

**BMW Car Club of America
Board Meeting
Santa Barbara, CA
November 13-16, 2015**

Friday, November 13, 2015

1. Call to Order

The meeting was called to order by President Steve Johnson at 9:15 AM PST

2. Attendees

Board Members: Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Louis Goldsman, Treasurer; Tim Beechuk, North Central RVP; John Sullivan, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Nick Owen Pacific RVP.

Dan Baker South Central RVP has resigned.

National Office and Roundel: Frank Patek, Executive Director; Lindsey Branston, Director of Financial Operations; Chris Hennecey, Director of Marketing and Communications; Satch Carlson, Editor-in-Chief; Len Rayburn, Creative Director and Michael Slaff Advertising Manager.

3. Reports

3.1 *President*

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

3.2 *Executive Vice President*

Eddy Funahashi had nothing to add to his pre-meeting report.

3.3 *Secretary*

Darlene Doran had nothing to add to her pre-meeting report.

3.4 *Treasurer*

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

3.5 *Pacific RVP*

Nick Owen had nothing to add to his pre-meeting report.

3.6 *North Central RVP*

Tim Beechuk had nothing to add to his pre-meeting report.

3.7 *South Atlantic RVP*

Dwayne Mosley had nothing to add to his pre-meeting report.

3.8 *North Atlantic RVP*

John Sullivan had nothing to add to his pre-meeting report.

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3.9 *Executive Director*

Frank Patek had nothing to add to his pre-meeting report.

Motion: Louis Goldsman made a motion to accept the above reports. Darlene Doran seconded the motion. Motion passes.

4. Discussion Topics

4.1 *National Events*

4.1.1 Oktoberfest 2015

Frank Patek reports we had an overall attendance of 785 individuals. Thank you goes to all volunteers for making this event a success.

4.1.2 Oktoberfest 2016

Frank Patek reports that the event will be held in Monterey, California and that all pricing is close to being final. Registration for the event to hopefully open by end of the year at the latest mid-January, 2016. The feature marque is BMW as this is their 100th year. Executive Board and several National staff will be meeting with Tom Plucinsky on Monday, November 16, 2015. We will have many in attendance for this event and have concerns that we may run short of volunteers..

4.1.3 Oktoberfest 2017

Frank Patek reports this event will be in New Orleans, LA.

4.1.4 Oktoberfest 2018

Frank Patek reports this event will be in Pittsburgh, PA and hosted by the Allegheny Chapter.

4.1.5 Chapter Congress/Leadership 2016

Frank Patek reports this will take place in Dallas, TX the last weekend of April, 2016.

5. National Programs and Services

5.1 *Updates*

5.1.1 IT

Stephen Elliott reports that they have performed the preliminary shutdown of the old server and the next step is to remove it from our domain. Have a new Ombudsmen submittal form that will replace the telephone message number. DelCor has visited the National Office and worked with staff to determine the essentials necessary for consideration of a new database system. Our

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representative, Sarah Manwell, is researching the best possible matches in our price range. We have set a timeline and our target date to be April 2016.

5.1.5 Raffle

Chris Henneey reports that the 2015 Car of your Dream raffle broke all previous records with 48,794 tickets sold. We also set an all-time single-day ticket sales record of 3,714.

5.1.7 Roundel

Frank Patek reports that we have completed the demographic survey and are waiting on final report.;

Satch Carlson reports that deadlines have changed for *Roundel*. Michael Slaff reports that advertising deadlines have also been changed to mid-month verses end of month. Michael also reported that 2015 is the first time in eight (8) years we had ad sales have increased substantially over budget. Also would like to try internet products for sale in a format similar to Roundel Weekly.

5.1.8 National Office

5.1.8.2 – BMW CCA Timepieces

Frank Patek reports the timepieces have gone on sale and as of this date we have sold 167 timepieces out of the 500 available.

6. Financial

6.1 Status 2015

Louis Goldsman reports that we always budget to approximately break-even; however the Raffle is largest revenue maker. We try to keep at least one year in our retained earnings.

Chapters are doing okay with their own budgets and so far none have gotten into trouble regarding funds. While we made a profit for Oktoberfest this year, this doesn't account for any staff or volunteer hours. Chapters have a difficult time understanding that Oktoberfest doesn't generate revenue for them.

7. New Business

7.1 MOA

Frank Patek reports that MOA is now in house and have made the change public.

7.2 BMW CCA Travel / Other Expense Reimbursement for Board & Staff.

The Travel Policy for Board Members and Staff shall be amended as follows:

**BMW Car Club of America Travel and Other Expense Reimbursement
Policy for Board Members and Staff.**

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3. Receipts. Add the following to the end:

Except for banquets or meals as part of an official CCA function, if meal receipts cover more than the person submitting the expense report all participants must be listed.

4. General Travel Requirements

A. Advanced Approval

Air travel reservations should be ... (unless approved by the Board President for the Board or **the** ED or DFO for staff and Chapter Members) ... (If non-stop flights are unavailable or the lowest **fare** flight is at an unreasonable hour, **travelers** are allowed to

B. Personal and Spousal Travel Expenses.

Individuals traveling on behalf of the BMW Car Club of America may incorporate personal travel or business with their Club-related trips; however, travel shall not **be** arranged...

5. Air Travel.

A. General.

Air travel reservations should be made no greater than 90 days in advance and no less than 21 days in advance (unless approved by the Board President for the Board or **the** ED or DFO for staff and Chapter Members) in order to take advantage of reduced fares. BMW Car Club of America will reimburse or pay only the cost of the lowest coach class fare actually available direct, non-stop flights from the airport nearest the individual's home or office to the airport nearest the destination (If non-stop flights are unavailable or the lowest **fare** flight is at an unreasonable hour, **travelers** are allowed to select a reasonable, low fare alternative.) Surcharges for premium seating are not reimbursable.

8. Ground Transportation at Destination

Rental Cars

Car rentals are expensive so other forms of transportation should be considered when practical. Travelers will be allowed to rent a car while out of town provided that the cost is less than alternative methods of transportation or if necessary for Club business while in the area. This will be reimbursable at **no more than the full size car rate. Where multiple board members and/or staff will be in attendance, the minimum number of cars sufficient to meet the needs of the group(s) will be rented.**

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11. Entertainment and Registration Fees

Reasonable expenses incurred for business-related entertainment will be reimbursed only if the expenditures are approved in advance by the Board President or ED. Reasonable registration fees for Club related events within the Board Member's region (up to the Board Member's approved budget) will be reimbursed. **Participation in driving events will not be reimbursed.** In addition, registration fees for the Oktoberfest social package **will be waved in lieu of reimbursement for meals.** **Meals elsewhere at times meals were included in the Oktoberfest social package will not be reimbursed without specific approval.**

13. Non-Reimbursable

BMW Car Club of America maintains a strict policy that expenses in any category that could be perceived as lavish or excessive will not be reimbursed. Additionally, expenses considered to be inappropriate for a nonprofit organization will not be reimbursed. Expenses that are not reimbursable include, but are not limited to:

...

- Limousine travel.
- Movies.
- Membership dues at any country club, private club, or similar recreational organization.

Motion: Dwayne Mosley made a motion to amend the BMW CCA Travel and Other Expense Reimbursement Policy for Board and Staff as written above. Louis Goldsman seconded the motion. Motion passes.

7.3 Ops Manual Clarification to 2.10.2 National Board of Directors Standards of Conduct.

The following was added to the beginning of the Section:

When someone volunteers for an unpaid position to support a nonprofit organization it should be to support the goals and objectives of the organization. While the volunteer may derive a personal benefit that shouldn't have a bearing on why they volunteered or how they discharge their duties as a member of the National Board of Directors.

A volunteer should not have any expectation of receiving anything in exchange for volunteering their services. Not only should they not expect anything, it is unethical to expect, request or demand any benefit that isn't offered to or made available to all volunteers at all levels and, in the case of the BMW Car Club of America, members. Indeed, it is the opposite – there must be no appearance to anyone that a member of the Board of Directors is receiving anything that isn't available to all members.

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Motion: Louis Goldsman made a motion to amend the above 2.10.2 of the Ops Manual Standards of Conduct. John Sullivan seconded the motion. Motion passes.

7.4 BMW CCA Contract Approval Limits Policy #5

The following contract signing approval process and limits were proposed:

Contract signature process

Typically all contracts are signed by Frank Patek (ED) once they have been reviewed. However in the normal course of business, minor contracts are signed by employees. Limits for contract approval by employees are detailed below.

Contract Authorization Limits

- a. Contracts for less than \$1,000 in annual payments with terms not to exceed 1 year may be approved by Lindsey Branston (DFO).
- b. Contracts not in excess of \$100,000 previously reviewed by Frank, with any changes subsequent to Frank's review having been discussed with Frank and with Frank's verbal approval, may be signed by Lindsey. Upon Frank's return to the office, he will initial the contract to denote approval.
- c. Contracts strictly related to Club finances may be signed by Lindsey. Frank will initial the contract to denote approval.
- d. Contracts in excess of \$100,000 in annual payments will require board approval prior to Frank's signature.

Motion: Louis Goldsman made a motion to accept the Policy #5 change as proposed. Dwayne Mosley seconded the motion. Motion passes.

7.5 2015 Budget Extension

Motion: Steve Johnson made a motion to extend 2015 budget until February 2016 on a pro-rata basis. Nick Owen seconded the motion. Motion passes.

7.6 South Central RVP Appointment

Dan Baker has resigned as the South Central RVP. The Board will need to appoint a replacement to complete the term.

Motion: Darlene Doran made a motion to appoint Tim Jones as South Central RVP, Tim was the opponent who ran against Dan Baker. Dwayne Mosley seconded the motion. Motion passes.

8. Future Meetings

16.1 Board Meetings
January 16, 2016

Adjourn

BMW CCA
Board Retreat
November 13-15, 2015
Carpinteria, CA

BMW Car Club
of America



**BMW Car Club
of America**



BMW Car Club of America, Inc.
Steve Johnson
President
3243 Via Alicante #55.
La Jolla, CA 92037
Telephone(858) 705-0303
Email: president@bmwcca.org

November 5, 2015

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

December 6, San Diego Holiday party

December ?, Pittsburgh Holiday Party

Past Travel:

August 28-30, Board Meeting La Quinta \$0.00

October 2-4, Monterey Planning Meeting, La Quinta \$0.00

October 14-25, International Council Meeting, Melbourne. \$100.00

Discussion:

Regional Newsletter progress

Ocktoberfest 16 issues

Respectfully Submitted,

Steve Johnson
President, BMW CCA



Pre-meeting report
Sept 2015 through Current 2015

To: All board members, Executive Director BMW CCA
From: Eddy Funahashi

Subject: EVP pre-meeting report

BMW Car Club of America
Eddy Funahashi
Executive Vice President
124 W 6th St
Hanford, CA 93230

Travel:

October 2nd – 4th Monterey Ca. Meeting, Ofest 2016
October 23rd – 25th, Co-CI @ Spring Mountain track NV 25-26 Palm Springs, Ca.
October 30th – 31st, Event and meeting w/Huntington Beach Concourse BMW reps

Future Travel:

November 12th – 16th Board retreat

I was not able to attend Ofest, NJ. As you all know I was walking my daughter down the aisle.

Travel recap:

October 2nd -4th Monterey Ofest 2016 planning meeting>

We met with representatives from the HPDE, auto-x, Festorics reps.

There are many details that need to be worked out but it's apparent that 2016 is going to be well attended.

October 23rd – 25th, Co-CI with the Pacific Region DEC>

I worked with the LA Chapter with our Pacific Region DEC, Steve Stepanion. We facilitated an HPDE in Pahrump, NV at a track called Spring Mountain. Steve will also be the Co-CI for the Ofest 2016 HPDE.

October 30th – 31st, Event and meeting SoCal Vintage.>

I was invited to attend this event in Van Nuys, CA.

The event portion was a gathering of BMW vintage autos and vintage motorcycles. The meeting portion was to help or give advice to BMW club members that are principles at the Huntington Beach Concourse. This group is seeking out ways to grow the BMW owner's participation within this multiple marque show.

Future Travel:

Nothing to summarize at this time. I would be happy to discuss my future travel.

Respectfully,

Eddy



November 4, 2015

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

BMW Car Club of America
640 South Main St, Ste 201
Greenville, SC 29601-2564
Tel 864-250-0022

Louis P. Goldsman, Treasurer
Tel 805-499-3849
treasurer@bmwcca.org

Travel: Joint CCA & CCA Foundation meeting, La Quinta, CA July 24-26, 2015—\$62.26. Board meeting, La Quinta, CA, August 28-30, 2015—\$54.00. Ofest, New Jersey, September 20-26, 2015—\$840.22

Planned Travel: Board and selected staff meeting, Santa Barbara, CA November 12-17, 2015.

Income Statement – Period Ending September 30, 2015

	<u>Jan-Sept, 2015</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	\$ 4,492,831.50	\$ 4,112,450.14
Total Cost of Goods Sold	990,567.08	953,250.08
Gross Profit	<u>\$ 3,502,264.42</u>	<u>\$ 3,159,200.06</u>
Total Expense	3,126,856.86	3,130,807.66
Net Ordinary Income	<u>\$ 375,407.56</u>	<u>\$ 28,392.40</u>
Net Other Income	24,288.44	(12,000.04)
Net Income	<u><u>\$ 399,696.00</u></u>	<u><u>\$ 16,392.36</u></u>

Balance Sheet – as at September 30, 2015

Assets	
Total Current Assets	\$ 2,798,086.16
Total Fixed Assets	235,620.12
Total Other Assets	2,628,638.21
Total Assets	<u><u>\$ 5,662,344.49</u></u>
Liabilities & Equity	
Total Liabilities	\$ 4,039,738.24
Total Equity	1,622,606.25
Total Liabilities & Equity	<u><u>\$ 5,662,344.49</u></u>

The detail support by individual account is provided in the enclosed spreadsheet.

Respectfully submitted,
Louis Goldsman

BMW Car Club of America, Inc.
Balance Sheet
As of September 30, 2015

	<u>Sep 30, 15</u>
ASSETS	
Total Current Assets	2,798,086.16
Total Fixed Assets	235,620.12
Total Other Assets	<u>2,628,638.21</u>
TOTAL ASSETS	<u>5,662,344.49</u>
LIABILITIES & EQUITY	
Total Liabilities	4,039,738.24
Total Equity	<u>1,622,606.25</u>
TOTAL LIABILITIES & EQUITY	<u>5,662,344.49</u>

BMW Car Club of America, Inc.
Profit & Loss
January through September 2015

	<u>Jan - Sep 15</u>
Ordinary Income/Expense	
Income	
Total Income	4,492,831.50
Total Cost of Goods Sold	<u>990,567.08</u>
Gross Profit	<u>3,502,264.42</u>
Total Expense	<u>3,126,856.86</u>
Net Ordinary Income	<u>375,407.56</u>
Net Other Income	<u>24,288.44</u>
Net Income	<u><u>399,696.00</u></u>

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through September 2015

	Jan - Sep 15	Budget	\$ Over Budget
Ordinary Income/Expense			
Total Income	4,492,831.50	4,112,450.14	380,381.36
Total Cost of Goods Sold	990,567.08	953,250.08	37,317.00
Gross Profit	3,502,264.42	3,159,200.06	343,064.36
Total Expense	3,126,856.86	3,130,807.66	-3,950.80
Net Ordinary Income	375,407.56	28,392.40	347,015.16
Net Other Income	24,288.44	-12,000.04	36,288.48
Net Income	399,696.00	16,392.36	383,303.64

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through September 2015

	<u><u>% of Budget</u></u>
Ordinary Income/Expense	
Total Income	109.25%
Total Cost of Goods Sold	103.92%
Gross Profit	110.86%
Total Expense	99.87%
Net Ordinary Income	1,322.21%
Net Other Income	-202.4%
Net Income	<u><u>2,438.31%</u></u>

Official BMW Club



BMW Car Club of America
Darlene Doran
Secretary
17015 E Dorado Cir
Centennial, CO 80015-3015
303.710.1997
secretary@bmwcca.org

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

Date: November 4, 2015

Subject: Secretary Pre-Meeting Report

Travel & Expenses:

- August Board Meeting, Palm Springs, CA
August 28-30, 2015 - \$366.20
- Oktoberfest, NJ
September 21-26, 2015 - \$649.44

Planned Travel:

- November Board Retreat, Santa Barbara, CA
November 12-17, 2015 - \$284.66

Drafts & Finalize Board Minutes:

August 29, 2015 - Palm Springs, CA

Respectfully submitted

Darlene Doran



BMW Car Club of America
John E. Sullivan
North Atlantic
Regional Vice President
334 Elmwood Avenue
Wollaston, MA 02170
617.696.1477

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

Date: November 2015

Subject: NA RVP Pre-Meeting Report for November 12–16, 2015 BOD Meeting Santa Barbara CA

Travel & Expenses:

- BMW CCA BOD Meeting Palm Springs CA 8/28 - 30, 2015 Travel Expenses \$133.28
- BMW CCA Oktoberfest 9/20 – 26, 2015 Stockton, NJ Travel Expenses \$246.51
- OktoberFAST Green Mountain Regional Event 10/26-27, 2015 Travel Expenses \$587.70
- BMW CCA BOD Meeting/Retreat Santa Barbara, CA 11/12 -16, 2015 Air Fare \$420.94

Planned Travel:

- BMW CCA BOD Meeting/Retreat Santa Barbara, CA 11/12 - 16, 2015

RVP Discretionary Funds:

- Patroon Vintage at Saratoga Regional Event Saratoga, NY 7/10 -12, 2015 \$375.00
- Allegheny PVGP Regional Event Pittsburgh, PA 7/17-19, 2015 \$625.00
- Green Mtn. OktoberFAST Regional Event Vergennes, VT 10/26-27, 2015 \$350.00

Newsletter Delinquencies:

- None

Relevant Notes:

- None

Respectfully submitted,

John E. Sullivan



To: BMW CCA Board of Directors
BMW CCA Executive Director

BMW Car Club of America
Tim Beechuk
North Central RVP
Tel: 513.604.2398

Subject: North Central RVP 4th quarter Pre-meeting Report

Travel:

Completed Travel:

BMW CCA Board meeting – Palm Springs, CA – 8/28 – 30 \$628.63
BMW CCA Oktoberfest NJ – 9/20 – 25 \$945.21

The following weren't for the CCA but mostly for the CCA Foundation & Street Survival which involved a bit of CCA promotion.

BMW CCA Foundation Open house - Greer, SC – 10/16
BMW CCA TRSS – Savannah, GA – 10/17 – 18
BMW CCA Foundation Board Meeting Hilton Head Island, SC 10/31
Hilton Head Concours HHI, SC 11/1

Planned Travel:

BMW CCA Board Retreat 11/13 - 14

Newsletter Delinquencies:

North Star Chapter Bluegrass Chapter

Other:

Discussed CCA office move and site plan at the CCA Foundation Board meeting in Hilton Head prior to the HHI Concours 10/30 – 11/1. Discussion consisted of presentation of possible site plan that I presented to our Board and options for move to Foundation site adjacent to the BMW Performance Center.

Discussion with Michiana Chapter possible merge with Motor City. Still in Michiana's court and their board decision.

Regional Events:

Regional Chapter Presidents' conference calls:

October 1st – Discussions on upcoming events for my participation and any current problems or needs.

Respectfully,
Tim Beechuk

Official BMW Club



Nov 9th, 2015

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

Subject: RVP Pre-Meeting Report

Planned Travel:

BMW CCA Retreat Meeting Santa Barbara, CA Nov 12-16

Past Travel:

BMW CCA Board Meeting La Quinta, CA August 28-29

BMW CCA Oktoberfest Absecon, New Jersey September 21-25 \$151.57

BMW CCA Ofest 2016 Meeting Monterey, CA October 2-4 \$371.70

Past Communications:

Pacific Regional Conference Call September 29th \$55.28

Discussion Topics:

Chapter Website Enforcement
Ofest 2016 Concourse Site Visit

Respectfully Submitted,

Nick Owen
Pacific Region Vice-President

BMW Car Club of America
Nick Owen
Pacific Region Vice-President
9419 Sierra Vista Ave La Mesa, CA
91941
619-508-7584
pacificrvp@bmwcca.org



BMW Car Club of America
Dwayne Mosley
South Atlantic
Regional Vice President
3431 N. Industrial Dr
Simpsonville, SC 29681
864-735-7246

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

Date: October 29, 2015

Subject: South Atlantic RVP Pre-Meeting Report for November 14, 2015 BOD meeting.

Travel & Expenses:

Completed Travel:

BMW CCA BOD Meeting - Palm Springs, CA - 8/28 - 30

Peachtree Chapter HPDE @ Road Atlanta - 9/5 - \$0

BMW CCA Raffle Ticket Pull - Augusta, GA - 9/16 - \$0

BMW CCA Oktoberfest - New Jersey - 9/21 - 26 - \$369

Euro Auto Festival - Sandlapper Chapter - Greenville, SC - 10/16 & 17 - \$0

Sandlapper TRSS - Donaldson Center - 10/18 - \$0

HHIC - Hutchinson Island - Savannah, GA - 10/23 - 25 - \$0

Planned Travel:

4th Qtr BMW CCA BOD Meeting - Los Angeles, CA - November 12 - 16

RVP Discretionary Funds: \$0

Newsletter Delinquencies:

None I'm aware of.

Relevant Notes

- South Atlantic Region Chapters - Quarterly Conference Call - 10/14
- Puerto Rico chapter - Discussions with Ramon Velez (Treasurer) regarding issues with current President, Alex Hernandez. On 10/28, Axel resigned after officers called a special BOD meeting. Existing VP, Alfonso Serrano, will assume Presidential duties until December elections for new President.

Respectively submitted,
Dwayne Mosley



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

Re: November 13-15, 2015 Board Retreat Carpinteria, CA

DATABASE/WEBSITE/OPERATIONS

Delcor has completed their assessment with staff and has begun the next phase of the project to determine our best move forward as regards our CRM. We are evaluating our IT Managed Services to determine if we are obtaining the best available pricing and services locally.

See report from Director of IT for more detail.

ROUNDEL

The IPSOS conducted demographic survey achieved a statistical complete on its first round with more than 3100 online respondents. We are currently awaiting results.

COMMUNICATIONS and MARKETING

Our marketing and communications efforts will continue to expand in 2016.

RAFFLE

Discussions have begun with Alpina to supply a car for the 2016 Car of Your Dreams Raffle.

OKTOBERFEST 2015

Overall attendance was 758 attendees. Our thanks to each and every volunteer involved in making Ofest '15 a success.

OKTOBERFEST 2016

Will be held in Monterey, Ca in association with BMW's Centennial Anniversary. O'fest will begin on the Tuesday Legends of the Autobahn and Festorics. BMW will be the featured marque at the Rolex Monterey Reunion. The first planning meeting with Pacific Region Chapters was held in May. A meeting was held on Sunday August 30th with other key volunteers to further discuss options, roles and duties.

OKTOBERFEST 2017

Booked.

OKTOBERFEST 2018

Approved and Booked

LEADERSHIP 2016

The 2016 Conference will focus on the DEC and be held the last weekend of April at the DFW Westin.

REGIONAL EVENTS

The National Office attended and participated in the following regional events in 2015.

May 23rd: at the Vintage – Attended by Chris Hennecey, Lindsey Branston, David Rose and myself. David spent the day videotaping the event and interviewing members. L, C and F manned the recruitment and merchandise tent. 14 new members were recruited, which is the same as last year. While I do not know the actual number of attendees the car registration totaled 30.

Merchandise sales totaled: \$2437.00

May 23rd Bimmerfest West – Had a new location in 2015, AutoClub Speedway in Fontana, California. The event regularly attracts 3000 plus cars. The BMW CCA presence was led by EVP Eddy Funahashi, RVP Nick Owen, Nate Risch and Delight Lucas. 25 new members were recruited.

Merchandise sales totaled: \$1834.00

July 11th MPACT – managed by Pocono and NJ chapter members.
18 memberships
\$1797.00 Merchandise

July 20–21: Pittsburgh Vintage Grand Prix: Attended by Steve Johnson, Louis Goldsman, John Sullivan, Tim Beechuk, Chris Hennecey, Lindsey Branston, Satch Carlson – Guest Speaker and myself
43 memberships
3982.00 Merchandise (2014 \$3562.00)

July 24-25 Lime Rock Tudor Race – managed by John Sullivan and CT Valley Chapter
17 Memberships

August 15th Bimmerfest East managed by Paul Seto National Capital Chapter and Bob Isbitski from NJ Chapter
64 Memberships
\$3130.00 Merchandise

August 15–17: BMW CCA Monterey Weekend – Legends and Festorics
38 Memberships via website
35 memberships at event
\$7303.00 Merchandise (2014 \$4942.00)

October 17: EURO Auto Festival at Embassy Suites, Greenville TBD

AFFINITY/MEMBER BENEFIT PROGRAMS

Discussions have been opened with BMW Bank for a credit card program. Due to their schedule and ours it is unlikely that much progress will be made until late fall of this year.

HPDE INSURANCE 2015

The following update on the HPDE program was supplied by Ryan Staub:

We are planning to launch a new website by March of 2016. Our primary two areas of focus are to have a clean/modern look and a website that is more user-friendly for our customers.

If you have any questions or if you would like any additional detail, please let me know.

Thanks,
Ryan Staub

2011			2012			2013		
Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA
Jan-11	0	\$ -	Jan-12	0	\$ -	Jan-13	0	-
Feb-11	14	\$ 30.66	Feb-12	27	\$ 101.94	Feb-13	23	\$ 95.52
Mar-11	54	\$ 166.40	Mar-12	39	\$ 158.50	Mar-13	46	\$ 178.76
Apr-11	68	\$ 224.78	Apr-12	91	\$ 335.12	Apr-13	49	\$ 157.06
May-11	77	\$ 275.68	May-12	81	\$ 346.28	May-13	95	\$ 427.66
Jun-11	82	\$ 294.36	Jun-12	104	\$ 363.86	Jun-13	149	\$ 572.08
Jul-11	42	\$ 128.84	Jul-12	46	\$ 179.26	Jul-13	27	\$ 114.68
Aug-11	59	\$ 196.90	Aug-12	108	\$ 406.72	Aug-13	118	\$ 484.68
Sep-11	112	\$ 407.00	Sep-12	159	\$ 621.82	Sep-13	169	\$ 723.62
Oct-11	91	\$ 298.14	Oct-12	67	\$ 245.94	Oct-13	63	\$ 267.36
Nov-11	11	\$ 43.20	Nov-12	35	\$ 109.92	Nov-13	53	\$ 200.54
Dec-11	7	\$ 20.40	Dec-12	0	\$ -	Dec-13	9	\$ 32.06
Annual / multi-event policies	56	\$1,462.24	Annual / multi-event policies	90	\$ 2,135.24	Annual / multi-event policies	118	\$2,895.44
Total	673	\$3,548.60	Total	847	\$ 5,004.60	Total	919	\$6,149.46

2014		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-14	1	3.26
Feb-14	6	29.36
Mar-14	103	438.1
Apr-14	77	273.88
May-14	117	521.38
Jun-14	106	425.64
Jul-14	38	166.04
Aug-14	51	206.96
Sep-14	121	499.82
Oct-14	95	362.04
Nov-14	62	272.28
Dec-14		
Annual / multi-event policies	123	3,496.50
<i>Total</i>	900	6,695.26

2015		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-15	0	0
Feb-15	2	6.02
Mar-15	99	494.4
Apr-15	83	391.62
May-15	158	687.04
Jun-15	132	541.28
Jul-15	64	306.3
Aug-15	73	289.08
Sep-15	148	704.7
Oct-15	87	346.62
Nov-15	21	100.62
Dec-15		
Annual / multi-event policies	100	3,203.20
<i>Total</i>	967	7,070.88

**Member Source as of
11-09-2015**

Source	Total	Current	Lapsed	2011	2012	2013	2014	2015
Dealership	670	248	422	91	84	281	120	94
eBay	1	0	1	0	0	1	0	0
Email	112	68	44	4	43	5	14	46
FAX	7	7	0	0	0	1	0	6
Gift	1,246	627	619	5	302	385	363	191
Mail	597	535	62	25	24	39	27	482
Phone	398	260	138	6	47	103	98	144
Renewal	5	4	1	0	1	0	0	4
Street Survival	4,681	1,276	3,405	244	978	1,255	1,419	785
Walkin	154	83	71	0	5	64	42	43
Web-Bimmer Magazine	1,508	885	623	263	377	347	275	246
Web-BMW CCA Website	4,919	2,822	2,097	917	1,214	977	936	875
Web-BMW Center	2,602	1,621	981	0	527	768	753	554
Web-BMW Performance Center	780	546	234	0	0	252	261	267
Web-BMWBlog.com	173	135	38	0	3	44	44	82
Web-BMWCAR Mag UK by Unity Media	39	22	17	0	20	16	2	1
Web-Car and Driver Magazine	376	223	153	88	81	70	80	57
Web-Classic MotorSports	38	24	14	0	3	8	15	12
Web-CPO Sample Roundel	172	111	61	0	55	28	76	13
Web-Facebook	328	229	99	0	2	61	105	160
Web-GrassRoots Magazine	155	105	50	0	37	42	34	42
Web-Independent Shop/Dealer	870	525	345	0	165	280	231	194
Web-Link from Another Website	1,263	745	518	0	425	299	273	266
Web-National Aftersales Conference	4	2	2	0	0	1	2	1
Web-Performance BMW Mag UK Unity	8	3	5	0	0	6	1	1
Web-Radio Ad	8	4	4	0	1	4	1	2
Web-Referred by BMW CCA Member	3,764	2,567	1,197	1	97	1,302	1,233	1131
Web-Search Engine	1,526	959	567	0	341	361	399	425
Web-Sports Car Market Magazine	89	51	38	24	24	15	14	12
Web-Television Ad	11	6	5	0	2	4	3	2
Web-Word of Mouth	13,239	7,142	6,097	2,409	4,040	2,449	2,228	2113
Totals	39,743	21,835	17,908	4,077	8,898	9,468	9,049	8251

Membership Renewal Promotions 2015

Since the start of the year 725 members have opted for a 3 or 5 year membership in exchange for a promotional BMW CCA grille badge.

1st Quarter Lapsed Membership Offer pulled back 321 members.

2nd Quarter Lapsed Membership Offer pulled back 194 members.

3rd Quarter Lapsed Membership Offer pulled back 260 members.

Source	Member Count
Bimmer Magazine	904
BMW CCA Website	2843
BMW Center	1636
BMW Performance Center	547
BMWBlog.com	136
BMWCAR Mag UK by Unity Media	22
Car and Driver Magazine	223
Classic MotorSports	25
CPO Sample Roundel	112
Facebook	227
GrassRoots Magazine	106
Independent Shop/Dealer	526
Link from Another Website	749
National Aftersales Conference	2
Performance BMW Mag UK Unity	3
Radio Ad	4
Referred by BMW CCA Member	2598
Search Engine	959
Sports Car Market Magazine	51
Television Ad	6
Word of Mouth	7175

REGIONAL NEWSLETTERS

Dan Wu has submitted a first draft.

WI SALES TAX

We have been contacted by Badger Bimmers regarding a possible sales tax issue on their events. This is an issue the WI DOR is bringing up with various organizations. We need to determine a national response.

The State of Wisconsin exempts non-profit organizations that meet the following requirements from paying sales tax on admissions to its events:

1. The organization does not hold and is not required to hold a seller's permit
2. The nonprofit organization does not have taxable receipts exceeding \$25,000 during the calendar year, or, the nonprofit organization sales of otherwise taxable tangible personal property or services or its admission to events occur on 20 days or less during the calendar year. (For any sales of admissions or tickets, only the actual days of the events are counted, not the days of ticket or admission sales)
3. The nonprofit organization or governmental unit does not conduct an event involving entertainment for which the nonprofit organization or governmental unit or other persons pay in excess of \$500 for the entertainment and admission that is charged.



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Marketing Report

Sponsorship Overview

We have developed all new 2016 sponsorship packages for Legends, Festorics, and Oktoberfest and are working on selling these opportunities to new and returning sponsors. 2015 was a record sponsorship year and with BMW's 100th anniversary on the horizon, 2016 is sure to be another great year!

Below is a list of the 29 sponsors and vendors that supported this year's O'Fest.

Oktoberfest 2015 Sponsors

Michelin, Shell V-Power NiTRO+ Premium Fuel, BMW NA, Liberty Mutual, Bridgestone, Griot's Garage, Pirelli, HRE Wheels, Akrapovic, BMW of Atlantic City, Spaten, Redd's Biergarten, Prestige BMW, Dinan, BMW Performance Center, Odometer Gears, The Werk Shop, Atturo Tire, BC Tire Service/Hankook, XPEL, Hagerty, Turner Motorsport, BMW CCA Foundation, La Jolla Independent, Forgeline, Enthusiast Media Group, Quad Graphics, MicroBead Car Covers, Mini Bimmers

Video Update

Not only did HRE Wheels sponsor the Wednesday-night dinner at the 46th Annual BMW CCA Oktoberfest, but they also brought their film crew along to capture the action. The video they produced was shared across all of HRE's social media channels and was picked up by the BMWBlog, which provided some significant exposure for the Club and the event. You can view HRE's O'Fest video here: <https://youtu.be/BS6YOCfsyL4>

David Rose and Nick Parente were also on hand this year and were able to turn around a quick teaser video in time for the banquet with highlights from the week. The video was also distributed online via all of our communications channels. This is the first of many videos to come documenting the amazing time we had at O'Fest 2015! <https://vimeo.com/140693679>

Rose and Parente also produced a promo video for next year's O'Fest and the Celebrate BMW festivities in Monterey, which you can view here. <https://vimeo.com/140496031>

Raffle Update: Dinan Club Edition M4

This year's raffle broke all previous records with 48,794 tickets sold. On Thursday, September 10—the advertised close of raffle—we set an all-time single-day ticket sales record with 3,714 tickets sold.

The grand prize winner, Joseph Young, of Clearwater, FL has taken delivery of the Dinan Club Edition M4 and will be sending us some photos to use in our communications.

Third Quarter 2015 Lapsed Member Promotion

All lapsed members were offered a special deal via email to rejoin the Club between Monday, October 19, and Friday, October 23, 2015. Those who received the offer were able to reinstate their membership for one year at \$42, two years at \$84, and three years at \$126. During the third quarter lapsed member campaign we were able to add 260 lapsed members back to the Club.

1YR Members: 195

2YR Members: 45

3YR Members: 20

Members-Only Two-Day M School Dates For 2016

This year's Members-Only M Schools were a huge success and all of them sold out! As a result, we have secured 2016 M School dates thanks to Mike Renner. The first Two-Day M School will take place at BMW's Performance Center at Thermal Club Raceway near Palm Springs on February 6–7, with the second taking place March 12–13 at the Performance Center's Spartanburg location.

The \$3,395 (normally \$3,995) course includes a full range of current M cars and training on a variety of courses by professional instructors. These courses offer drivers of all skill levels the opportunity to gain the confidence and skill to push any of BMW's most powerful offerings to the limit. Travel arrangements are not included, but the price does include meals, lodging, an M School jacket, and everything needed to make this two-day celebration of M power complete.

Members can register for the schools, by calling BMW Registration at (888) 345-4BMW. Individuals must have a valid BMW CCA membership to participate in this program.

New Apparel in the Store, Cyber Monday, and Gift Membership Promo

We've just released a number of new store items in time for the holidays including the 2015 BMW CCA Chronograph, No. 25 CSL youth shirt, new E9 and E30 short sleeves, a long sleeve 507 shirt, Club Racing 20th anniversary hat, and map logo flags.

Cyber Monday

Our popular Cyber Monday sale returns again this year! This is our biggest and best sale of the year with one-time only deals on Club apparel and accessories. The Cyber Monday sale will run until midnight eastern on the Monday following Thanksgiving. Free items will be offered with purchases of \$100 or more. In addition, we will be promoting the free ornament offer with each gift membership in the email.

Holiday Promo: Free Ornament With A Gift BMW CCA Membership

For each gift membership purchased during the month of December, the recipient will receive a free BMW CCA Christmas ornament! Plus, the purchaser and the recipient will be entered to win a one-day M School as part of the 2015 Membership Drive.

Email Communications Update

We recently redesigned the regional events newsletter with a new mobile-friendly and responsive format. The new design makes it easier than ever to read on a smartphone and find events in your area.



Below I have included some stats for a few of our most recent emails. As you can see, we continue to maintain an excellent open rate across the board for our email communications.

Message Name	Date Sent	Open Rate	Click-Through Rate
South Atlantic Region Events	10/29/2015	34.1%	2.4%
Roundel Weekly	10/27/2015	32%	10.1%
Pacific Region Events	10/22/2015	38.2%	3.2%
Roundel Weekly	10/20/2015	34.2%	11.5%
North Central Regional Events	10/15/2015	35%	2.4%
Roundel Weekly	10/13/2015	34%	10.2%

Website Traffic

On Thursday, September 10, 2015 we set a single-day record for website traffic this year with 18,898 unique visitors in one day. This was the advertised final day of raffle ticket sales before the extension.

Unique Visitors to bmwcca.org Comparison

	2013	2014	2015
January	47,850	87,546	125,404
February	55,512	86,321	123,996
March	63,637	94,806	136,600
April	62,441	82,207	137,828
May	69,641	132,192	139,440
June	69,758	164,718	175,770
July	84,110	145,526	150,620
August	89,368	129,512	165,252
September	66,321	152,062	189,101
October	68,271	131,485	116,259
November	71,793	116,464	
December	77,343	152,877	

Top Referring Websites (July 1, 2015 through October 31, 2015)

1. Google	255,456
2. Yahoo	7,402
3. Facebook Mobile	7,085
4. Bing	6,670
5. Facebook	4,192
6. Ofest.bmwcca.org	2,216
7. BMW USA	1,585
8. s14net.vbulletin.net	1,364
9. Twitter	1,118
10. Bimmerfest.com	893
11. Bringatrailer.com	872
12. Bimmerforums.com	730
13. Surveymonkey.com	645
14. Roadatlanta.com	547
15. Germancarsforsaleblog.com	505

Most Popular Pages and Sections in Terms of Pageviews (July 1, 2015 through October 31, 2015)

1. Forum	293,640
2. Classifieds	88,341
3. News	44,806
4. Raffle	41,669
5. <i>Roundel</i>	33,949

6. Media Gallery	22,403
7. Chapter Finder	13,840
8. Calendar	13,750
9. Membership Benefits	11,066
10. Vehicle Rebate	9,150
11. Store	8,891
12. My Garage	5,137
13. Roadside Assistance	3,905
14. National Events	3,013
15. Events App	2,112

Regional Events Newsletters 2016 Schedule

Below is the Regional Events Email Newsletter Schedule for 2016. Chapters are required to have all event dates, descriptions, and links submitted to the National Events Calendar one week prior to the actual email send date. Every region will have four of these email Newsletters per year. Events not entered into the National Calendar will not be included in the email.

To submit your chapter's events follow the link below and click the log in button. Once you log in you will be automatically directed to the event submission form.

<https://www.bmwcca.org/node/add/bmwcca-event>

Events Must Be in the Calendar by:

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
North Atlantic	Jan. 21	April 21	June 30	Sept. 29
North Central	Jan. 28	April 28	July 7	Oct. 6
Pacific	Feb. 4	May 5	July 14	Oct. 13
South Atlantic	Feb. 11	May 12	July 21	Oct. 20
South Central	Feb. 18	May 19	July 28	Oct. 27

Email Send Dates

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
North Atlantic	Jan. 28	April 28	July 7	Oct. 6
North Central	Feb. 4	May 5	July 14	Oct. 13
Pacific	Feb. 11	May 12	July 21	Oct. 20
South Atlantic	Feb. 18	May 19	July 28	Oct. 27
South Central	Feb. 25	May 26	Aug. 4	Nov. 3

Chris Henneey
 Director of Marketing & Communications
 BMW CCA

