, picked up negotiating with vendors and sponsors where Brenda left off and helped to smooth some ruffled feathers. She is a consummate professional and I know you will all be very impressed when you meet her in Denver.

All teams are in place: Registration, Concours, Gymkhana. Mark Williams will be in charge of the Autocross (his team handled the autocross in Austin in 2003) and Greg Snyder is our DE chairman. Bill Wade will be overseeing two separate Street Survival schools. Linda will be better equipped to summarize our progress after she meets with Will Atkinson, the President of Lone Star and sees the respective venues. Leo Newland, Chairman of the BMW CCA Foundation was instrumental in securing the Kimbell Museum for the Concours - <http://www.kimbellart.org/>

E30 M3 Promotion:

According to Len, JoElla John says folks are waiting to see just how special this O'Fest will be for the E30 M group, and thinks the idea of the dash/engine plaque signed by Paul Rosche, the engine guy, will be a huge draw if it comes off.

I forwarded JoElla's ideas on to Larry Koch and Larry said having Soper sign engine plaques was do-able but forget Rosche, and the plaques themselves might be do-able if the club did them.

Bill Wade offered to bird-dog getting the costs for creating the plaques, but in a subsequent email from JoElla she's put the kibosh on the idea:

"Sorry, Bill. Soper had nothing to do with creating the S14. I don't think it worth anything to the group without the creator's signature. Lets not denigrate the idea. Soper was a driver, not a contributor to the motor."

I understand what JoElla's advocating, and I am genuinely concerned that because the E30 M3 SIG Fest will be held in the northeast two weeks after Oktoberfest, even boatloads of money for E30 M3 specific give-aways will not be enough to punch up attendance. So, do we proceed with the plaque, or kill the idea?

Beyond that, here's what we have:

E30 M3 specific poster by Thom Montanari for all registrants

Regalia featuring **E30 M3s** (polos, t-shirts, glass steins)

Ofest 2007 dash plaque

Ofest 2007 lapel pin

There has been discussion about:

an E30 M3 name badge designed by Larry Schettel for those registered and driving their E30 M3s to the event - badge is something like \$5 per piece.

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Ofest 2007/E30 M3 grill badge \$15/unit

The engine plaque idea - approx. \$22/unit

Silver lapel pin featuring E30 M3 - \$38/unit

In speaking with Filippo Morelli of the E30 M3 digest, there's been no cross-pollination of information about Oktoberfest to that venue since the two conference calls with Filippo and Tony Rausch last summer; and aside from the ads we're running in Roundel, Bimmer and on our website, and beyond the ride-along with the raffle flyer, I know of no other 'buzz' taking place.

On June 10, 2007 the local Northwest E30 SIG along with the Puget Sound Chapter of the BMW Club organized another E30 Picnic for all E30 owners or admirers. The Picnic has evolved into the largest gathering of E30s in the USA. There were special E30s on display, and plenty of opportunities for all E30 owners to share questions and stories. They reportedly had over 160 E30 M3s registered for the event. Of course, it was a one-day event with no registration cost in a large metropolitan area...but it was promoted almost solely on forums and via email.

I'm not a member of the E30 digest, so will one or some of you who are, please help to promote the event there and in other forums you may belong to that are E30 specific? We will be sending out one or two email blasts in mid to late August, but chatter on the forums really might help.

That said, the folks in Fort Worth and Houston are very excited about the event and there are individuals who are members of both the BMW CCA and BMW MOA that are talking the event up to their MOA friends, so if the E30 M3-ers don't want to come to the party we're throwing for them, maybe we'll see a nice motorcycle contingent.

OKTOBERFEST 2008

I have been haunted by a gentleman in the Heart of Dixie Chapter who is desperate to have Oktoberfest at Barber. Brenda Sarvis had plans to tour the facility and Linda may do so sometime next year. Hosting an Oktoberfest there has a number of issues right now. The primary issue is cost. Another issue is the fact that Heart of Dixie Chapter is not enthused about working the event and that means we would have to line up teams from other chapters - certainly a chapter like Peachtree might be instrumental in helping to man such an event. Thirdly, placing two Oktoberfests in the South Central Region two years in a row doesn't work well. But cost is the biggie, Barber is very pricey and pretty inflexible so that we would not, for instance, be able to cater food in - we'd have to purchase food, water, etc. at Barber's inflated prices.

So, Linda is working with the Boston and Genesee Valley Chapters on pulling Oktoberfest together at Watkins Glen, NY for 2008. For those of you familiar with the Glen and its lack of appropriate lodging for this type of event, there is a new Radisson in nearby Corning, NY that will fit our bill very nicely. <http://www.radisson.com/corningny>

We believe we can count on Patroon, and possibly even White Mountain chapters to help with the event and since it's been seven years since Ofest was held in the North Atlantic region, and Watkins Glen is a tier one track, so it's time. Preliminary budgets to follow.

BMW CCA WEBSITE

Bill Howard will provide an update under separate cover and he and Minsoo Pak (whom many of you met at the Chapter Congress) will be on site at the Board Meeting with a presentation that will slightly change the direction we're taking with some of our marketing materials. Not the content, or our slogan, but the look.

BMW CCA FOUNDATION

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Bill Wade will be on hand in Denver, as the BMW CCA DEC Chair, and will be happy to respond to any questions in his capacity as Street Survival Program Manager. In the meantime, the Foundation is in very healthy financial condition. Their last raffle produced much better results than anticipated.

They are developing relationships with the PCA, Mercedes and Audi Clubs; and the SCCA has taken a keen interest in finding ways to help with the Street Survival Program.

The Foundation once again had a presence at the Hoosier Chapter's F1 corral at Indy and should glean about \$1,500 from their auction.

RAFFLE 2007

The raffle solicitation flyers (along with the full page Oktoberfest ride-along) went into the mail Friday, June 15th. That gives the raffle 13 weeks of exposure, more than we've ever had. I expect that will boost sales and maybe help to better offset the losses we're going to experience this year.

Respectfully submitted,

Wynne Smith

BMW CCA Board Meeting June 30 – July 1, 2007



Mike Mills
BMW CCA Club Racing Chairman

David McIntyre
BMW CCA Club Racing Chairman, *Emeritus*

18 June, 2007

To:

Board of Directors, BMW CCA
Executive Director, BMW CCA

Travel:

- DM: Lime Rock, CT for NJ Chapter Club Race
- DM: Philly, PA for visit to sponsor VAC Motorsports
- MM: Buttonwillow, CA to steward a Club Race

Planned Travel:

- DM: None.
- MM: Denver, CO for June 30-July 1 board meeting
- MM: Willow Springs, July 6-7, to steward a Club Race
- MM: Ft. Worth, O'Fest.

Accomplishments:

- **CR Chairman.** New Chairman Mike Mills took the reigns on 11 June 2007. So far the transition has been smooth and without difficulty. We are jointly writing this board report.
- **2006 Champions** were recomputed due to National Board's ruling in Mueller's appeal; replacement trophies have been ordered.
- **Equipment.** Equipment purchased for Club Racing in this period includes replacement rechargeable batteries for our radios, ride-height gauges for Spec E36 tech and radar guns for pit lane speed checks.
- **Spec E36.** The first Yokohama Spec E36 cars have raced! So far 6 racers have raced Spec E36, producing 22 racer-races. The Spec E36 discussion list on Yahoo Groups has more than 60 members, so we have hopes that this class will continue to grow. [This is probably the accomplishment of which DM is proudest.]
- **DQ.** T&S and the Comp Stewards have mistakenly not DQ'd many racers this year who have received 13/13 penalties. The rules state that a racer receiving a penalty should be DQ'd, but at many events this year that has not happened. This is being corrected.

Issues:

- **Rules.** The rules clarification process continues to run wonderfully. All four members have voted on all issues, and we have published 54 clarifications so far in 2007. The rules change suggestion period for racers for the 2008 rules opened on 1 June and will run throughout the month of June.
- **National Protests.** None at the time.
- **Stewarding Expenses.** An expense responsibilities summary sheet was added to our sanctioning application and requires an event chairman signature.
- **O'Fest.** The O'Fest race is scheduled for the 3.1m track, but we feel this is an unsafe racing circuit (and also not as fun as the 1.7m track). Therefore, the O'Fest Club Race will be held on the 1.7m track. The only possible difficulty: we sub-lease part of Sunday's rental to O'Fest instructors for orientation; if the O'Fest DE is going to be on the 3.1m track this may be a difficult arrangement.

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Event Issues:

- **MSR Dallas.** Event ran fine, but stewards report that the 1.7m track is safer and better for racing, which will affect our O'Fest plans.
- **Willow Springs.** Slight difficulty getting proper insurance certificate, but the problem was resolved and should be no issue for remaining GGC/NASA events.
- **Mid Ohio.** Schedule rearranged significantly due to lightning, but no other issues.
- **Hallet.** A well-run, well-organized event. We hope that this event continues to build in size, chapter understands.
- **Lime Rock.** Disappointing turnout for a premier event in one of our most densely-licensed regions. Eight 13/13 penalties of varying lengths awarded – too many for our taste. We expect one appeal.
- **Buttonwillow.** Large turnout, 41 registered, 39 participated. Three 13/13's, two single car, one two car. Single car incidents at same place, arguably attributable in part to the track. History shows at least six BMW's have had issues at the same turn.
- **TWS.** Weather played a large role in this event. Schedule delays and juggling resulted in all scheduled sessions being completed. One 13/13, single car incident, lost control in wet conditions.

Sponsors:

- **New Sponsor: Summit Mortgage.** Summit Mortgage became a primary-level sponsor for the 2007 season (and the first three months of 2008). They were a big presence at the Lime Rock event and are happy with their exposure so far.

Races since last report:

Track	Chapter	Date	# Racers	# Cars
VIR	Tarheel	4/13-15	72	63
Laguna Seca	GoldenGate	4/21-22	34	35
MSR Dallas	Lone Star	4/28-29	18	16
Willow Springs	Los Angeles	5/5-6	28	28
Mid Ohio	Northern Ohio	5/25-27	29	25
Hallet	Sunbelt	5/26-27	7	7
Lime Rock	New Jersey	6/4-5	43	40
Buttonwillow	Golden Gate	6/9-10	40	39
TWS	Houston	6/16-17	22	22

Racer-Races by Year:

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
RacerRaces	110	339	445	840	991	1174	1432	2152	1709	1851	2243	2116	666



The Tire Rack BMW CCA Club Racing Series Licensing Summary Analysis

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Event and racer statistical data courtesy of Race Stuff Dot Com, Inc.

CR Season	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Awarded Since Start	69	198	298	403	534	637	751	864	989	1080	1192	1289	1322
Total Expired	0	7	38	86	135	200	274	354	448	550	653	826	866
Licensed Racers	69	191	260	317	399	437	477	510	541	530	539	463	456
# Events	5	13	21	27	28	30	30	42	31	29	31	35	
Active Racers	67	152	175	251	270	293	319	394	349	388	400	371	
Racer-Races	110	339	445	840	991	1174	1432	2152	1709	1851	2243	2116	
Avg Racers / Event	17.2	24.2	20.9	23.0	21.4	23.1	25.0	26.4	26.7	30.9	32.6	28.5	
Avg Cars / Event	17.6	13.2	20.1	22.0	20.3	21.1	22.9	24.6	24.3	28.5	30.3	25.9	
% Licensed Active	97.1%	79.6%	67.3%	79.2%	67.7%	67.0%	66.9%	77.3%	64.5%	73.2%	74.2%	80.1%	

Respectfully Submitted,

Mike Mills,
BMW CCA Club Racing Chairman

David McIntyre, *Emeritus*
BMW CCA Club Racing Chairman

BMW CCA Board Meeting June 30 – July 1, 2007

BMWCarClubofAmericaDrivingEventsCommittee

To: BMW CCA Board

Len Mueller -BMW CCA Board Liaison - DEC **From:** Bill Wade – Driving Event
Committee Chairman **Date:** June 25, 2007 **Subject:** Quarterly Report – 2nd Quarter 2007 **Board**
Action Needed –

1. None

Tasks Completed –

1. 1. Coordinated and prepared a liability insurance handout with Pete Lyon and Wynne Smith.
2. 2. Facilitated presentation of Driving Events Liability Insurance to Chapter Presidents at BMW CCA Chapter Congress, April 21st, 2007
3. 3. Facilitated 2 DEC Rep conference calls.
 - .4. ITS schools to date
 - .a. Genesee Valley Chapter at Summit Point in April had 8 ITS candidates
 - .b. New Jersey Chapter at Watkins Glen in May had 15 candidates.
 - .c. St Louis Chapter at Gateway in June had 10 candidates. Lance White Facilitator.
 - .d. West Coast - Nothing to report at this time.

Tasks Anticipated –

1. 1. Coordinating / Promoting ITS Schools.
2. 2. Monitoring Driving Event discussions on CCA yahoo groups, e-mails, phone calls.
3. 3. Facilitate DEC Rep conference calls.
 - .4. ITS schools proposed
 - .a. Tarheel Chapter will conduct a 'ITS qualifier' - July, ITS – September all at VIR
 - .b. North Star Chapter will conduct a ITS on Oct 13-14 at Brainerd

Travel Completed –

1. BMW CCA Chapter Congress, April 21st, 2007

Travel Anticipated –

1. BMW CCA Foundation Board Meeting in Boston, July 14, 2007 (paid by Foundation).
2. Badger Bimmers Oktoberfest Drivers School – Sept 7-8, 2007
3. Oktoberfest 2007 – Ft Worth, TX October 1-5, 2007 (paid by Foundation)

Respectfully submitted,



Bill Wade Driving Event Committee Chairman

June 18, 2007

***Roundel* Managing Editor's Pre-Meeting Report**

Publication:

The **July** issue will be complete and at the printer by the time we meet. The issue will contain 160 pages plus covers, and ten feature articles.

Advertising Revenue:

For the June 2007 issue, ad billing is down 9.25% compared to 2006 with a 12% decrease in ad pages YTD compared to 2006 (42 over six issues) up from 16% reported in February. Ad billing is down 8.8% YDT.

The 156-page June issue maintained a 35% ad-versus-editorial-content ratio. Our self-imposed limit is 40% ad pages.

Editorial Calendar:

The most recent monthly update to the editorial calendar from the editor-in-chief is included as received in an Excel attachment to this report. The editor-in-chief should be able to supply an updated version at the board meeting once the August issue's content is set.

Financial:

Roundel staff submitted a slimmed-down budget proposal for 2007 to the treasurer and the executive director, as requested. *Roundel* is operating within those expense figures.

Club Website and *Roundel*:

There is nothing new to report from the *Roundel* front on cooperation in this venture. *Roundel* staff will continue to assist in any way possible to enhance the Club Web site.

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. See you in . . . Denver!

Sincerely,

Phil Marx

BMW CCA Board Meeting June 30 – July 1, 2007

From: Satch Carlson [mailto:Satch@satch.us]

Sent: Wednesday, June 20, 2007 7:47 PM

To: 'Carlos Diaz-Estrada'; 'Eddie Funahashi'; 'Fred Iacino'; 'Hazard, Bruce'; 'John Sullivan'; 'Leonard Mueller'; 'Louis Goldsman'; 'Mark Jon Calabrese'; 'Marx, Phil'; 'Scott Blazey'; southatlanticrvp@bmwcca.org; Steve Johnson; 'Wynne Smith'

Subject: Additional pre-board meeting notes

2007 June Board Meeting Report

Let me add a few words to Phil Marx's report. In regard to the CCA website, we did contribute to a survey of alleged "stakeholders" conducted by an Atlanta firm. I gave them my opinion as *Roundel* editor that the purpose of the website is twofold: First, it should provide service to BMW CCA members. Second, it should provide some reason to join BMW CCA if you aren't already a member.

Since *Roundel* is a singularly popular benefit to most members, it seems obvious to me that our online presence should exploit the popularity of the magazine as much as possible. I am in favor of putting the entire publication online because I do not believe that experience is the same as receiving the magazine by mail—an established benefit of membership.

Other areas: The September issue will have several items that feature the E30 M3, the anointed icon of Oktoberfest 2007. There is still time for interested enthusiasts to provide copy for O'Fest Briefs, the one-column strip we run in the calendar section. Since its inception, this little item has been a last-minute fill-in by various contributors. Who wants to provide copy for August?

We'll even run a piece on buffing up your car for the O'Fest concours—with an E30 M3 as our test subject, of course.

Scoop: While we have tentative plans to put an E30 M3 on the September cover, it may be possible for us to have our M3 V8 launch story ready for that issue instead. As you may know, we sent Dave Farnsworth to cover the launch of the E46 M3 because he has—or believes he has—the first E36 M3 in the US, so it seemed appropriate to ask him to cover the new one. And later we sent him out to California to drive Dinan's supercharged M3 S3. So we're keeping the streak alive by sending him to the launch of the M3 V8 in Spain in July. Ah! But! The cool news is that BMW has now allotted us TWO seats in the new M3—and Steve Dinan himself will join Dave in Spain. After his story on the launch of the V10 M5, I'm looking forward to Steve's technical analysis of the new V8.

And in the August issue, we have a brief piece by Jeremy Walton, who wrangled a ride in the new M3—a pretty good story even if he was on the wrong side of the car!

That's the news from Magazineville. See you in Denver!

Satch

BMW CCA Board Meeting June 30 – July 1, 2007

From: Bill Howard [mailto:billhoward@comcast.net]
Sent: Monday, June 18, 2007 3:05 PM
To: 'Wynne Smith'
Cc: 'bhoward@bmwcca.org'
Subject: BMWCCA.org Jun07 report

June 2007 bmwcca.org update: bolder steps

Quarterly report to the BMW CCA Board of Directors
Bill Howard, Editor-in-Chief
bhoward@bmwcca.org
June 2007

In the current quarter (spring 2007), our focus for bmwcca.org expanded from enhancing and redesigning the site using in-house staff to more substantially and rapidly taking bmwcca.org to an even higher level, working with a professional design firm. The result will be a vastly better site this fall rather a better site this summer.

Sparks Grove, an Atlanta design firm with clients including Coca-Cola, Lowes, and Duran Duran, will develop the look and feel of bmwcca.org. I'm comfortable with Sparks Grove, having seen its work, the enthusiasm of its staff, and its BMW involvement, particularly that of Minsoo Pak, a CCA member and BMW enthusiast. We have an aggressive development schedule that, if we hit all milestones with minimal slippage, will allow us to unveil the redesigned site at Oktoberfest.

The focus for bmwcca.org remains:

- Implement a new, improved design
- Appeal to existing members and attract new members
- Reach out to younger BMW enthusiasts
- Provide best-of-any-site technical advice from experts and club members
- Develop communities of people who are actively engaged online
- Focus bmwcca.org on what members want
- Show BMW CCA in its best light and support BMW CCA's mission of enhancing the BMW ownership experience

To date, from April through early June, we have:

- Hired a new website manager, Jeff Petzel, initially as a temp and then, as we became impressed by the level of his work, full-time.
- Hired Sparks Grove to execute the website redesign
- Met in Greenville in a gathering of BMW CCA Greenville staff, Sparks Grove principals, our web hosting site, and the web editor-in-chief.
- Met in Atlanta with the entire Sparks Grove research and development team and outline expectations and timelines on both sides.
- Begun interviews with stakeholders with vested interests in what the site becomes (board member, BMW NA representative, Roundel editor, bmwcca.org editor, club executive director, chapter president) and followed with focus group interviews with a cross-section of club members.

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The redesign and its implementation will focus on several personas, or user types, developed from the stakeholder and focus group interviews. The home page will have elements of interest to each persona and more material will be no more than a click away.

For the new site to come on-line at the beginning of the fall, we must stay in touch with each other. Where input, feedback, or approvals are required, they have to come without delay.

In the interim: We will continue posting all BMW, BMW CCA, and BMW-related material in a timely fashion, with a heavy emphasis on news posts, racing reports, coverage of new technology, and coverage of major chapter/regional events. We may beef up technical discussions before the fall rollout of the new site. Other than that, we will not do anything that gradually unveils the new site, in order to avoid confusion with new and old. For many people online, especially younger BMW enthusiasts, if a new site doesn't click for them on the first couple visits, they'll move on to something else.

Stakeholder Interviews

Stakeholder Interviews

- At the beginning of every engagement, we identify and meet with stakeholders to gain understanding of your business perspective
 - An interviewer will meet with stakeholders one-on-one or in small groups and ask a set of questions
 - Subjects are generally chosen across product lines or departments and from all levels of the company
- Gathering stakeholder input first helps us define what to talk to customers about
- These interviews are important for several reasons:
 - We gain direct knowledge of your business' strengths, values, and goals
 - We ensure that stakeholders' voices are heard at the beginning
 - Gives us the foundation to compare customer feedback to

Stakeholder Interviews: Common Themes

- The site must contain community features that encourage the participation of a younger membership (under 40)
- Easy-to-use forums are critical
- The ability to add member photos is critical
- An improved events calendar is strongly desired
- The new site must continue to appeal to the core membership of the club
- The addition of new features designed for a younger crowd (25-36) must not overpower the items of interest to the core membership, who tend to be 45+
- Specific items of interest to the core membership include Tech Talk, repair articles, and Roundel

Stakeholder Interviews: Common Themes

- All stakeholders want the new site to be visually appealing, modern, and fun to visit, and have the latest BMW information of any site online
- The majority of stakeholders believe that current members are the most important audience of the web site
- The new site needs to clearly communicate the benefits of membership beyond Roundel
- The web site needs to have a concise summary of membership benefits
- A strategy needs to be developed for Roundel and the web site
- The strategy should address questions like:
 - What content from Roundel is available on the site?
 - Should the site publish content before it appears in the magazine?
 - Can members opt out of receiving a hard copy of Roundel?
 - Increasing female membership is an aspirational goal that the site can't achieve on its own - the club may need to change first

Stakeholder Interviews: Common Themes

- Overall, there is a desire to attract more female members to the club
- The new site should not be so male-oriented as to alienate female prospects
- Increasing female membership is an aspirational goal that the site can't achieve on its own - the club may need to change first
- The majority of stakeholders believe that the site should provide value to non-members
- Non-members should be allowed to view content and interact with the site on a limited basis
- All stakeholders agreed that BMW CCA should provide content of interest and value to Mini owners, despite the fact that BMW NA does not share this opinion
- All stakeholders were receptive to the idea of a future Mini CCA

Stakeholder Interviews: Common Themes

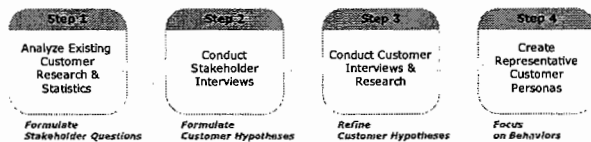
- Measures of success:
 - The majority of stakeholders felt that an increase in new membership would be a mark of success for the redesign
 - The majority of stakeholders felt that an increase in site traffic would be a mark of success for the redesign
- Stakeholders felt that the entire membership of the CCA should be aware of the upcoming site redesign
- Communication methods suggested included an announcement on the current site and in Roundel, an email communication from national, and the encouragement of an announcement in the individual chapters' newsletters
- There is a desire to communicate specific new features, such as an improved forum, to the current membership so they know what to expect

Member Personas

What are "personas"?

- o Personas are archetypes that represent a group of like-minded customers
- o They enable us to focus on *mindset and behavior*
- o Persona cards include:
 - Photo
 - Demographics – Age, Gender, Occupation, Family
 - Motivators
 - Goals
 - Context/Environment – Physical, Social, & Technological
 - Values

Persona Creation Process



BMW CCA Personas

- o After creating the set of personas, we grouped them into three categories:
 - Core: must be supported by the new site
 - Aspirational: must be attracted by the new site
 - Considered: must be accommodated by the new site

Core Personas

Persona 1: The Driving Enthusiast

David, age 42



"I'm proud I can afford a BMW – I've earned my success"

Club Expectations:

- o Driving events
- o Social events he can bring his wife, where there will be people they both like to talk to
- o Street Survival for his teenagers

- o David is an attorney in a prominent firm. He's worked hard to get ahead and is no stranger to treating himself to expensive toys. He's been married to his wife Shelley for 17 years. Shelley doesn't work – she's responsible for managing the household and their two teenage children. He feels proud that he's able to afford to drive BMW's, especially now that he's an M Car owner

- o The image of BMW matters to David – he sees his car as an outward extension of his own personality. He's pleased when his car gets parked out front at restaurants. He babies his BMW – it's always spotless, cleaned by the valeters in his firm's parking garage every week.

- o He just upgraded his older 5 series sedan to a new M5 now that the kids have their own cars. He's added new rims and upgraded the sound system since purchase.

Persona 2: Mr. DIY

Tim, age 54



"Fixing up old BMWs is my hobby – they were so much better then"

Club Expectations:

- Repair tips and instructions
- Product reviews, especially for things he can do himself
- Locating buyers and sellers of classic BMWs
- Opportunity to meet & share experiences with other "old schoolers" like him

- Tim is a long-time BMW owner and a long-term member of the club. He's fairly handy with a wrench and likes cars he can work on himself. He enjoys sharing his knowledge with others.
- Tim has worked at the same firm as a technician for the last 20 years. His wife, Vicki, a teacher, doesn't understand his fascination with those "old beaters", but at least that hobby keeps him around the house. His son, Paul, lives in another state and doesn't share his dad's mechanical inclination.
- Tim doesn't identify with the new crop of BMW cars – or their owners. Roundel is one of the only publications he reads. He has recently started to go online to look up information, but doesn't transact because he feels it isn't safe.
- Tim owns multiple BMWs at any given time – he's always got a project going. The newest one is from the 80's.

Aspirational Personas

Persona 3: The Tuner

Raphael, age 25



"I never buy off-the-shelf"

Club Expectations:

- Opportunities to show off his car at events and online
- Product reviews, especially for high-end modifications
- Discounts on parts and accessories

- Raphael works as a high-end machinist and metal fabricator. He's seriously into cars, audio technology and gaming. He knows how to work on cars to the extent that when he needs a part that's not available, he makes it. Friends ask him about everything from body kits to powder coating.
- His car is a work in progress but always show-ready and spotless. He drives a seriously tricked-out 3 series that sports a mega-watt stereo, complete with custom-made sub boxes and a full coil over suspension for that slammed look. Carbon fiber everything. Inspired by a combination of European Touring racing cars and his Japanese tuner car past he moved into Euro-tuning when his show-winning Infiniti Q35 Coupe was totaled.
- He considers his car a symbol of his creativity and tuning ability from its non-factory paint color and flip out televisions to his supercharged engine and 20" wheels.

Persona 4: The SUV Star

Patricia, age 36



"I can go anywhere in my X5 and get all the attention I deserve"

Club Expectations:

- Social events with class – wine tastings, driving tours
- Reviews of new models and recommendations for her next BMW

- Patricia zooms around the suburbs fearlessly in her X5. When she and her consultant husband were shopping SUVs, she discovered liked the way the X5 drove. Sporty, like her. No way was she opting for a minivan, not even with two children under 10. She loves the fact that her friends are jealous of her car, which has lots of features they do not.
- While she loves her X5, she just doesn't see herself as a car person at all. She sees car clubs as a little silly and not relevant to her. While she enjoys the luxury articles in BMW Magazine she skips the car articles except to notice that the new convertibles are really pretty.
- She enjoys her X5 almost too much. She got a ticket for speeding last week.

Persona 5: The Eco-Yuppie

Thomas, age 30



"My car is the best combination of feature and function"

Club Expectations:

- Social events with people in his age range, like driving tours to places for hiking and camping
- Reviews of new models, especially hybrids and alternative fuel models
- Discounts on service & repairs

- Thomas, a commercial architect, imagines himself as an outdoorsy sort who cares about the environment. Secretly, he'd like to drive a fast BMW coupe, but he took the "responsible" route and purchased a new X3 two years ago. It's good for transporting the dog (Lucy, a chocolate lab) and all of his hiking and camping gear. He isn't married and doesn't have kids yet.
- He sees all the hype about the M cars he secretly wants but not very much about the X3 he drives. Sometimes he feels silly for having a car he thinks is probably marketed towards women. But he really likes the features of the X3 and feels better about driving it than he would a gas-guzzling coupe that he'd have to spend a lot of time maintaining.
- Thomas is actively looking for a car to back up his eco-friendly image. He wishes BMW would come out with a hybrid that's not tiny like the Plus.

Persona 6: The Individualist

Amanda, age 28



"My Mini is all about ME"

Club Expectations:

- Information on new products and accessories for the Mini
- Social events with people in her age range – hey, she might even get a date!
- Discounts on service & repairs
- Help when she's got a problem at the dealership

- Stacy drives a brand-new Mini Cooper S that has about \$5,000 worth of modifications she opted for at purchase. She's a single girl in the city, loves her job as an ad exec, and isn't too concerned with "finding Mr. Right" – an antiquated sentiment if there ever was one. She just wants to have FUN!
- Her goal was to make sure her Mini reflected her individuality and was different from the others she's seen out driving around. She likes how retro looking the Mini is without the reliability downside of an actual old car. Her Mini always seems to garner her "good attention" from other motorists too.
- Functionally, she loves how easy it is to park and especially how it fits perfectly in the compact spot outside her apartment that other cars have to pass up. The stereo is awesome.
- The Mini is her ultimate fashionable accessory. She's even named it "Envy" after the Jane Austen novel – that's British, right?

Considered Personas

Persona 7: The Collector

Edward, age 62



"Nothing is better than a Sunday drive in one of my cars"

Club Expectations:

- o Classic car events
- o Tips and recommendations for restoring classic BMWs
- o Ability to ask questions of a technical specialist – and get answers

- o Edward only drives his collector cars on special occasions. He has a three-year old 7 series that he drives on a regular basis and his wife drives a Lexus SUV. Their children and grandchildren often visit, as Edward's home has a pool.
- o Now that he's retired, Edward can fully indulge his fondness for classic cars. His "garage-maid" contains multiple older BMWs. His treasure 3.0CSi coupe is a car show winner and his vintage 2002 is currently with his restoration shop. He has amassed volumes of factory manuals, literature and sales material over the years and each of his cars has file folders full of documentation with service and parts bills dating back into the late 1970's.
- o While he doesn't dislike BMW's current design and technology direction as some of his friends do, he doesn't consider today's cars as "significant" as the cars in his collection. He feels he needs to constantly educate people about BMW's history and considers it his mission to do.
- o Edward recently bought a new American pickup truck and trailer to bring his collector cars to shows

Customer Interviews

Customer Interviews

- o To gain insight into the needs and expectations of younger members, Sparks Grove conducted a series of interviews with BMW owners age 25-36
- o Of the five participants, two are current members of BMW CCA and three are not
- o Participants were interviewed about their experiences as BMW owners and asked to perform a series of tasks on BMWCCA.org:
 - Explore and comment on the home page
 - Find a local chapter
 - Find an event
 - Find an item for sale in the classifieds
 - Order a back issue of Roundel

Customer Interviews: Findings

- o The participants who were already members of BMW CCA were much more forgiving of the site than non-members
 - Non-members wanted to know right away what they get and how much it costs without really exploring the site
- o The majority of participants felt that there was a lack of organization of information on the home page
 - The lack of order of information on the home page gave the impression that the site isn't focused – or is focused on news
- o The site does not do a good job of explaining what the benefits of membership are
 - Vague mention of discounts just confused users
- o The photos and design of the site indicate that the club is focused on racing and/or classic BMWs

Customer Interviews: Findings II

- o The Chapter Finder is a good tool, but doesn't allow for a proximity search
 - Many chapter names are confusing; for example, there is no "Atlanta" chapter; it's called "Peachtree" – this makes the search by chapter name challenging
 - The list of regions were unclear; for example, "South Atlantic" instead of "Southeast"
- o Chapter information presented is brief
 - There is no description of the individual chapter
 - Some do not have a contact email address listed, requiring the user to leave BMWCCA.org and go to the local chapter site to find the contact email

Customer Interviews: Findings III

- o Finding an event was challenging for all participants
 - There is no explanation of the event types for novices
 - There is no explanation of the color scheme
 - All events for the year are listed, with no ability to view or filter by date
 - There are too many options in the existing filter menu and they require some club knowledge to understand
 - Many events do not list the exact location of the event
 - The event details are often vague and not descriptive of what the event actually is
 - Participants expected to be able to register for all events online

Customer Interviews: Findings IV

- o Overall, the classified ads section of the site does not meet user expectations
 - There is no ability to search just the classifieds
 - MANY items do not have photos
 - Category listings on the results are redundant
 - It was unclear whether logging would change the presentation of ads to include more information (desired) or if the only change would be the recency of the ads displayed

Customer Interviews: Findings V

- o It was confusing to users to have Roundel archives in two places
 - Years 2005-2007 are presented in the archives
 - Years prior to 2005 are available for sale in the store
 - Issues available in the store are missing decision-making information like a viewable table of contents
- o The majority of participants expected some information about recommended vendors in the store
 - Several participants were surprised that the store contained only merchandise
 - There are no photos of merchandise on the store main page
 - The merchandise in the store is not categorized
 - Users did not see the point of a product code search, as it's unlikely they would ever know that information

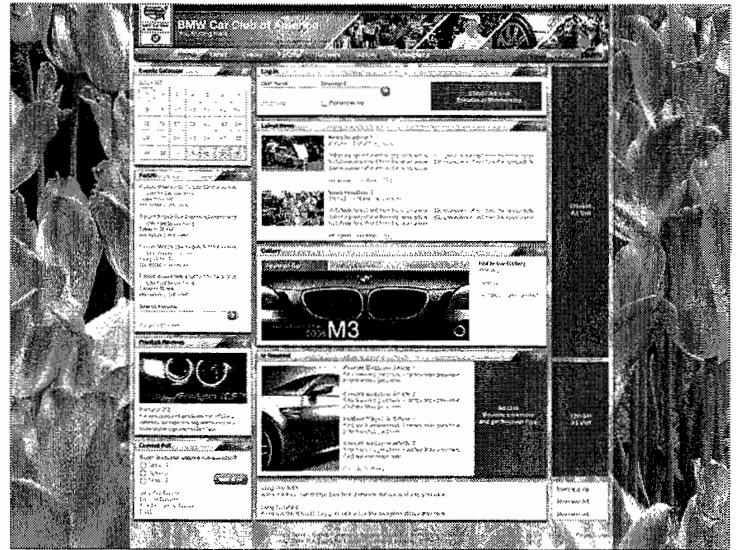
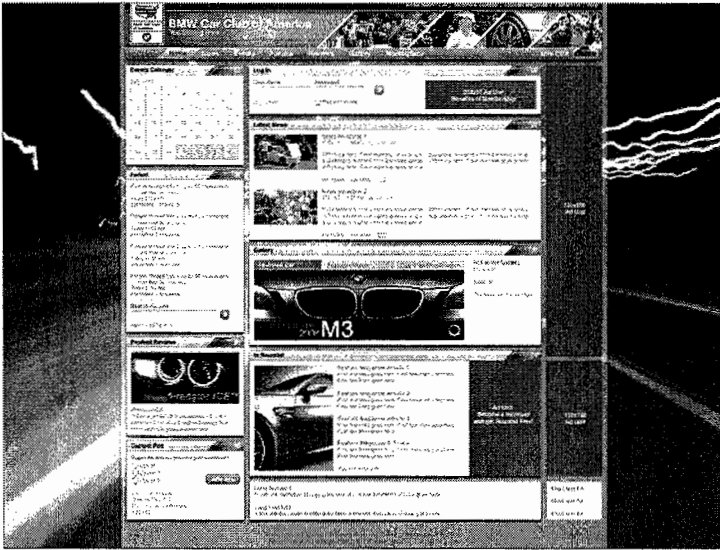
Customer Interviews: Findings II

- o All participants felt that the site needs more interactivity – less news, more focus on forums, photos, and events
 - None of the non-members even noticed the existing forum on the home page

Sparks Grove has incorporated these findings into the new design of BMWCCA.org

Home Page Comps







BMW CCA Club Racing

*A division of
BMW Car Club of America*



Vision

BMW CCA Club Racing will be the premier marque club racing program in the world, as evidenced by enthusiastic individual participation and shameless emulation by other organizations.



Philosophy of Classes

- **Modified** - for racecars with higher levels of modification than Prepared and requires the use of a BMW engine and transmission (ie full race suspension, body lightening, aero, etc)
- **Super Modified** - for racecars where modifications exceed the Modified rules and also those designated purpose-built BMW-powered racecars (ie factory race cars and those with "exotic" components)



Mission

BMW CCA Club Racing offers all BMW CCA licensed club racers a competitive driving experience conducted in a fun, safe, and friendly environment on a reasonably level, class-based playing field for all types of factory authorized or constructed BMWs. The primary emphasis is on clean driving and machinery preservation.



Philosophy of Classes

- **Stock** - for racecars with limited modifications (ie a well-prepared Drivers School, smogable, licensable car with increased safety equipment)
- **Prepared** - for racecars with a higher level of modification than Stock but in keeping with the spirit of the "original" vehicle (ie improved engine and suspension with minimal weight reduction)



Philosophy of Classes

- **SpecE36™** - intended for the racer who desires an "even playing field" with a tightly-specified level of preparation and performance.



Chairman's Charter

The Chairman is to steward the organization, keeping the mission and the class philosophy paramount, and move it toward the vision by developing an organization that balances the interests of the four stakeholder groups (the staff, the sponsors, the promoters (chapters) and the racers), to meet the mission of BMW CCA Club Racing.



Organizational Review

- Documentation
- Marketing
- Sponsorship
- Chapter Relations & Scheduling
- Club Racing Advisory Committee
- Financial
- Licensing
- Web Presence
- Medical Committee
- Operations
- Recruiting & Retention
- Staff Communications Plan



Documentation

- Rules are documented, but little else is
- Ops documentation is insufficient
 - Too much reliance on individual and institutional memory
 - Ops Manual is required
 - Formal org chart is required
 - Ancillary documents need review/update



Marketing

- Expand PR focus to more comprehensive Marketing program
- Marketing Plan is TBD, needs to:
 - Market to new drivers
 - Market to new promoters (chapters)
 - Drive exposure for sponsors
 - Drive exposure for the program



Sponsorship

- Program sponsorship is in solid shape
- Program documentation needs updating
- Policies need review
 - Max number of principle sponsors
 - Sponsor real estate commitment



Chapter Relations & Scheduling

- Sanctioning process in place (subject to review)
- Expand program to include proactive assistant to promoters
 - Pre-event assistance to meet sanctioning requirements
 - Post-event evaluation and review
- Need job description and ops guidelines



Club Racing Advisory Committee

- Increased involvement
- A 2-fold purpose
 - Racer's channel feedback to/from CR
 - Racer's representation to CR
- Currently tasked with
 - Contributing to 2009 rules
 - rewrite
 - Contributing to determining CR success metrics



Financial

- Financial policies need review
 - Steward expense guidelines need updating
- Equipment inventory and tracking
 - System/process required
- Cash position just determined
 - \$200K as of 31 Dec 2006
 - Project break even for 2007



Licensing

- Process and procedures
 - need definition and documentation in ops manual
- Needs job description



Web Presence

- Webmaster is very responsive
- Needs job description
- Staff list is the definitive list of CR staff
 - No other extant list
- Adding Tech Steward mail list
- Adding Tech Steward web area and private access
- Adding private Forum for CRAC



Medical Committee

- Need to validate listed members
 - Still active and/or involved?
- Need description of committee function, responsibility, and authority
- Current activity
 - Anti-coagulant concern
 - Diabetic identification



Operations

- Competition Stewards
 - Comp Steward ops manual in place
 - Process for steward event assignment needed
- Technical Stewards
 - Process/procedures need definition
 - Process for steward event assignment needed



Operations

- Timing & Scoring
 - Process/procedures need documentation and integration into Ops Manual
 - Process for event assignment needed
- Safety Steward
 - Need to ensure involvement in rules process when safety items are discussed
 - Need update on historical statistical information (incident rates, etc)
 - Needs job description



Recruiting & Retention

- Marketing materials will help
- Exploring additional staff reward and recognition
 - Clothing, pens, etc
 - Spotlight articles for publication in Roundel or on web site



Staff Communications Plan

- Monthly Conference Call
 - Sr. Staff + CRAC
 - Specialty staff (comp/tech/T&S, etc) as necessary
- Annual Meeting
 - Sr. Staff + CRAC
 - Would like all staff to do a full review, evaluation and reset
 - 60 staff members, too expensive, conference calls must substitute
- CRAC is conduit to racers
- Sponsorship is conduit to/from sponsors
- Chapter Relations is conduit to/from promoters
- Specialty leaders are conduit to/from staff



What Is Needed From The Board?

- An affirmation of the Mission Statement and class philosophies
- Affirmation of the Vision statement
- Affirmation of the Chairman's charter
- Success criteria
 - What are the metrics for "success" with respect to BMW CCA Club Racing?



What Is Needed From The Board?

- Specific Issues/Concerns not addressed in the Success Criteria



What Is Needed From The Board?

- Change in the BMW CCA Ops Manual
 - In 3.7, Club Racing events, change "Applications for club racing events must be submitted in writing and approved by the National Club Racing Chairperson before the event is placed on the office Club Racing schedule" to "Applications for club racing events must be submitted in writing and approved by the National Club Racing Chairperson **or their designee** before the event is **designated as confirmed** on the Club Racing schedule."