

**BMW CCA BOARD MEETING
OCTOBER 27-28, 2007
Greenville, South Carolina**

MINUTES

Saturday, October 27, 2007

1. Call to Order:

The meeting was called to order at 8:04 am.

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, Satch Carlson, Bill Howard, Bill Wade, Mike Mills, Suzin Koehler

Guests: Steven Schlossman, Tricia Williams, Linda Axelson, Peggy Helmke, Michael Mitchell

3. Minutes:

The minutes of the June 30-July1, 2007 Board meeting were approved by vote of the Board on August 15, 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 reported that the Foundation has requested to be included in the Roundel as an affiliated organization. There was no objection.

4.3. Secretary:

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

4.4. Treasurer:

Louis Goldsman had nothing to add to his pre-meeting report.

4.5. Pacific RVP:

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

4.6. South Central RVP:

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

4.7. North Central RVP:

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

4.8. South Atlantic RVP:

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

4.9. North Atlantic RVP:

John Sullivan 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:*

Mike Mills had nothing to add to his pre-meeting report.

4.12. *Driving Events Committee:*

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

4.13. *Roundel:*

Satch Carlson had nothing to add to the Roundel pre-meeting report.

4.14. *bmwcca.org:*

Bill Howard provided an update on the website.

5. **Discussion Topics:**

5.1. ***National Programs and Services:***

5.1.1 ***Club Racing:***

- Mike Mills requested a change in the name of the Club Racing Advisory Committee to Racers Advisory Committee. There was no objection.
- Mike Mills requested a one-time exception to policy of the two-year term of the North Atlantic RAC Representative, so that the North Atlantic RAC representative's term is synchronized with that of the North Atlantic Regional Vice President.

MOTION: Len Mueller made a motion for a one-time change to the term for the North Atlantic RAC representative to one year, so as to correspond with the term of the North Atlantic RVP. Louis Goldsman seconded the motion. IN FAVOR: ALL

- *MOTION: Louis Goldsman made a motion to appoint Mike Mills as Club Racing Chairman for 2008. Fred Iacino seconded the motion. IN FAVOR: ALL*
- Mike Mills raised for discussion the purpose and appropriateness of the Canadian RAC representative. The history is that early in the Club Racing program, the Chairman believed that Canadian racers should be represented since club races were being held in Canada and the program had a number of Canadian racers. As a result, the position of Canadian representative was created, but it was made a non-voting position on the committee. Mike Mills did not request any further action at this time.
- Mike Mills reported that there was a potential CR sponsor that provides gift cards and wanted to connect CR and BMW CCA members in the card benefits. The Board has also had inquiries from several other affinity cards in addition to the current affinity card program with Bank of America. Since this is not time sensitive, the Board decided to table this and have the new Executive Director evaluate all the options and make a recommendation.

5.1.2 ***Driving Events Committee:***

- Bill Wade reported that some Chapters were not conducting driving events in accordance with the minimum standards. Sometimes this was because the organizers were not aware of or familiar with the standards.

- There was a discussion of how best to publish the various minimum standards so that new event organizers were aware of the standards and veteran organizers were reminded. It was decided that to save the Chapter volunteers the time of poring through the entire Operations Manual, we would create a handy extract of all the minimum standards and post it on all the Chapter officer digests, for the RVP's to send as reminders, and to provide in the Chapter Officer Tool Box section of the website.
- It was pointed out that CR and other committees are required to meet annually but not the DEC.

MOTION: Steve Johnson made a motion to include in the Operations Manual a requirement for the DEC committee to meet annually. Len Mueller seconded the motion. IN FAVOR: ALL

- Bill Wade observed that the event insurance renews in January 2008 and he is fielding requests from insurance companies. Bill will evaluate coverage's and confer with Pete Lyon on acceptable alternatives.
- Bill observed that many driving schools are seeing aggressive driving by instructors and this could be a potential problem. The chapters will be reminded that aggressive driving must be recognized as a potential safety issue.

5.2. **Executive Director Search:**

1. Scott Blazey reported that the executive search firm Tryon & Heideman, has received 84 applications, sent follow-up questions to selected candidates, conducted telephone interviews, will be conducting face-to-face interviews and then selecting a short list of candidates to be interviewed by the Search Committee (Scott Blazey, Bruce Hazard and Paul Dunlevy) in Kansas City on November 27-29.
2. A final candidate or two will be selected to be interviewed by the full Board at the January Board meeting.
3. Scott, Louis Goldsman, Len, and Wynne met with the National Office staff to review the interim operations plan. The detailed plan is in the Executive Directors pre-meeting report which is attached.

5.3. **National Events:**

5.3.1 **Oktoberfest 2007:**

- Linda Axelson provided an after action report which is attached to these minutes.
- Linda also provided her top ten lessons learned and a brief update of the financials.

5.3.2 **Oktoberfest 2008:**

- Linda's attached report outlines details and a proposed schedule for the shortened four-day event with driving schools each day.

5.3.3 **Oktoberfest 2009 and Beyond:**

- Linda's report outlined future venues.
- At the next Board meeting Linda will provide a first look at a five-year planning schedule for future Oktoberfests.

- The Badger Bimmer Chapter has expressed interest in Oktoberfest 2010 with the driving school at Road America near Elkhart Lake.

5.3.4 ***Newsletter Editor/Webmaster Conference:***

- The conference will be held at the Sheraton City Center in Salt Lake City, Utah, April 4-6, 2008.

5.3.5 ***Sponsor, Vendor, Advertiser Relations:***

- Scott Blazey suggested that when something happens that causes a disagreement or friction with a long-time vendor, advertiser, or sponsor, that extra ordinary efforts should be taken to see if the relationship can be repaired. He suggested that before any such relationship is allowed to be severed, the President make a personal effort to contact the company and determine if there is a way to maintain the relationship.
- The Board agreed.

5.4. ***Financial***

5.4.1 ***2007 P&L:***

- Louis Goldsman reported that the year-end position is projected to be close to the budget.

5.4.2 ***Affinity Card Programs;***

- Scott reported that the Board has received inquiries from BMW Financial and PartnersFirst for a credit card affinity program.
- It was agreed that any future affinity agreement must:
 - not infringe on current affinity program(s), at least through the expiration of such agreements
 - provide at least the current revenue the Club receives (approx. \$40,000 annually),
 - provide tangible benefits to the members,
 - provide benefit to the provider

5.5. ***Chapter Issues:***

1. There were no Chapters on probation.
2. Wynne reported that the Chapter Officer Toolbox is completed and waiting to be linked to the website.
3. As indicated in his pre-meeting report, Scott Blazey proposed a change to the mandatory requirement that Chapters mail a hard copy of their newsletter to designated individuals outside the Chapter (currently the National Office, Board members, and National Service Officers) and the voluntary mailing of hard copies to all other chapters. BMW CCA provides a rebate to chapters of their postage and printing costs for these hard copies. The proposal was to establish on the bmwcca.org web site an easy way for chapters to upload electronic copies of their newsletters, receive immediate credit for meeting the newsletter minimum standard, and automatically generate to National Board members, Service Officers, staff, and other chapters that would be available for viewing on line. This would eliminate the additional printing and postage of over 100 copies of each issue of each newsletter generated by each chapter (well over 30,000 newsletters annually, saving time, money, and resources. The logical file type would be PDF, since it is almost universal, many chapters already post PDF's of their newsletters to their own web sites, and most page layout and word processing programs already contain the capability

to easily generate PDF's. For those chapters that do not have the capability, the Club could provide training and assistance. The logical kickoff and explanation of the details of such a policy would be the 2008 Newsletter Editor/Webmaster Conference.

The Board liked the proposal. Bill Howard will develop and test it before the Newsletter Editor/Webmaster Conference in April 2008.

4. The IMIS program that National uses is getting old and upgrades are difficult, it is recommended that the new Executive Director review it's functionality and consider upgrade or replacement after 6 months.

5.6. **BMWCCA.org**

- Bill Howard reviewed his pre-meeting report in greater detail.
- The new website should be delivered about November 10 and there will be 2-5 days of files copying and validating. Go-live is anticipated November 15th

5.7. **Membership:**

5.7.1 **Online renewal limitations:**

Due to limitations of iMIS (membership data base) early renewal (prior to three months from expiration) is not possible. The same is true of renewals for Associate members, which must be done at the time of the full member. This should be corrected so that members can renew anytime. If this is not possible with iMis, then this becomes a significant factor in determining if iMis should be retained as our database.

5.7.2 **Membership Drive**

The membership drive for 2008 is in planning and prizes are being solicited, with a kickoff target of January 1, 2008.

5.7.3 **Marketing Plan**

BMWCCA.org is the first step which is due to be launched the middle of November. Following this the printed materials will be redone.

5.7.4 **BMW CCA Presence at Non-CCA events**

- Steven Schlossman raised the idea of having a presence at non-CCA events such as the various fest's and tuner shows. The goal would be to gain members and develop interaction with the sponsoring organizations.
- There was unanimous support. Questions raised included which events, whether to enlist local chapter volunteers to assist, how to measure success, and what would it cost in relation to benefit.
- Linda Axelson will do some research on cost.
- The first realistic possibility would be Bimmerfest on May 3, 2008 in Santa Barbara, CA.

5.8. **Administration:**

5.8.1 **Operation Manual Change**

- Attached is the final draft of language to be added to the Operations Manual and the National Office's Employee Handbook regarding discussion of sensitive topics and the appropriate procedure for escalating an issue that an employee or contractor feels needs to be brought to the attention of the Board.

- *MOTION: Len Mueller made a motion to approve the draft language. Paul Dunlevy seconded the motion. IN FAVOR: ALL*

5.8.2 **Continuity of Operations**

- During the interim period until a new Executive Director, the following motions were made regarding financial transactions.
- *MOTION: Louis Goldsman made a motion to appoint Linda Axelson and Tricia Jones as authorized check signers and that any check over \$50,000 will require two signatures. Steve Johnson seconded the motion. IN FAVOR: ALL*
- *MOTION: Steve Johnson made a motion to authorize Louis Goldsman the authority to close and open accounts if necessary in order to manage CD's and other financial accounts. Fred Iacino seconded the motion. IN FAVOR: ALL*

5.9. **Regional Events**

There were no requests for Regional status.

5.10. **International Council of BMW Clubs**

- The minutes of the recent meeting held in Salzburg, Austria are attached.
- Mark Jon Calabrese represented BMW CCA and he reported on new standards for the use of the BMW roundel logo and its impact on our national and chapter logos. The current designs and guidelines are 25 years old and there is still inconsistency in how they are implemented.
- The current plan is for approval in 2008 and implementation in 2010, but there are many issues and concerns.

5.11. **Bylaws:**

As a follow-up to the discussion at the last Board meeting Bruce Hazard reported on the results of the survey of members regarding national elections and term limits.

- 5.11.1 The survey was conducted in two parts. The first consisted of general questions about the election process and interest in running for national office. There were 1720 responses from the 9,810 members were invited to participate. The results:
- Less than 17% have ever volunteered at the chapter or national level.
 - For those that did, their motivation: 48% just wanted to contribute, 2.6% had a specific issue(s) they wanted to affect.
 - Of the ones that decided not to run: 5.3% either knew the incumbent and or didn't want to run against the incumbent, 25% didn't think they could win on the National level. The remaining 68% had various reasons: the largest group was didn't want to, didn't have time or was a new member; there was a rather significant group that didn't know what was involved, not familiar with National business, don't know the responsibilities, etc.
 - As for recommended changes: most didn't see a need for changes, they weren't interested in active campaigning and thought that the 300 word essay was sufficient. However, there were scattered votes for the opposite. Electronic voting is very popular. There was one suggestion for term limits and one that thought that National office was a clique.

5.11.2 Len Mueller's detailed summary of the second part of the survey is attached to these minutes. There were 803 responses from the 9,054 members were invited to participate. In summary the survey showed:

- 90% felt that the Board should actively recruit future Board members.
- 65% felt that all positions on the Board should be term limited. (Currently only the President is term limited.) The reasons included: want new blood, fresh outlook/ideas/faces, opportunity, decrease power of incumbency, a variety of leadership/styles, simple change, get rid of status quo and "good old boys", perceived *Roundel* inner circle, etc.
- 85%+ suggested 6 year terms and 60%+ suggested 4 year terms.
- As for the 35% that didn't feel terms limits were necessary: If the person is doing a good job then leave them; it is too difficult to find candidates to run or volunteer; institutional memory, experience and continuity are important.
- Most of the 700 respondents felt that members don't run for national office because of a perception that things are run by a small group of insiders.

5.11.3 There was a vigorous discussion:

- Most felt that, as was identified in the first survey that a better effort is needed to educate potential volunteers on the duties of each position and realistically what it takes to do the job well. There was no single conclusion as to how to accomplish this except that the website could be one tool.
- There was also general agreement that a better job could be done in proactively recruiting volunteers to run for positions and reduce the number of uncontested races.

5.11.4 As for term limits there were many arguments for and against:

- Arguments For:
 - ◇ It was the preference of 65% of the survey respondents.
 - ◇ If there is a perception the Board members stay too long, then term limits may address this perception.
 - ◇ How can it hurt if term limits are implemented that match or are longer than the historical average terms lengths for an individual position.
- Arguments Against:
 - ◇ In recent years there have been very few Board members that stayed in one position of more than 6 years; therefore, term limits aren't likely to change anything.
 - ◇ It is unlikely that the perception will change just by setting term limits that approximate the historical average terms lengths for an individual position.
 - ◇ Changes to the By-Laws should not be made easily or frequently and should be reserved for issues that are substantial, not in the hope of changing perceptions.
 - ◇ If an effort is made to educate the membership of the responsibilities and expectations of Board members along with actively recruiting volunteers to run for contested positions, this would likely do more to change the negative perception identified in the survey.

- ◇ Other than in the survey there has not been a much discussion, suggestion or comments from members regarding term limits. Therefore, is the survey an indication of real dissatisfaction or just feelings on term limits in general?

Sensitive Session – 4:30 – 5:00 p.m.

The meeting was recessed until 8:00 a.m. Sunday.

Sunday, October 28, 2007

6. Call to Order:

The meeting was called to order at 8:00 am.

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, Satch Carlson, Bill Howard, Bill Wade, Mike Mills, Suzin Koehler

Guests: Steven Schlossman, Tricia Williams, Linda Axelson, Peggy Helmke

8. Discussion Topics:

8.1. Bylaws (continued):

- 8.1.1 The discussion on term limits continued and Scott Blazey asked the Board to consider if:
 - Incumbency, especially with long-serving Board members, is an unfair advantage that discourages members from running for national office;
 - Term limits might result in more members bringing fresh ideas and energy to the Board;
 - The length of Board member service and perception of the Board as a hard to join insider's club is not a problem requiring a bylaws change and could be addressed in other ways.

In the following discussion, individual Board members espoused each of these positions.

- 8.1.2 *MOTION: Len Mueller made a motion to propose a Bylaws change to the membership to be included on the 2008 national election ballot to add the following language after the first sentence in Article 6, Section 2 of the BMW CCA Bylaws that "All officers with the exception of the President, may serve not more than three consecutive two year terms in a specific office; the three consecutive term limit to begin in 2012." Louis Goldsman seconded the motion.*

IN FAVOR: Len Mueller, Louis Goldsman, Paul Dunlevy, and Steve Johnson. AGAINST: Bruce Hazard, Mark Jon Calabrese, John Sullivan, and Fred Iacino. ABSTAINED: Scott Blazey.

The motion, needing a yes vote of 3/4 of the Board members present, did not pass.

8.2. New Business

- 8.2.1 Mark Jon Calabrese mentioned that Robin Sparrow, who runs a car in the One Lap of America event, inquired whether BMW CCA would be interested

in providing support to his team with the proceeds going to a prostate cancer charity. The consensus of the Board was:

- Many BMW's in this and other events have a charity, so if we support one then others may expect support as well.
- Most direct BMW CCA involvement with charities happens through the Chapters.
- Roundel columnists are free to raise awareness of charities and group and individual efforts using their columns.
- The website is probably the best place to run such stories as news articles and can include links to the BMW CCA members' supported charities.

9. **Future Meetings:**

9.1. Board Meetings:

- January 19-20, 2008, Greenville, SC
- March 8-9, 2008, Greenville, SC

9.2. Annual Meeting:

- March 8, 2008, Greenville, SC.

9.3. Conference Calls:

- December 13th, 8:00 p.m. EST.

10. **Adjournment – 10:00 a.m.**

MOTION: Steve Johnson made a motion to adjourn. The motion was seconded by Fred Iacino. IN FAVOR: All



BMW Car Club of America, Inc.
Scott Blazey
President
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Phone (816) 587-4185
E-Mail president@bmwcca.org

October 12, 2007

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

Subject: President's Pre-meeting Report for October 27-28, 2007 Board Meeting

Travel

June 30-July 1, 2007 to Denver, CO for National Board meeting
October 3-4, 2007 to Fort Worth, TX for Oktoberfest 2007 (No BMW CCA funds expended)
July 13, 2007 to KCI International Airport to meet with search firm and search committee (no BMW CCA funds expended)

Planned Travel

October 26-28, 2007 to Greenville, SC for National Board meeting
November 27-29, 2007 in Kansas City, MO for search committee interviews of ED finalists
January 18-20, 2008 to Greenville, SC for National Board meeting

Thanks – To Board Members Stepping Up

I would like to thank Mark Jon Calabrese for performing on short notice as the BMW CCA Delegate to the International Council of BMW Clubs annual meeting in Salzburg and Munich in September. When I was unable to leave home, Mark assumed the responsibility and represented the Club well.

I would also like to thank Mark Jon Calabrese, Bruce Hazard, and Fred Iacino for taking on the hosting responsibilities before and after my necessarily brief trip to Oktoberfest 2007.

Chapter Newsletter Web Posting and Printing/Postage Rebates

I have provided Bill Howard a concept for consideration that, if approved and implemented, will provide for a new, easier, and cheaper way for chapters to provide newsletters to the 106 addressees other than chapter members. (Board members, National Service Officers, BMW NA liaisons, National Office, etc.) If we have a system whereby chapter newsletter editors can log on to bmwcca.org, upload each issue of their newsletter, get confirmation of receipt, and then the system posts it to the appropriate page and sends a notification e-mail to the aforementioned 106 people, then we can save the total cost of printing and postage rebates we now pay to chapters, the chapters get instant credit for meeting the minimum standard, the 106 can view and/or download the newsletter at their convenience, and we save a lot of paper. I have prepared a mock up web site that Board members can view ahead of the meeting at http://www.scottblazey.com/Newsletters-1/Chapter_Newsletters/All%20Chapters.html

We will discuss this during the meeting. If we deem this worthwhile, and it is achievable within the constraints of our web site program, we should proceed with an eye toward having the concept, if not a date for implementation, ready for the 2008 Newsletter Editor/Webmaster Conference.

Operations Manual Sensitive Topics Discussion

It appears from your e-mails that the final draft of the policy on submitting topics for sensitive discussion is satisfactory. The topic is on the agenda for final action. A copy of the final draft is attached for your pre-meeting reference.

Credit Card Affiliation and Reward Options

During Oktoberfest we had an exploratory meeting at the request of Tom Stepanchak, General Manager, Marketing for BMW Financial Services, regarding the possibility of working with BMW CCA on a credit card option for our members that would provide continued income to the Club as well as substantial benefits to our members. We also received an e-mail inquiry from a Club member who has a private company that is also interested in a credit card relationship. Although the Board does not usually get involved with negotiating or contracting details of operational financial matters, this may be an opportunity to discuss policy to provide direction for the Club management when researching this matter, or to determine that our current situation is satisfactory.

Respectfully submitted,

Scott Blazey



BMW Car Club of America, INC
Mark Jon Calabrese
Executive Vice President
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October 16, 2007

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

Subject: Vice President's Pre-Meeting Report, October 26 & 27 Board Meeting

TRAVEL

- September 15-19, Salzburg, Austria, Munich, Germany International Council of BMW Clubs Meeting \$663.08
- October 1-6, Ft Worth, Texas. Oktoberfest 2007 \$205.00

INTERNATIONAL COUNCIL MEETING

- It was a great honor to represent the CCA during this meeting. It allowed me the opportunity to meet fellow Club officers from around the globe. It also gave me the chance to voice my opinions on the topic of BMW's Logo change. Some of my concerns were related to the size of the BMW Roundel in relation to the Club portion of the Logo. If done according to BMW, the Roundel will end up very small and difficult to embroider on shirts. I also pointed out that the proposed wording from BMW would be very repetitive. BMW's council made note of all the discussion points in consideration and promises to try and amend their requirements. They also promised to send a complete Logo change package to all concerned. In this package they will describe their new rules and the reasons for them. At the same time they will provide templates to facilitate easy adoption of the new design. Something we need to address is a new nomination for Friend of the Mark, there was no one nominated this year for the award and I'd sure like us to have a candidate ready for next year. For detail reading of what happened during the meeting I have attached the meeting minutes and all the PowerPoint presentations as well. If there are any questions I will be happy to address them during our meeting.

SIG's

- Nothing new to report concerning our SIGs except that we have made a few address changes in Roundel.

SERVICE OFFICERS

- Since our last meeting I've heard no complaints for any of our Service Officers.

M J Calabrese



BMW Car Club of America, Inc.
 Louis P. Goldsman
 Treasurer
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 E-Mail: treasurer@bmwcca.org

October 20, 2007

To: BMW CCA Board of Directors
 BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board Meeting – Denver, June 30 – July 1, 2007
 Ofest Club Race and Ofest – Ft. Worth, Sept. 29 – Oct. 4, 2007

Planned Travel: BMW CCA Board Meeting – Greenville, Oct. 27-28, 2007

Income Statement – Period Ending September 30, 2007

	<u>Actual</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	\$3,824,286.22	\$4,170,104.98
Total Cost of Goods Sold	<u>1,004,987.42</u>	<u>1,004,125.01</u>
Gross Profit	\$2,819,975.80	\$3,165,979.97
Total Expense	<u>2,879,975.98</u>	<u>3,213,570.46</u>
Net Ordinary Income	(\$60,677.18)	(\$47,590.49)
Net Other Income	<u>58,624.80</u>	<u>16,724.95</u>
Net Income	<u>(\$2,052.38)</u>	<u>(\$30,865.54)</u>

Balance Sheet – As of September 30, 2007

Assets	
Total Current Assets	\$1,727,320.60
Total Fixed Assets	314,174.33
Total Other Assets	<u>1,589,000.08</u>
Total Assets	<u>\$3,630,495.01</u>
Liabilities & Equity	
Total Liabilities	\$2,703,477.10
Total Equity	<u>927,017.91</u>
Total Liabilities & Equity	<u>\$3,630,495.01</u>

The amounts above do not include significant Oktoberfest expenses that were budgeted in September but will be incurred in October. In addition, the Net Other Income does not include additional tax payments that will be payable.

Respectfully submitted,
 Louis Goldsman



BMW Car Club of America, Inc.
Bruce Hazard
Secretary
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October 21, 2007

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

Subject: Secretary Pre Meeting Report – October 2007 Board Meeting

Travel & Expenses:

- June Board Meeting - \$10.00
- ED Search meeting in Kansas City - \$588.91
- Oktoberfest - \$865.95

Board Meeting Minutes:

MOTION: Len Mueller made motion to approve the minutes of the June Board meeting. Paul Dunlevy seconded the motion and on August 15, 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 July 25th and August 23rd.

Respectively Submitted

Bruce Hazard

11. Call to Order:

The call was convened at 6:05 p.m. EST.

12. Attendees:

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

Other: Wynne Smith

Absent: Paul Dunlevy

13. Topics:

13.1. Chapter Issues:

- The New Mexico Chapter is holding a driving event with the Porsche Club as they routinely do. The event is publicized as the "xx Annual BMW CCA & Porsche" event. This title implicates BMW CCA. Fred will follow-up to be sure that the proper standards and insurance are in place.
- Mark Jon reported that the River City Bimmer Chapter has received a letter from the IRS requesting copies of all correspondence between the Chapter Board members. Louis stated that normally the IRS has not shown much interest in 503c7 organizations, but that has been changing of late. Louis will contact River City Bimmers to offer assistance and advice.
- Mark Jon suggested that the River City Bimmer and Bayou Chapters need to review the appropriateness of their common boundary.

13.2. Financial:

- Louis reported that actual expenses are behind budget even with the raffle revenue that has not been booked as of this call.

13.3. Other:

- Goetz Pfafflin of the BMW V&CCCA is looking for help with promotion for their rally event in 2008. He has contacted Don Dethlefsen of the Foundation for space in their ads in the Roundel without success. Since the ad would not attract participation, the spectators are really local to each stop on the tour and there is no precedent for subsidizing ads of this type, the Board declined this request.
- The Racing Network, a new TV network dedicated to open wheel racing, requested use of our mailing list. The Board was not interested. Wynne will contact them.

13.4. Oktoberfest:

- 2007
 - 219 registrants, 36 E30 M3's.
 - Most other details are completed or nearing completion.
 - No concerns at this time.
- 2008
 - Radisson is building a new hotel with room rates at \$90-119.
 - Backup hotels in Ithaca.

13.5. The conference call ended at 7:20 p.m. EST.

1. Call to Order:

The call was convened at 6:05 p.m. EST.

2. Attendees:

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

Other: Wynne Smith

3. Topics:

3.1. ED Search

- The search committee met with the search firm, Tryon & Heideman which has developed the position description and announcement that was previously sent to the Board. The next step is publishing and recruiting which will be done on various professional websites and associations as well as the Roundel.

3.2. Ofest

- There has been a series of missteps and poor communications between Toyo and National. Steve Johnson will work with Wynne to attempt to improve the relationship.
- Commitments from chapters have been received.
- There was much discussion regarding the schedule for 2008. Do we keep the 5 day vs. 4 day schedule? Should the Concours event be early in the week or should the driving events? What format attracts motorsport, social participants or both? In the end the following schedule was agreed to:

Tuesday: Concours, Street Survival

Wednesday: Autocross, Gymkhana

Thursday: Autocross, Gymkhana

Friday: TSD, Driving School, Club Race

Saturday: Driving School, Club Race, Awards Banquet

3.3. Other:

- Scott Blazey drafted guidelines for employees and contractors to request involvement of the Board in disputes with National Office management. The Board approved the draft and these will be included in the Operations Manual.
- The redesign and implementation of the website is meeting deadlines and on schedule.
- Integration of the website and the IMIS computer system is still being evaluated but not likely (if possible) until 2008.

3.4. The conference call ended at 7:30 p.m. EST.

To: All Board Members, Executive Director BMW CCA

From: John Sullivan

Subject: North Atlantic Region Pre-Meeting Report 3rd Quarter 2007

NAR Travel: June 29 - July 1 Denver CO for Board Meeting

Planned Travel: NY Chapters Wine & Shine Concours October 14

October 26 - October 28 Greenville SC for Board Meeting

NA RVP/Chapter Development Funds disbursed: \$250.00 to CT Valley Chapter for their 02 Fest East and \$500.00 to Green Mtn. Chapter for their OktoberFAST event.

Relevant Notes: There were 6 Chapter's in the NA Region who won **ZF Public Service Awards** at O'Fest this year.

There were two **Regional events** this quarter in the NA Region Boston Chapters Concours 100 cars despite the showers. There was a large contingent of E30 M3s (featured marque) from NJ Chapter. The other Regional event was Green Mountain Chapter's OktoberFAST event (Oct. 5-7) that had stiff competition from Oktoberfest and Bavarian Motorsport in Portsmouth NH for their Show and Shine which typically garners 500 BMWs from all over the country.

Street Survival Schools were hosted by the following Chapters: Boston, Ct. Valley, Delaware Valley, Genesee Valley, New Jersey, New York and White Mountain.

The NY Chapters Wine & Shine event: Lodging (on Long Island) was ridiculously expensive over \$175 per night that I did not attend.

See you all next Friday,

John

From: Paul Dunlevy [mailto:pauldunlevy@mac.com]
To: Board

Subject: South Atlantic RVP Pre-Meeting Report

SA Travel: Kansas City for ED Search meeting with search firm. \$762.20

Planned Travel:

September 21 - 23 for BOD meeting in Greenville.

September 30 - Oct 6 to Dallas for O'Fest

SA 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. I have one chapter still in trouble on newsletters that is being non-responsive.

See you all in Greenville,
Paul

To: Board of Directors, BMW CCA
Date: October 12, 2007

NCR Travel: June 29th - Denver Board meeting
August 24-26 - Windy City DE @ Putnam Park, no cost to CCA
September - 7-9 - Badger Bimmers OktoberFast @ Road America,
no cost to CCA . Attended by Sabine Schmitz from The Nurburgring. Two excellent events! Also Buckeye Grand Am Event no cost to CCA.

Planned Travel: Other than board meeting in Greenville, possible meetings in either Iowa or Michigan.

Funds Disbursed: \$1,000 to Buckeye for Grand Am Charity Classic, [raised 5k]
\$500 to Michiana for Fall Tour, leveraged against sponsors for Komen fundraising effort, first time for this chapter.
\$250 to Badger Bimmers towards reception for Sabine Schmitz and 35 year chapter anniversary cake.

Relevant Notes:

There has been quite a bit of inclusiveness/invitations by more chapters this year for me to attend events in their area, a very nice note. Several have done their first fundraising event, and a few more have added Street Survival schools. Since Wynne's resignation, I have received many inquiries to confirm rumors that she was terminated, beginning June first. My response always includes my inability to discuss the subject. Strangely, regardless from whichever corner these comments come from they are all pretty much the same.

I have been in contact with several region members regarding running for the RVP position when this term is up, and have included a note for others to contact me if interested. I want to promote an actual election between two or three people.



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>

October 19, 2007

Subject: South Central RVP Pre-Meeting Report

Travel

Oktoberfest 2007 694.11

Discretionary Funds 738.16

Used for South Central Reception at O'fest

Planned Travel

Board meeting Greenville 369.09 Air Fare

Board Meeting Greenville in January 08

All is well in the South Central

Respectfully submitted
Fred

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

Re: Pre-Meeting Report

Board of Directors BMWCCA
Executive Director BMWCCA

Travel last quarter:

Denver Board Meeting
Central CA Driving School @ Buttonwillow
San Diego Driving School @ Buttonwillow
GGC Driving School @ Thunderhill
Puget Sound Concours @ Renton WA.
Central CA Clean Car @ Concorso, Monterey CA
GGC Coral & Dinner @ The Monterey Historics
O-Fest, Ft. Worth TX.

Total travel funds used \$1,717.98
No additional funds used

Planned Travel:

Board Meeting, Greenville SC
GGC Driving School @ Sears Point

The first Sierra Chapter Driving School will take place the same weekend as the Board Meeting. So far registration is a little slow. We are still trying to start a driving program with the Wasatch Chapter for Miller Motorsport Park, we are however still having some ego problems to sort out. I am a little concerned about the chapter in-fighting in Sacramento and would love some advice as to how to deal or not deal with it.

I along with all of the Chapters I represent, wish Wynne the best.

And lastly, GET WELL FRED.

Respectfully Submitted,

Steve Johnson
Pacific Region VP



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

October 18, 2007

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

Westin Poinsett

120 So. Main Street
Greenville, S.C. 29601
Phone: 864 421-9700

OKTOBERFEST 2007

See Linda Axelson's post mortem appended to this report. Following is the recap of survey responses received so far – I believe that despite issues behind the scenes, the attendees genuinely enjoyed the event.

Results of the Oktoberfest 2007 Survey and Evaluation

The following events were rated on a scale of 1-10, with 1 being “Was there a plan?” and 10 being “Wow, this was the best Oktoberfest ever!”

The number in parenthesis represents the number of respondents per item, with the average high-lighted in blue.

1. Registration (56)	1	2	3	4	5	6	7.91	8	9
10									
2. Club Race (12)	1	2	3	4	5	6	7	8	9.0
10									
3. Yokohama Driving School (26)	1	2	3	4	5	6	7	8	
9.12 10									
4. Bridgestone Autocross (30)	1	2	3	4	5	6	7.84	8	
9 10									
5. Street Survival School (14)	1	2	3	4	5	6	7	8.93	
9 10									
6. Fun Rally (16)	1	2	3	4	5	6	7	8.25	9
10									
7. TSD Rally (23)	1	2	3	4	5	6	7.79	8	9
10									
8. Dunlop Gymkhana (38)	1	2	3	4	5	6	7	8	9.48
10									

9. Griot's Concours (54)	1	2	3	4	5	6	7	8.62	9
10. Vendor Area (52)	1	2	3	4	5	6	7	8.02	
11. Photo Contest (36)	1	2	3	4	5	6	7.92	8	
12. Program (52)	1	2	3	4	5	6	7	8.02	9
13. Transportation (38)	1	2	3	4	5	6	7	8.35	
14. Merchandise (51)	1	2	3	4	5	6	7.77	8	
15. Sunday Welcome Reception (43)	1	2	3	4	5	6	7.68	8	
16. Monday Vendor Reception (44)	1	2	3	4	5	6	7	8.39	
17. Michelin E30 M3 Reception (43)	1	2	3	4	5	6	7	8.82	
18. Autobahn @ Billy Bob's (50)	1	2	3	4	5	6	7	8.92	
19. BMW NA Awards Banquet (40)	1	2	3	4	5	6	7	8.88	
20. Overall meal selection (53)	1	2	3	4	5	6	7	8.01	
21. Overall event (52)	1	2	3	4	5	6	7	8.73	

COMMENTS AND SUGGESTIONS

More featured car merchandise ... Hotel could have done a better job at 9:30 couldn't get any dessert (none left), dinner was cold ... Did not know that pants were needed for driving school ... need water, tea, sodas at the receptions ... Send info packet and email with the links for maps and places of interest ... Make people know that we are coming ... Make people feel welcome with updates ... Wherever the event ensure that there is adequate parking. One of the joys is hanging out in the parking lot to "oogle" over folks' cars and to have conversations and activities there ... Roll out of the new web site very boring ... Vendor area needs to stay up longer ... Too little food ... No instructions in the booklet for route to concours ... underground parking and car cleaning facilities bad ... hotel was totally confused over parking ... poor day to day event communications, need to leverage technology for this ... no instructions for D.E. clothing requirements ... on-line registration was confusing, no immediate confirmation... don't want a conference style presentation at an awards banquet, this is a party!! Sell the website later... nothing inspiring, Steve Soper, who? Nobody knows him. This was the dullest awards banquet of the 4 we have seen ... TSD was not the only event that went off well. Tony & Kathy were not the only people that worked really hard. How about a great Gymkhana !!!! ... Provide map instead of written instructions for locating venues (separate sheets from program) ... provide on-line e-mail confirmation ... recognize volunteers at awards banquet ... maybe for first time rally participants you could have a clinic not just the meeting the night before. I don't know how you would do it. We did have fun but still have no idea how to do it correctly ... spare us about the talk of the web ... outdoor shaded parking would be nice ... bar catering area that is open earlier ... this is my 5th ofest and all my shirts are yellow or blue – time for new selections! ... Would like to see accessories for sell ... great program, bad directions ... excellent bus drivers ... Billy Bob's "too smokey" for me, otherwise really fun.

FUTURE OKTOBERFEST SITES

Orlando, FL, somewhere in Canada with a nice track, Salt Lake City (two), Memphis, TN, Omaha NE

OKTOBERFEST 2008

After the initial tug-of-war regarding the driving schools and finances, and after several conversations with Joe Marko (Boston Chapter) and Vince Leo (Genessee Valley) we're all in accordance and I believe we will see a very healthy working relationship between National and the chapters. I also firmly believe that the event will be profitable for the chapters and national. A preliminary schedule of responsibilities has been hammered out and a contract will follow.

Linda has taken the reins and will be working with Vince, Joe and representatives of White Mountain and Patroon. Mike mills has had preliminary discussions with Vince about the Club Race aspect of the event.

BMW CCA WEBSITE

Bill Howard has provided an update under separate cover and he will be in Greenville to meet with us.

BMW CCA FOUNDATION

Bill Wade will be on hand in Greenville, 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.

RAFFLE 2007

More than half the winners have already claimed their prizes. All winners have been notified and they have been listed on the club's website.

CLUB ELECTIONS

The two sets of questions developed by Bruce Hazard and Len Mueller have been made into surveys and both surveys and more importantly the responses can be viewed at:

Survey 1-

http://www.surveymonkey.com/sr.aspx?sm=4jrT_2b0q0frRBdQnRXysrr8BXHFVY_2bV_2fRd1moQfiZqco_3d

Survey 2 –

http://www.surveymonkey.com/sr.aspx?sm=S60mSXIJ125SVb9j1NnxecIzo0_2bvrUGxklXLq5qXxOI_3d

As of today, I have not received anything from anyone running for any of the offices except a .jpeg from J.R. Schneider with a subject line of 'candidacy photo'. I am construing that to mean he's running for an office.

Follows a sampling of email I received from some who didn't want to answer the survey, or were unable to connect, but still wanted to be heard:

Hi Wynne,

For some reason, I can't link up to the specific survey website. Oh, well!
For better or worse, here's my input. Maybe you can add it to the data.
Basically, I'm OK with term limits for all national BOD members, but with some qualifications.

1) I'm for contiguous term limitations; i.e., limit successive terms, but

against prohibiting former BOD members from running again at some future date. A rule specifying a time gap between an officer's last term(s) and the next time s/he decides to run could be written into the bylaws.

My rationale: Experience is a valuable commodity, especially in running as big and complex a show as this club. If the term limitation clause is left open-ended - i.e., adopted without the 'run again' proviso – someone could raise questions, based on an interpretation of the clause that it in effect does not permit previous incumbents to ever run again. (A clause in Murphy's Law says 'Politics Will Raise Its Ugly Head'!) I realize that the more 'mature' incumbents may want to rest on their laurels after their last terms; but as we get younger people on the BOD, they may want to try again at a later date.

2) There should be proviso for dealing with the possibility that no one wants to run for the position left open by a departing incumbent. It sounds unlikely, but it could happen. We have such a provision, allowing the nominating committee to shanghai (blackmail?) an individual if no one volunteers. (I may be redundant here, if the national bylaws already include such a clause.)

Anyway, that's my two-cents' worth on the subject.

I'm off to the Bavaristi (E3 Registry) East Fest in Asheville next weekend. Should be great!

Thanks Wynne, I just completed the survey and voted FOR term limits. Have to eliminate power struggles.

I have not completed the survey. I will say this:

As a former Porsche Club Region President, it is my observation that the PCA National Board was not open to what they viewed as new thinking. The Board perpetuated itself and the air was not fresh at Board meetings. My impression of the BMWCCA is that it is not as formal, not as up-tight as the PCA. But I could be wrong, because I have never attended a BMWCCA national board meeting.

Buck

yes

Edward Weinstein
632 Broadway 7 Floor
New York N.Y. 10012
212-LEAD-OUT Voice
212-228-4451 Fax
917-553-2113 Mobile
edward@leadmeout.com

Yes

Sent from my Verizon Wireless BlackBerry

PERSONNEL CHANGES AND DAY-TO-DAY OPS DURING THE TRANSITION

Jennifer Skatzes has given notice and will be leaving October 31, 2007. She has no immediate plans, but intends, as she indicated to me last spring, on going back to school in January. We have several very good candidates and should have someone in place for customer service/support at that time.

During the transition please be sure to send your expense reports directly to Peggy Helmke. I will be advising the chapters that event rebate requests, and other chapter related documentation is to go directly to Peggy until further notice. Jeff will be updating the links on the website so electronic copies will be directed to Peggy. Peggy for all intents and purposes should be viewed as your "go-to" person at National and will serve as Office Manager until the new E.D. is in place. Please keep in mind there is only one of her, and she already has a fulltime job as staff accountant, so calling her to have her walk over to the fax to see if your expense report has arrived is probably not a good use of her time.

The business management of *Roundel* has been handed off to Phil Marx, Managing Editor. Phil will be handling the various postal requirements, be primary liaison to our service team at Publisher's Press, be responsible for review and approval of the invoices from Publisher's as well as dealing with the day-to-day issues related to advertising. The Media Liability/Publishing insurance is not due for renewal until late April or early May, but Phil can be relied upon to guide the new E.D. on the process should that person be unfamiliar with it.

Bill Wade has graciously agreed to handle the negotiation of the Motorsport Liability coverage with Pete Lyon (which will take place in mid-January). Bill and Pete have developed a very good working relationship, and Bill has done a good amount of research into our coverage in his position as DEC Chair.

Linda Axelson will be handling anything and everything to do with Meetings and Events. She has Oktoberfest 2008 well in hand, has delved into the Newsletter Editor/Webmaster Conference; and as you've already witnessed can pull a board meeting together without any difficulty.

Tricia Jones will be the primary point of contact for chapters and will continue to oversee the monthly close and all tasks related to the close. Tricia is handling the membership reward approvals.

Tricia Williams will continue to support Peggy with accounting functions, as well as being the administrative staff for Club Racing. Tricia will be assisting Phil Marx with the recording and depositing of *Roundel* advertising revenues.

Steven Schlossman will continue to work closely with Linda Axelson and Tricia Jones on meeting related tasks and chapter related issues. Steven will now be logging and maintaining the newsletter logs. He is now the moderator of the various chapter officer digests with the exception of the DEC-digest, that's moderated by DEC Chair, Bill Wade.

Jeff Petzel will continue to report directly to Bill Howard in Jeff's capacity as webmaster, and will continue to work with the staff on database/IT related matters.

Needless to say, once your new E.D. is in place, some or all of this will change, but for the time being I believe you will find everyone is more than capable of handling any additional responsibilities assigned.

In the meantime, the staff knows that I am happy to help them and will be available to answer questions or assist with specific issues as they arise.

Respectfully submitted,

Wynne Smith

OKTOBERFEST 2007 Post Mortem by Linda Axelson, Manager/National Events

Registration/Pre-Registration

On-line pre-registration issues MUST be resolved, can we not generate an on-line confirmation?

Should over communicate with registrants, if even to a fault. via the website and e-mail blasts.

Webmaster needs to be able to update website on a daily basis and learn to do e-mail blasts.

Treat on-site registration as a separate event

Overall organization needs to be improved

IMIS issues MUST be resolved.

Hotel wireless connection issues

On-site printing issues e.g. nametags

Back of house issues should NEVER be communicated/seen by the membership at large.

Executive board issues should be dealt with in a different venue not in front of registration, within earshot of the staff or membership at large.

Nametags – double sided, chapter bolder

Re-visit registration hours

Leave registration fee, but charge additional fees for receptions/banquet attendance – like a cafeteria plan.

Need BMW CCA signage

Autocross

Despite being told so, there was no contract in place with the local chapter and the venue. Hence, no re-course with Mineral Wells. This should not have been the autocross venue ... period.

Must have a cut-off for registration. Up to local chapter to set the cutoff date. No last minute sign-ups. We need an autocross schedule posted at on-site registration. Registration form needs a spot for class. Must choose class in order to sign up for autocross.

Driving School

CI was incompetent. CI should not enter into dialogue with national office and their sponsors. Ever. CI communicates up to DS chair ...who would then communicate to the national office.

Driving Instructor t-shirts stolen. Really?

Must have a cut-off for registration. Up to local chapter to set the date. No last minute sign-ups.

Gymkhana - Well done, people had a ball. Good local publicity.

Fun Rally – Let people pick up at registration

TSD Rally

Chair had never done a TSD rally before. I NOW know to ask the question before accepting someone as chair. Despite not having a TSD 3 weeks out, Tony and Kathy Lee pulled this off. Herculean effort.

Concours –

Perfect venue, really well done. Longhorns were a nice touch as was the quartet.

Need a better PA system.

I screwed up using the BMW logo on the Griots Judges Shirts.

Good local publicity.

Trivia Contest - Heard it was way too hard, but isn't that the point?

Photo Contest

New category for digital enhanced photos – these do not belong with original art. Description of each category on the website, and Oktoberfest rules and regulations.

Program

Need Vendor/sponsor logo sheet

Check driving directions – Motorsport Ranch wrong, No directions to the Kimbell Art Museum

Host chapter information should be included.

Very pleased with the program. It is a commemorative piece.

Earlier deadlines should be set and met.

Awards Banquet

Dragged and was boring.

We need to show awards on screen and let chairs distribute awards

Need a dynamic speaker.

Merchandise

Need to order larger sizes in general. Lands End merch runs small.

Ordered way too many committee shirts.

I screwed up using the BMW logo on the beer glasses.

Random

Downtown hotel/parking huge issue.

Issues with the hotel in general. Over promised/under delivered.

Please no featured car-painting raffle. Huge loss.

Scoring results need to be posted sooner.

More sponsors/vendors are needed

Full court press, earlier start needed on target marketing.

Having said all of this, I think the week went reasonably well. I learned a lot and know what to fix for Oktoberfests to come.

OKTOBERFEST 2007 (Sept. 30 – Oct 5, 2007 – Ft. Worth, TX)

I'm sure everyone has read my post mortem. I'll now give you my top 10 lessons learned.

1. Parking/No city centre hotel location.
2. More sponsor/vendors are needed
3. There weren't enough registrants.
4. Full court press; earlier start needed on target marketing. Local advertising.
5. No featured car-painting raffle.
6. Need a dynamic keynote speaker.
7. Over communicate to registrants, via website and e-mail blasts.
8. Set pre-registration deadline for driving school events and autocross.
9. Post an autocross schedule and have a driving school rep at registration.
10. More door prizes and beef up goody bags

Accounts Receivable

BMW NA - \$15,000
Michelin - \$5,000 - 2006, \$7,500 - 2007
Dunlop - \$3,500

Event expenses are still coming in from the driving schools, concours, tsd rally, and gymkhana. I have been led to believe that all the expenses fall within the specific event budget.

OKTOBERFEST 2008 (September 23 – 28, 2008 - Watkins Glen, NY)

Host Hotel - Watkins Glen Harbor Hotel - Watkins Glen, NY

(single/dbl rooms) 98/\$119 night + 6 suites/TBD

Still under construction, scheduled to be completed Spring 2008, 4 star hotel.

Holiday Inn - Ithaca, NY 100-overflow/ \$119 night

Suggested Shortened Schedule - Utilizing the "set track dates" at Watkins Glen

Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Registration Opens	Registration Driving School Non M Gymkhana (AM) Concours (Afternoon)	Registration Driving School Non M AutoX M Cars Street Survival	Registration Driving School M AutoX - Non M	Registration Driving School M TSD Rally	Driving School Optional Club Race
New Members Mtg	Club Race School	Club Race School	Club Race	Club Race	
Welcome Reception	Reception	Reception	Open	Banquet	
Chapters	Boston	Boston	GVC	GVC	GVC

I'm meeting with Leon Bourdage, the event chair for the Ferrari Club on Friday, November 2, 2007. He's also a local merchant in Corning. Ferrari had their national event in Watkins Glen in August, which I attended. He's going to review event logistics with me. He's got the first hand knowledge of the area, so no need to re-invent the wheel.
Meeting with the Ofest 2008 group on Saturday, November 3.

Marketing Plans:

Create the Ofest 2008 logo contest. December Roundel.
Improve relations with present and past suppliers, vendors and sponsors by maintaining year-round contact, starting with Holiday Cards. Custom made E30 M3 thank you notes have been mailed thanking the Ofest 2007 vendors/sponsors.
6 months out send a brief monthly newsletter to all past vendors/sponsors. To whet their interest in the upcoming Oktoberfest.
Perpetually update the contact list so we're always reaching the decision maker.
Plan a special reception for the sponsors/vendors at Oktoberfest. At a time of their convenience.
Involve the key members of the national staff, local and national car club officers that are in attendance. Get local chamber to give each of the attendees of this special event a nice desk or coffee table remembrance item that is indigenous to the area.
Must get an experienced, known, and clever speaker well in advance that we can use to promote attendance because of his good reputation.
Beginning with the April Roundel, kickoff the drive for registrants. Keep running something about Ofest in every succeeding issue. At least once run a group picture of the local event chairs.
Have all sales drives up-and running six months out, with kickoff date of March 15, 2008.

2009 Greenville, South Carolina

TRACKS TO BE CONSIDERED FOR FUTURE OKTOBERFESTS

Road America. Elkhart Lake, WI
Miller Motorsports Park, Tooele, UT
Barber Motorsports Park, Birmingham, AL
Mid-Ohio Sports Car Course, Lexington, OH
Phoenix International Raceway, Phoenix, AZ

2008 NEWSLETTER EDITOR/WEBMASTER CONFERENCE (April 4-6, 2008)

Sheraton City Centre- Salt Lake City



Mike Mills
Chairman, Club Racing
BMW Car Club of America
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12 October 2007

To:

Board of Directors, BMW CCA
Executive Director, BMW CCA

Travel:

- Denver, CO for June 30-July 1 board meeting
- Ft. Worth, Sept 28-Oct 2 for O'Fest club race
- Dallas/Fort Worth Oct 19-21 for annual Club Race meeting

Planned Travel:

- Greenville, SC, for Oct 27-28 board meeting

Accomplishments:

- **2008 Rules.** Completed within timeframes specified in the rules.
- **Spec E36.** Mid year rule change issued to adjust specification.
- **Operations Manual.** Progress is slowly being made. Financial Operations Manual updated.
- **First Survey.** Completed. Results discussion scheduled for CR meeting.
- **Racers Advisory Committee.** Call for nominations made.

Issues:

- **Appeals.** None at this time.
- **National Protests.** None at the time.
- **Racers Advisory Committee.** Name change from Club Racing Advisory Committee agreed upon. National Operations Manual update please.
- **Racers Advisory Committee.** Election cycle off. Need one year term for North Atlantic this election to synchronize with Regional VP cycles.

Sponsors:

- **New Sponsor:** Evosport has become a primary-level sponsor.

Respectfully Submitted,

Mike Mills
Chairman, Club Racing
BMW Car Club of America
Chairman@BMWCCAClubRacing.com
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BMWCarClubofAmerica
DrivingEventsCommittee

To: BMW CCA Board

Len Mueller -BMW CCA Board Liaison - DEC

From: Bill Wade – Driving Event Committee Chairman

Date: October 18, 2007

Subject: Quarterly Report – 3 Quarter
2007 **Board Action Needed –**

1. None

Tasks Completed –

1. Facilitated 2 DEC Rep conference calls.
2. 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.
 - e. Tarheel Chapter will conduct a 'ITS qualifier' - July, ITS – September all at VIR
3. Facilitated discussions with members and Mike Mills re: Toe Trails program and it's impact on DE's.
4. Reviewed yet another attempt for personal property coverage on race tracks for DE's (to no avail at this time).
5. Concerned about the level of national standards for DE's at Ofest. (would like a short discussions on a national level of participation)

Tasks Anticipated –

1. Coordinating / Promoting ITS Schools.
2. Monitoring Driving Event discussions on CCA yahoo groups, e-mails, phone calls.
3. Facilitate DEC Rep conference calls.
4. ITS schools proposed
 - a. None to my knowledge for rest of the year

Travel Completed –

1. BMW CCA Oktoberfest Drivers School – Ft Worth, TX October 1-5, 2007

Travel Anticipated –

1. None

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Bill Wade", with a stylized flourish at the end.

Bill Wade Driving Event Committee Chairman

October 19, 2007

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

Publication:

The **November** issue will be complete and at the printer by the time of the meeting. The issue will contain 152 pages plus covers, and twelve feature articles.

Advertising Revenue:

As of the September 2007 issue, ad billing is down 6.6% compared to 2006 with a 10% decrease in ad pages YTD compared to 2006 (55 pages over nine issues). The September issue is down less than three ad pages from the same month last year.

The 164-page September issue maintained a 36.7% ad-to-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 was included with this report. The editor-in-chief should be able to supply an updated version at the board meeting once the December issue's content is firm.

Production Costs:

The 156-page October issue had a per-copy printing cost in line with expectations and past issues.

Financial:

The Roundel staff looks forward to providing input for the budget once we've received up-to-date account statements.

Club Website and *Roundel*:

You've all seen the on-line editor's report and I have nothing to add as we all await the update.

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. If there are any questions, please don't hesitate to contact me.

Sincerely,

Phil Marx
Managing editor
BMW CCA *Roundel*



BMW CCA.org fall 2007 report

Bill Howard, Editor-in-Chief, BMWCCA.org
October 2007

The new site is weeks away. Site design, copywriting, business process rules (plain English descriptions of how the site should work) are all solid, in place, on target, and on time. The final coding necessary for launch of the redesigned BMWCCA.org website is in process. Unfortunately it's running slowly. Creating a solid technology link between the site and the club's iMIS database has been challenging, time-consuming, and subject to false leads and dead ends. We now appear to have a solution but it has held back the project by several weeks with final handoff from Sparks Grove, our design partner, to BMW CCA, circa Nov. 10. The site should be live within a week of the handoff.

Here's why a functional iMIS with real-time, 7x24, two-way, no-club-staffer-intervention access is critical: A prospective member must be able at any time to sign up and become a BMW CCA member instantly, since he or she may want to be online immediately, and able to see all parts of the site. (It mattered less when your interface with BMW happened monthly via Roundel.) That was something our database has been incapable of handling. The solution comprises an additional module for iMIS and some custom programming from ITI, our technology partner for the iMIS database. With this accomplished, we may be able to give back (not renew the lease) on a separate module used just for member renewals. More importantly, with these fixes that are not just BandAid fixes, the club may be able to defer the much greater cost of upgrading to the newest version of the software, iMIS 15. That is the recommendation of Webmaster Jeff Petzel. There will be a period of 2-4 days when the site (existing version) will be viewable but unchangeable: no new stories, no ad posts, no forum posts. That will be Nov. 10-13 based on the current schedule.

Other enhancements: We will have an electronic version of Roundel with great onscreen readability, many ways to search issues and across issues, and live links (web addresses in stories and ads can be clicked). I had been mixed about eRoundel because of the cost/benefit issue: It would be most appreciated by loyal members likely to remain members yet would net us few if any additional members. On the other hand, eRoundel (not just embedded PDFs) is one of those aha! things that when you see it unfold online, you really appreciate the new site.

We are looking into posting chapter newsletters online, which would result in postage savings as the main benefit, expose chapter newsletters to more members, and also make it easier to see at a glance which chapters are in compliance with minimum-newsletter-publication rules. Most likely these would be embedded PDFs rather than the cooler, costlier (\$6 to \$10 a page) Roundel-style emagazine pages. This would not be an at-launch rollout.

Jennifer Skatzes negotiated a relationship with Lands' End to provide provide logo'd club clothing, caps, and totes. (Chapters can have their logos on the site also.) Our site will link into the Lands' End – BMW CCA site. We will retain on BMWCCA.org a chapter store selling logos, pins, decals, grill badges, and Roundel back issues. Classified ads, the clothing store, and the BMW CCA store, will be the site's Marketplace section.

In the meantime we have been busy keeping the site full with stories, including more than a dozen stories posted during or shortly after Oktoberfest. You'll notice not just staff-generated stories and photos (Bill Howard, Mike Self, Jon Van Woerden) but also many member photo submissions. We also had

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excellent member help pulling together a story and photo slideshows on the joint Connecticut Valley 02Fest / Boston Chapter Concours. During Oktoberfest, we recorded a site record for page views, more than 12,000 in one day.



Our presence at Oktoberfest helped in small ways. For instance, we were able to provide for the banquet a photo slideshow of all the photo contest entrants and winners (see left). It got a couple members to ask, Why not do that also for the concours? Fair question. We also are posting names of all winners of all events and major drawings, which satisfies the instant curiosity of many members who don't want to wait for the Oktoberfest issue of Roundel. We ran a story and photo slideshow on vendors and ran photos of every vendor's booth. Lastly, by focusing on happy people and cars in the slideshows, we're underscoring the general satisfaction with Oktoberfest

Fort Worth and some of that should rub off as people think about signing up for Oktoberfest Watkins Glen.

MEMORANDUM

BMW Car Club of America, Inc.
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TO: BMW CCA Board of Directors
FROM: Leonard Mueller, North Central RVP
DATE: 10/26/2007
IN RE: Results of Term Limits Survey

1. Should National recruit more actively from its membership ranks to serve on the National Board? *90% said yes.* Quite impressive. Seems the National Board needs to look at recruitment, mentoring, and monitoring. A huge number of respondents demonstrated in their answers a serious lack of knowledge of how the Board operates, duties of the positions, pretty much anything and everything Board related. Whether passive or active, recruitment clearly needs to involve educating members as to what it is the Board does or is responsible for doing, and that the Board wants them to be involved.

2. What would cause you to become interested in running for a National or Chapter board position if you have never done so? A variety of reasons, most respondents citing why they haven't --reasons being 'perceived time and travel', lack of interest, not believing they have the skills, and again as in #1, not understanding what the positions entail.

3. Currently, the position of president of the national board is the only one that is term limited. Do you think the other positions should be term limited? *65% said YES, that's a huge majority.*

4. If you answered YES to term limits for other board positions, please tell us why: a total of 480 respondents, most answered with the same comments and observations. Respondents want new blood, fresh outlook/ideas/faces, opportunity, decrease power of incumbency, a variety of leadership/style, simple change, they want to get rid of the status quo, '86' the good old boys, the perceived *Roundel* inner circle, some sense arrogance and complacency, they want chances for others to serve, keep focus, avoid corruption, entrenched ideas, energize, and much more of the same throughout. One complete answer is "Because certain people will dominate the political scene and hold office almost indefinitely. They may be good, but they get in the way of different ideas and improvement sometimes." This, and all the aforementioned phrases are in all answers in one way or another.

5. If you answered YES to question 3 --- What, if any, is the maximum time someone should be able serve continuously in one position? 499 answered this specifically, a few tossed since words and no number. Four years or less, **310**. For 5-6 years we have **124**. Those agreeing to 7 or more years, only **30** of 499. Several dozen added ideas for a break between continuous terms before being able to serve, whether in the same or different position. Here we have over 85% saying 6 years or less, with over 60% at four or less.

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6. If you answered NO to term limits for other board positions, please tell us why. There are three clearly stated recurring themes as to why not. Of the 262 responses:

63 felt If/as long as someone is doing OK in their position, leave them there. All actually used that or a very similar phrase.

69 said 'no' because it is difficult to find others to run or volunteer.

64 replied 'no' because institutional memory/experience/continuity is important.

Another interesting part of these answers is that there is very little overlap. The rest of the answers are less clear in their support of these three reasons, but were still very close.



7. A recent survey had a few comments centering on people not running because of a perception that things are run by a small group of insiders. What are your thoughts on this concern? Agree or disagree, and why? 703 answers. Most agree and a few even named individuals. Some disagree, many don't care, a few think that having a group of insiders run the organization is a good idea, and a few just thought it a stupid question. Of the most serious responses, there was also some feeling that things won't change. Others added again that term limits should help this, or at least the perception that exists. Just reading them gives a clear flavor of what respondents think. Oddly enough, this answer had the most written responses of any, some several paragraphs, and some basing their answer on their own chapter experiences.

All in all I believe the Board's mandate is clear – and this will be a topic of discussion at this weekend's meeting in Greenville.

You can view the survey and all the responses by visiting:

http://www.surveymonkey.com/sr.aspx?sm=S60mSXIJ125SVb9j1NnxecIzo0_2bvrUGxkIXLq5qXxOI_3d


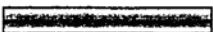
1. Should National recruit more actively from its membership ranks to serve on the National Board?

	Response Percent	Response Count
Yes 	89.9%	711
No 	10.1%	80
<i>answered question</i>		791
<i>skipped question</i>		8

2. What would cause you to become interested in running for a National or Chapter board position if you have never done so?

	Response Count
	611
<i>answered question</i>	611
<i>skipped question</i>	188

3. Currently, the position of president of the national board is the only one that is term limited. Do you think the other positions should be term limited?

	Response Percent	Response Count
Yes 	65.5%	519
No 	34.5%	273
<i>answered question</i>		792
<i>skipped question</i>		7

4. If you answered YES to term limits for other board positions, please tell us why:

	Response Count
	491
<i>answered question</i>	491
<i>skipped question</i>	308

5. If you answered YES to question 3 — What, if any, is the maximum time someone should be able serve continuously in one position?	
	Response Count
	510
answered question	510
skipped question	289

6. If you answered NO to term limits for other board positions, please tell us why:	
	Response Count
	262
answered question	262
skipped question	537

7. A recent survey had several a few comments centering around people about members not running because of a perception that things are run by a small group of insiders. What are your thoughts on this concern? Agree or disagree, and why?	
	Response Count
	714
answered question	714
skipped question	85