

**BMW Car Club of America
Board Conference Call
June 7, 2017**

Wednesday, June 7, 2017

1. Call to Order

The conference call was called to order by President Steve Johnson at 7:05 EST.

2. Attendees

Board Members: Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; Tim Beechuk, North Central RVP; Jeff Gomon, South Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Jeff Cowan, Pacific RVP.

National Office and Roundel: Frank Patek, Executive Director; Lindsey Branston, Director of Financial Operations and Stephen Elliott, IT.

3. Updates

Frank Patek reports the possibility of shifting the DEC and Chapter Congresses into the fall to utilize the congress for planning of the upcoming year. This will allow all RVP's to work with their chapters and assist with some type of calendar for the upcoming year. We would like to have these congresses during the 4th quarter of the year. Lindsey has contacted the hotel in Dallas regarding dates. They have dates available in March, October and November 2018. Our Annual Meeting will then be held in Greenville each year. This will allow all board members to visit headquarters and meet the CCA staff.

Monterey Week will be pushed back one week for 2018. There will be no featured marque for 2017, which may result in low attendance.

BMW NA sent an email to Frank Patek indicating that it would be approximately ten (10) days before they could provide information on safety features.

Motion: Steve Johnson made a motion to shift the DEC and Chapter Congress from the first (1st) quarter to the four (4th) quarter of each year. Darlene Doran seconded the motion. Motion passes 8 in favor, 1 absent.

IT

Stephen Elliott reports currently all board members have their board email address which is forwarded to their personal email of choice. Jeff Cowan, Pacific RVP has suggested creating a mass email i.e. magna mail to reach out to all five (5) of our different regions. Stephen suggested the best way for this would be to create inboxes for all board members at a minimum cost each month. This inbox would be passed onto your successor once you leave office. Frank Patek wanted to make sure that each board member is fully aware that the inbox will be the property of BMW CCA and you will have no privacy with emails sent or received from this email address. The inbox will assist future board members with happenings in previous years. This will

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assist with emailing chapter officers or individual officers. It will also create a professional appearance from BMW CCA.

Chapter Issues

Dwayne Mosley reports he had his quarterly conference call on June 6, 2017 and Josh Brown who we met with in New Orleans said he wanted to attend the call; however he didn't attend the call. Dwayne did send an email to all who attended the call including Josh Brown.

Lou Ann Shirk reports that Mike Renner will be attending the Pittsburgh Vintage Grand Prix.

Jeff Gomon reports he has reached out to chapter leadership in the last two weeks asking if anyone had any outstanding questions. 1) Kansas City has contacted Bruce Heersink asking if there was going to be another event at ITS at Hallet in October. Mr. Heersink indicated the ITS has no funds for any events. The chapters participating in the event are Lone Star, Kansas City, Sunbelt and Great Plains.
2) Jim Moffitt membership chair has asked if there was a central drop box for ideas and or documents on membership retention.

4. Adjourn at 8:00 PM EST

Motion: Darlene Doran made a motion to adjourn the conference call. Dwayne Mosley seconded the motion. Motion passes 9 - 0.

**BMW Car Club of America
Board Conference Call
July 11, 2017**

Tuesday, July 11, 2017

1. Call to Order

The conference call was called to order by President Steve Johnson at 7:01 PM EST.

2. Attendees

Board Members: Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Tim Beechuk, North Central RVP; Jeff Gomon, South Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Jeff Cowan, Pacific RVP.

National Office and Roundel: Frank Patek, Executive Director and Lindsey Branston, Director of Financial Operations

Absent: Brian Thomason, Treasurer

3. Updates

BMW CCA New Location

Steve Johnson reports that Frank Patek and Lindsey Branston have had several meetings with the architect firm discussing different designs for the new building. Frank and Lindsey also had a meeting with the Foundation which was intended to be a meeting as to their wish list or ideas as to what the Foundation would be looking for which was to be included into our design. We have downsized the building by approximately 5,000 sq. ft., the look and feel of the building will be the same as before. The Foundation has indicated an interest in placing our building in front of theirs for proximity issues, which will give them more time to re-develop a new building. BMW CCA will give the Foundation a drop-dead date of September 8, 2017 for their wish list of items.

Dues Increase

Frank Patek articulated pushing off the dues increase date for several reasons. Our new database will not go live until sometime in October, 2017. He suggested creating a Regional base pool of money that could fund activities within each region. Chapters will need to apply for the funds and expenditures will need to be approved by the board.

Motion: Darlene Doran made a motion to postpone the dues increase until January 1, 2018. Lou Ann seconded the motion. Motion passes 8 – 1 absent

BMW CCA Friend of the Club Award

Frank Patek would like to present Ludwig Willisch the President of BMW NA the BMW CCA Friend of the Club Award since he will be retiring from BMW NA.

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Motion: Steve Johnson made a motion to award Ludwig Willisch the Friend of BMW CCA Award in Monterey, CA in August. Darlene Doran seconded the motion. Motion passes 8 – 1 absent

Oktoberfest 2018

Frank Patek reports he will be meeting with the Allegheny Chapter as to all scheduled event status. The Allegheny Chapter feels we should utilize the track more days than we have scheduled.

4. Chapter Issues

Jeff Cowan, Pacific Regional RVP requests Regional Status for the event with Golden Gate and Los Angeles Chapters at the BMW CCA Performance Center in Thermal, November 3 - 5, 2017.

Motion: Jeff Cowan made a motion to grant Regional Status for the Golden Gate and Los Angeles event at the BMW CCA Performance Center event in Thermal, November 3 -5, 2017. Tim Beechuk seconded the motion. Motion passes 8 – 1 absent

Lou Ann Shirk, North Atlantic RVP reports the Northern New England Area chapter newsletter is in process and should be published in August, 2017.

Dwayne Mosley, South Atlantic RVP reports he is still having discussions with the three (3) chapters in Florida regarding shared services. Dwayne will be having discussions with Sebring regarding a BMW corral. Sebring has sent two (2) proposals for a corral which both were outrageous.

Jeff Gomon, South Central RVP reports he has been having discussions with the Leadership Committee members. Jeff Gomon will be the board liaison for the committee.

Motion: Jeff Gomon made a motion to grant Regional Status for No Excuses 12 driving school, plus ITS October 12-15, 2017 with the Lone Star, Kansas City, Great Plains and Sunbelt chapters. Jeff Cowan seconded the motion. Motion passes 8 – 1 absent

5. Adjourn at 8:04 PM EST

Motion: Steve Johnson made a motion to adjourn the conference call. Darlene Doran seconded the motion. Motion passes 8 – 1 absent

**BMW Car Club of America
Board Meeting
Palm Springs, California
September 23, 2017**

Saturday, September 23, 2017

1. Call to Order

The meeting was called to order by President Steve Johnson at 8:00 AM PST

2. Attendees

Board Members: Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; Tim Beechuk, North Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP; Jeff Gomon, South Central RVP and Jeff Cowan, Pacific RVP

National Office and Roundel: Frank Patek, Executive Director; Lindsey Branston, Director of Financial Operations; Kyle van Hoften, Director of Marketing and Corporate Partnerships; and Satch Carlson, Roundel Editor-in-Chief.

Chairs: Gary Davis, Club Racing; Steve Stepanian Pac DEC (sitting in for DEC Chair)

Guests: Bruce Smith, Foundation; Athena Brekke, Golden Gate Chapter; Nick Owen, San Diego Chapter; Greg Uhler, San Diego Chapter and Lisa Goehring, San Diego Chapter.

3. Minutes

The minutes of the May 20, 2017 Board meeting were approved by vote during the Board Conference Call on June 7, 2017. Reading of the minutes will be waived.

Affirmation of votes on conference calls since last Board Meeting.

- Proposed changes to the DEC and Chapter Congress

Motion: Steve Johnson made a motion to shift the DEC and Chapter Congress from the first (1st) quarter to the four (4th) quarter of each year. Darlene Doran seconded the motion. Motion passes 8 in favor, 1 absent.

- Proposed Dues Increase Postponed

Motion: Darlene Doran made a motion to postpone the dues increase until January 1, 2018. Lou Ann Shirk seconded the motion. Motion passes 8 – 1 absent

- Friend of BMW CCA Award

Motion: Steve Johnson made a motion to award Ludwig Willisch the Friend of BMW CCA Award in Monterey, CA in August. Darlene Doran seconded the motion. Motion passes 8 – 1 absent

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- Pacific Regional Status granted

Motion: Jeff Cowan made a motion to grant Regional Status for the Golden Gate and Los Angeles event at the BMW CCA Performance Center event in Thermal, November 3 -5, 2017. Tim Beechuk seconded the motion. Motion passes 8 – 1 absent

- South Central Regional Status granted

Motion: Jeff Gomon made a motion to grant Regional Status for No Excuses 12 driving school, plus ITS October 12-15, 2017 with the Lone Star, Kansas City, Great Plains and Sunbelt chapters. Jeff Cowan seconded the motion. Motion passes 8 – 1 absent

- Set aside Funds

Motion: Tim Beechuk made a motion to set aside one dollar (\$1.00) per primary member only per year from the dues increase to be reevaluated in one (1) year. These funds will be available in 2019. Steve Johnson seconded the motion. Motion passes 8 – 1 absent

- New Building Drawings

Motion: Steve Johnson made a motion to accept the architectural design drawings #2 as presented to the Board as the design we move forward with. Darlene Doran seconded the motion. Motion passes 8 – 1 absent

- 640 Main Street On Market

Motion: Tim Beechuk made a motion to allow Frank Patek to place the 640 Main Street condo on the market for sale. Dwayne Mosley seconded the motion. Motion passes 8 – 1 absent

Motion: Steve Johnson made a motion to affirm the above conference call votes. Darlene Doran seconded the motion. Motion passes 9-0.

4. Reports

4.1 President

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

4.2 Executive Vice President

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

4.3 Secretary

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

4.4 Treasurer

Brian Thomason had nothing to add to his pre-meeting report.

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4.5 *South Atlantic RVP*

Dwayne Mosley added to his pre-meeting report that he was originally going to Chattooga, TN to present Rob Mitchell his Friend of BMW CCA Award. He has decided to present Rob's and Ian's award to them during Oktoberfest 2017.

4.6 *North Atlantic RVP*

Lou Ann Shirk had nothing to add to her pre-meeting report.

4.7 *Pacific RVP*

Jeff Cowan had nothing to add to his pre-meeting report.

4.8 *South Central RVP*

Jeff Gomon had nothing to add to his pre-meeting report.

4.9 *North Central RVP*

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

4.10 *Executive Director*

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

4.11 *Roundel*

Satch Carlson had nothing to add to his pre-meeting report.

4.12 *Driving Events Committee*

Jack Joyner had nothing to add to his pre-meeting report.

4.13 *Club Racing Committee*

Gary Davis had nothing to add to his pre-meeting report.

5. Review Action Items

6. Discussion Topics

6.1 *National Events*

6.1.1 *Oktoberfest 2017*

Frank Patek reports that our current registration for Oktoberfest is currently at 316 attendees.

6.1.2 *Oktoberfest 2018*

Frank Patek reports this event will be in Pittsburgh in July.

6.1.3 *Oktoberfest 2019*

Frank Patek reports the event will be held in Greenville, SC celebrating 50 years of BMW CCA.

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6.1. Oktoberfest 2020

Frank Patek reports the event will be held in Palm Springs, CA.

7. Regional Events

7.1 *Updates* – Nothing at this time.

8. National Programs and Services

8.1 *Updates*

8.1.1 IT

Frank Patek welcomes a new IT Staff member Edward Tamsberg. Edward brings additional web development experience including Drupal and WordPress. The Foundation has partnered with BMW CCA and receives 12 hours per week of Edward's time for IT support and development.

Our database is behind schedule and should launch the first of December which puts us very close to January 1, 2018 which is when we are launching the dues increase. Integrating with Chase Paymentech has proved to be difficult for ACGI as well.

8.1.2 Club Racing

Gary Davis reports they have new racing partners VRG at Watkins Glen. A new track venue at NCM track at Bowling Green, KY and potential new sponsors Michelin, Cooper Tire and Sparta.

8.1.3 Driving Events Committee

Steve Stepanian reports the ITS Training as a Nationally Recognized Instructor program by the Motorsport Safety Foundation. Any of our ITS graduates and grandfathered instructors with a level 2 certification and with the completion of level 1.

There will be an ITS Charrette in the Northeast and also in Dallas.

2018 DEC Conference will be the first weekend of November 2-3, 2018.

Motion: Steve Johnson made a motion that the Board of Directors will make all appointments to the DEC. Brian Thomason seconded the motion. Motion passes 9-0.

Motion: Steve Johnson made a motion that the Board of Directors each year will reaffirm all volunteer appointments at the Annual Meeting. Tim Beechuk seconded the motion. Motion passes 9-0.

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8.1.4 Charity Matching Funds – Nothing at this time.

8.1.5 Raffle

Frank Patek reports that the raffle is falling behind its budgetary target.

8.1.6 SIG's – Nothing at this time.

8.1.7 Roundel

We have added Jackie Jouret as a writer to the magazine. We have lost a few columnists beginning at the new year.. Jeremy Walton's last column will run in December 2017. *Roundel Weekly* we will be adding a few new writers. Nick Parente will be the compiler of articles. We have Kimberly Austin as our communications person.

8.1.8 National Office

8.1.8.1 Regional Newsletters – Nothing at this time.

8.1.8.2 New CCA Location

Frank Patek reports that we have downsized the projected building expecting the costs to be lowered when in fact the opposite occurred. We still have some cushion as far as time constraints.

8.1.8.3 Election Status

Up for reelection are the positions of President, South Atlantic RVP and North Central RVP.

8.1.9 Member Committees – Nothing at this time

9. Policy and Administration

9.1 Ombudsman – Nothing at this time

9.2 Benefits Update – Nothing at this time

9.3 BMW Clubs International – Council meeting is October 10, 2017 in South Africa.

9.4 Operations Manual

Rewrite and Update – in progress

9.5 Tech Rep's Update – Nothing at this time.

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9.6 Strategic Plan

Frank Patek reports we met in February 2017 and it's now September 2017 and we need to get something done.

9.6.1 Oktoberfest

We need to take a hard look at this event and decide if it will continue past 2020 in the format it has for the last 50 years. Does it need to bifurcate into a long weekend driving event and another long weekend which is social? This event as it stands isn't cheap at all.

9.6.2 Volunteerism

There isn't the same level of volunteerism and drive we normally would see on the chapter level. 68 chapter newsletters are incredibly inefficient, redundant and we just don't need them. We as CCA need to come to terms with some type of consolidation for chapters, either for

chapters themselves or services. Bring operations together in a way to save money, streamline efficiencies and be better prepared to deliver services on a local level. Chapters need to know what CCA is working toward. CCA needs to create positions and request more volunteers to take on smaller positions and feel like they are contributing. Time is the largest problem facing our volunteers. Some chapters do newsletters every month, bi monthly and even 90 days. Brian Thomason has been struggling with the idea of consolidation of chapters since it's under his part of the strategic plan.

9.6.3 Redistrict Regions

Brian Thomason suggests we possibly add an additional region and redirect the states to better serve membership. We need to create a middle tier of management to the RVP positions. RVP's need a feeder pool of volunteers. This way they can watch the progress of these volunteers for potential new RVP candidates. What does a successful outlook for a chapter look like?

9.6.4 Dream List for Newsletters/Combined Services

Inland, Oregon and Puget Sound
Sacramento, Sierra and Golden Gate
Central California, Vegas, Los Angeles, Hawaii and San Diego
New Mexico, Sonora and Roadrunner
Wasatch and Rocky Mountain Chapter
Sunbelt, Tejas, Lone Star and Houston
North Star, Kansas City, Great Plains and Iowa
Badger Bimmers, Windy City, Illini and St. Louis
Michana, Motor City, Hoosier, Bluegrass, Buckeye and Northern Ohio
River City, Choo-Choo, Old Hickory and Smoky Mountain
Heart of Dixie, Bayou and Gulf Coast

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First Coast, Sunshine, Everglades, Florida Suncoast and Puerto Rico
Tarheel, Sandlapper and Peachtree
Allegany and Mountain State
Delaware Valley and Nittany Bimmers
National Capital
New Jersey and Pocono
Trillium and Genesee Valley
Patroon and Connecticut
New York
Pine Tree, White Mountain and Green Mountain
Boston
Tidewater and Blue Ridge

Depository content for newsletter articles are being deposited on closed Facebook groups and seems to very successful. Each region should have a copy collection editor, to make the process smooth.

9.6.5 The Member Experience - Presented by Lou Ann Shirk

Mission: Deliver experience through Efficiency / Effectiveness, Consolidation, and Recognition

Member Experience Research findings:
Suggestions keep coming back to surveys. (*Consensus from CCA Board was that surveys have not been very successful in reaching entire membership.*)

A. Efficiency/Effectiveness-Engagement is the key:
Engagement Touch Points
 Website
 Online communications
 Social Media

Website

What is suggested: Build the relationship *and* encourage action with every website visit to ensure you're providing tangible member value.

What we do: Our website is where our members go for information, participate in our online community, register for events and manage their membership profile and membership renewal. We do this very well.

Suggestions for improvement: *Since our website is our primary identity online, moving forward with the new go live should greatly enhance the membership experience online with an even better ease of navigation readily available information.*

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Online Communications

What is suggested: Engaging members on your website starts with offering fresh, useful content that is targeted to your audience. But keeping them engaged and participating involves - at the very minimum - alerting them to fresh content and enabling two-way communications. (Your website should be the "mother ship" of your organization's online community.)

What we do: Roundel Weekly, email blasts, CCA APP

Suggestions for improvement: Keep members informed of latest and greatest through all online outlets. Promote the BMW CCA APP. Most members do not know it even exists.

Social Media

What is suggested: Enable and promote two-way social media engagement with members. Also suggest mini surveys.

What we do: BMW CCA Facebook page

Suggestions for improvement: Post more alerts on Facebook to encourage members to visit the CCA Website for specific information. Include links to all things BMW CCA. Maybe add an occasional one question survey with a yes or no answer.

Consolidation (Area Partnerships)

Consolidation of Chapters:

Consolidation is important for the growth and survival of the BMW CCA

Suggestions: Start with similar demographic chapters with a shared vision and same level of commitment to have a combined website and Newsletter to ease the compliance issues that currently exist. Continue

to search for ways to have only 1 Chapter Certificate for several chapters across state borders and how to work the financials for the consolidations.

Consolidation of National Association:

Moving the CCA headquarters puts all of the BMW CCA amenities in one campus, thus resulting in a travel destination/experience.

Suggestions: Provide continuous construction updates on the new CCA Headquarters location to the membership to make them feel involved and encourage visitation when completed. Good opportunity to promote Ofest 2019 being held in S.C.

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Recognition: Promote excellence through awards and recognition.

Suggestions: Continue to promote the Recognition Program to award members on all levels that go above and beyond to support and promote the BMW CCA.

Add an Award for National Service Officers currently excluded from the Recognition Award Program or make a change to the Program to include NSO's. (The NSO Award could be selected by the BOD??)
Example Award attached:

National Committee/National Service Officer Award

Nominating an NSO:

The nominator may be any BMW CCA BOD member in good standing, or any member of the National Office staff. Nominations **(will be completed on the official nominating form)** and must be submitted to the RPC by the date indicated on the form.

Eligibility for a Recognition Award:

A nominated individual or chapter must have been in good standing and full compliance for the entire nomination period. The nominee may not be in current litigation with BMW CCA, BMW CCA Foundation, BMW NA or BMW AG. The nominee may not currently owe on any invoice to the BMW CCA, BMW CCA Foundation, BMW NA or BMW AG.

(As it stands now, current National Board members, National office paid staff, and current National Committee Members are NOT eligible for Recognition Awards during the term of their position.)

Deadline for Nominations:

The qualifying period for each award will be the calendar year preceding the award (January 1 through December 31). Nominations may be submitted throughout the calendar year and must be received by January 31st 5:00pm EST of the year following the qualification period.

The winning nominee(s) will be the member who exceeds in most or all of the following:

- a. Has a vast knowledge of BMW CCA
- b. Has a reputation for going above and beyond
- c. Investment of time/energy in the Club

9.6.6 Opportunities for Participation (Goal Champions: Tim Beechuk and Jeff Cowan.)

Volunteering – Nurture opportunities for volunteering through recruitment, training and a favorable experience; use technology

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platform to connect volunteers; maintain the values of camaraderie, sharing and responsibility through volunteerism.

Nurture opportunities for volunteering through recruitment

Use bmwcca.org, the club's mobile app, and Roundel to promote volunteering opportunities throughout the club at both National and chapter level.

Create a volunteer center on the website (possible names: Get Involved, Join the Team, How to Volunteer) that explains what volunteers do across the club. Include short testimonial quotes (and ideally video clips) from a select group of volunteers around the country. Include a simple form that allows members to submit their interest in getting involved. Route form submits to the Chapter Volunteer Coordinator (Chapter to determine who on their board will hold this position or create a new role).

Require a new chapter officer position for Volunteer Coordinator whose job it is to define the chapter's volunteer positions, promote volunteering in their communication channels and at events, seek out volunteers, and connect them with the right committees. This person can be tapped by National when National/Regional events need volunteers such as Bimmerfest (I think the reason this is met with resistance from chapters is because National asks the officers of chapters to do this and they are tapped out. If chapters had these VC positions and volunteer pools it doesn't tax the officers to do extra work).

Perhaps there should be two VC positions, one for driving events and one for social due to differing experience/criteria.

Consider creation of value/points/gamification for volunteering. Use points earned to pay for chapter activities or National/Regional activities (maybe they can be turned into MSR credits). Give value for volunteering. Give points to redeem at the store. National Volunteer Coordinator to kick things off? Could Kyle kick this off? Or get support person to do this reporting to him? Secondary benefit: National is able to do more for chapters.

Using technology to create values of camaraderie

Create facebook groups or other social media 'forum' that align to chapter activity chairs and add the chairs from all chapters (National to do this). There would be group pages for DEC, Autocross coordinators, Driving Tour coordinators, etc. Benefit: enables chapter coordinators to communicate beyond the borders of their own chapter and share ideas. Should have secondary effect of showing that we are one club

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not separate entities (similar to how chapter leaders engage with each other on RVP calls—scale this out to activity chairs). This should be easy but may require an intern to execute (the BMW CCA website forum is not an option – this isn't how people communicate anymore).

Discuss reinvention of the club's mobile app to be an effective tool and gain real adoption. Tech committee knows this needs to be addressed—be sure we are getting value for the investment.

Consider 'Account Based Marketing' approach. Use our database of known members to profile special interest groups and create campaigns to get them involved. Example, target SUV and Mini crowd and scale Roundel team to support a blog for this topic/interest. What else can we learn about our membership and take action on? Prioritize identifying members who may be underserved and help them feel more connected to the club.

New Opportunities – Explore opportunities for new types of events to connect members that may not be interested in traditional track activities.

Requires a 'business development' approach. Identify members who do not participate in chapter activities (how?). Launch a campaign to these members to engage them in a different way. Survey, email, direct mail, and calls—requires a very personal touch. Kyle could own or manage another resource for this, we feel it must be administered at national level to work. Any learnings about types of events these members want can be coordinated with the Volunteer Coordinators to bring these to life within chapters. Has potential to affect retention in a big way since this is a large underserved audience within our membership.

Consider a 'Chapter Toolkit' concept that fosters sharing of event ideas—could be part of above social groups. We can even have one for RVPs which helps knowledge share with future board members (Example, structured agendas for leading regional conference calls). We can also celebrate other chapter activities via national recognition. And these could be promoted in RW. This is a way to expose the great work and knowledge within chapters to foster club spirit nationally without creating new content. Easier to manage.

National should appeal to the Mini, BMW SUV, BMW i audiences as targeted campaigns. We may need to create 'non-geo chapters' for these groups as a start point to have a place for them within our framework. RVP's can nominate committee members to work with National to find the influencers in these groups and promote them to

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lead these new chapters. Arguably, this tactic has a secondary benefit of growing the club's membership through infusion of new members.

This also aligns to the 'You Are Important' campaign in Section 5 of the plan.

Traditional Events – Maintain the quality of the association's signature events and chapters hosted events; recognize the successful chapter activities and the methodologies to replicate.

Signature Events

Definitions: We are using the lens of National events such as Oktoberfest, Legends, Festorics. Does this include Vintage in the Vineyard, Amelia Island, Pittsburg Grand Prix, Bimmerfest, M-fest and the like?

I would seek guidance from the National staff on how they see these events maintaining 'quality'. Some distinction should be made between the member experience at these events and what sponsors are willing to support.

When sponsoring events such as Bimmerfest, we recommend staffing extra workers to function as booth drivers, walking in the crowds, handing out promo cards, etc. National events need to structure to have extra staff to work as booth drivers, passing out promo cards, etc.

Do more regional or multi-chapter events. Examples: Flat Out Classic and North Central Roundup in the Midwest, and Pazifik Eskapade,

Chapter hosted events

Unless there is a noticeable degradation of traditional events, the chapters will keep doing what they know (and love) so long as members support by paying for or showing up at their events. Our current min standards support most of these activities. Any issues here are likely specific to a chapter which is dealt with at RVP or DEC levels usually.

Roundel – Promote the diversity and breadth of volunteering, opportunities and events.

We think this wraps into section A (Volunteering) above. And the Chapter Toolkit will inspire chapter to try new events. We already see examples of this when chapters share their awesome events on the conference calls, the advantage of the toolkit is that it reached wider audiences.

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9.6.7 Weekend Getaways

Frank Patek reported that the MOA has a very successful attendance rate for these of events. Many other chapters have much success with weekend getaways.

9.6.8 Chapter Excellence/Governance

Brian Thomason reports he has gone through the standards and given them a point system. We should refrain from using the word “consolidation” and use Area Partnerships. Brian suggest that if we want our RVP’s to continue to members of the board we need to set up an Advisory Committee which sit under the RVP’s made up of two (2) individuals from each region which will assist the RVP’s with smaller tasks they are currently having to do themselves. This would also assist with vetting members for the National Board. The current RVP’s will request resumes and select two (2) individuals and bring to the board for approval and appointment. These individuals need to be from separate chapters.

11. Financial

11.1 2017 Status

Lindsey Branston and Brian Thomason report that as of August 31, 2017 we have an income variance of (\$116,803). Raffle numbers are excluded in this number as the numbers only appear after the Raffle has closed. We have a negative net income of (\$420,887).

12. Chapter Issues

12.1 Conference Calls

12.2 Chapter Probation Report

Lindsey Branston reports the following chapters rebates will be withheld due to newsletter non-compliance.

Bluegrass Bimmers, Delaware Valley, Hawaii, Kansas City, Lone Star, Puerto Rico, River City Bimmers, Sin City and Smoky Mountain.

12.3 San Diego Chapter Issue

Steve Johnson and Frank Patek report on the lawsuit CCA has had to defend which involved the San Diego Chapter. Nick Owen was served papers as the president of the San Diego Chapter. The lawsuit was dismissed by the Judge. The lawsuit involved two (2) San Diego members, Chris Keefer and Matt Kriegsfeld.

Motion: Jeff Cowan made a motion to revoke the membership of Matt Kriegsfeld and Chris Keefer from the BMW CCA for exposing the Club to unnecessary legal, financial

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liability, pursuant to 4.6.4 of the Operations Manual. Brian Thomason seconded the motion. Motion passes 8-1 abstention.

North Atlantic Region

Lou Ann Shirk reports the Connecticut Valley Vice President has resigned his position.

13. Membership

13.1 Membership Drive – Nothing at this time.

13.2 Marketing – see attached report

14. BMW NA – Nothing at this time

15. New Business

15.1 Clubs Canada - Trillium

Frank Patek reports that Trillium is ready to roll right into BMW CCA. The only issue Frank sees is they are requesting thirty (30) additional issues of *Roundel* on top of the membership for handing out to sponsors on a monthly basis. The delivery of these will be very expensive. CCA has given Trillium two (2) pages in the *Roundel* on a monthly basis. Trillium will be just another CCA chapter. They will pay in US funds. Our current insurance does in fact cover Canada. Any member of the Trillium chapter has the right to run for any board

position. We could go back to Clubs Canada and offer them a merger. At that time we could expand our board and give them two (2) positions. Frank has spoken with Tom Plucinsky at BMW NA and Trillium will receive a rebate on vehicles purchased. This new chapter can purchase raffle ticket and can win the prizes. All of our current benefit programs will also be offered to Canada as well. This new chapter will be assigned to the North Atlantic Region.

15.2 Chapter Board Member Positions

The BMW CCA Board suggests that we change the Ops Manual to reflect that family members may not serve concurrently as a voting board member of the same chapter in the positions of President and Treasurer, as this is a conflict of interest.

16. Future Meetings

16.1 Board Meetings

December 7-10, 2017 Seattle, WA

March TBD – Greenville, SC

**BMW Car Club of America
Board Meeting
Palm Springs, California
September 23, 2017**

17. Adjourn

Motion: Darlene Doran made a motion to adjourn the meeting at 4:56 PST. Brian Thomason seconded the motion. Motion passes 9 - 0

BMW CCA
Board of Directors Meeting
September 23, 2017
La Quinta Resort & Club
La Quinta, CA

BMW Car Club
of America



BMW Car Club of America
Board Meeting
La Quinta, California
September 23, 2017

Agenda

Saturday, September 23rd

On Own Breakfast at Restaurant 26

08:00am La Cita

Call to Order

Introduction: Members, Guests.

Affirmation of votes on conference calls since the last Board Meeting.

09:05am Reports

- President
- Executive Vice-President
- Secretary
- Treasurer
- South Atlantic Regional Vice President
- North Atlantic Regional Vice President
- Pacific Regional Vice President
- South Central Regional Vice President
- North Central Regional Vice President
- Executive Director
- Roundel
- Driving Events Committee
- Club Racing

10:00am Reports & Presentations Continue Until Completed
Discussion of Listed Topics

10:45am Break

11:00am Resume Discussion of Listed Topics
New Business

Noon Working Lunch

5:00pm Adjourn

Discussion Topics

1. Review Action Items

2. National Events

Oktoberfest

- 2017
- 2018
- 2019
- 2020

3. National/Regional Events

- The Vintage, May 2017
- Pittsburgh Vintage Grand Prix, July 2017
- Bimmerfest East and West 2017
- Autolieben 2017
- Monterey Weekend August 2017
 - Legends of the Autobahn August 18th
 - Vintage Races August 19-20
- Flat Out Classic June 9-11, 2017

New Requests

4. National Programs and Services

IT Update

Club Racing

Driving Events

- Autocross Proposal

Charity Matching Funds

Raffle

SIG's

Roundel

Concours Committee

- Model Concours Rules Proposal

Member Committees

Recognition Program Committee

Tech Committee

Election Status

National Office

Planning for future location

BMW Car Club of America
Board Meeting
La Quinta California
September 23, 2017

5. Policy and Administration

Ombudsman update
Tech Rep's update
Benefits Update
BMW Clubs International
Operations Manual
 Chapter Newsletters and Communications
 Rewrite and Update
Leadership Committee
Recognition Committee
Relocation Committee
Strategic Plan

6. Foundation

7. *Financial*

Membership fee structure

8. Chapter Issues

RVP Conference call schedule for 2017
RVP Chapter Visitation schedule for 2017
Chapter probation report
Dealer engagement program.

9. Membership

Membership Drive
Marketing

10. BMW of North America

11. New Business:

12. Future Meetings

Future Meetings
Conference Calls



Strategic Plan Report

February 2-3, 2017

The National Board of Directors met in Greenville to update the prior strategic plan developed in 2010. The facilitator reviewed some environmental factors including examples of organizations experiencing a decline in dues paying members.

To sustain relevance of BMW CCA it is recognized that adaptations are necessary in governance, chapters and accountability. There is an emphasis on positioning the organization to reflect the member experience, or “You are Important to BMW CCA.”

Because of the immediacy of many of the strategies, it was agreed the plan would span 2017 to 2018. For example, consolidation of chapters, a demographic study of members, development of new types of opportunities supplementing the events, and a governance structure review.

Leaders, in addition to the professional staff, included:

Steve Johnson	President
Eddy Funahashi	Executive Vice President
Darlene Doran	Secretary
Brian Thomason	Treasurer
Tim Beechuk	North Central Region VP
Lou Ann Shirk	North Atlantic Region VP
Jeff Cowan	Pacific Region VP
Jeff Goman	South Central Region VP - Elect
Dwayne Mosley	South Atlantic Region VP

Mission, Vision and Values

The mission identifies the organization and its purpose, the vision expresses the aspiration of the organization, and the values reflect the guiding principles of board and staff.

Mission: The mission of the BMW Car Club of America is to enhance the BMW experience through camaraderie, education and social responsibility.

Vision: The premier car club member experience.

Values:

- Appreciation for the marque and its heritage.
- Camaraderie and recreation among members.
- Sharing of knowledge and expertise.
- Motoring citizenship, lifelong driving skills and social responsibility.

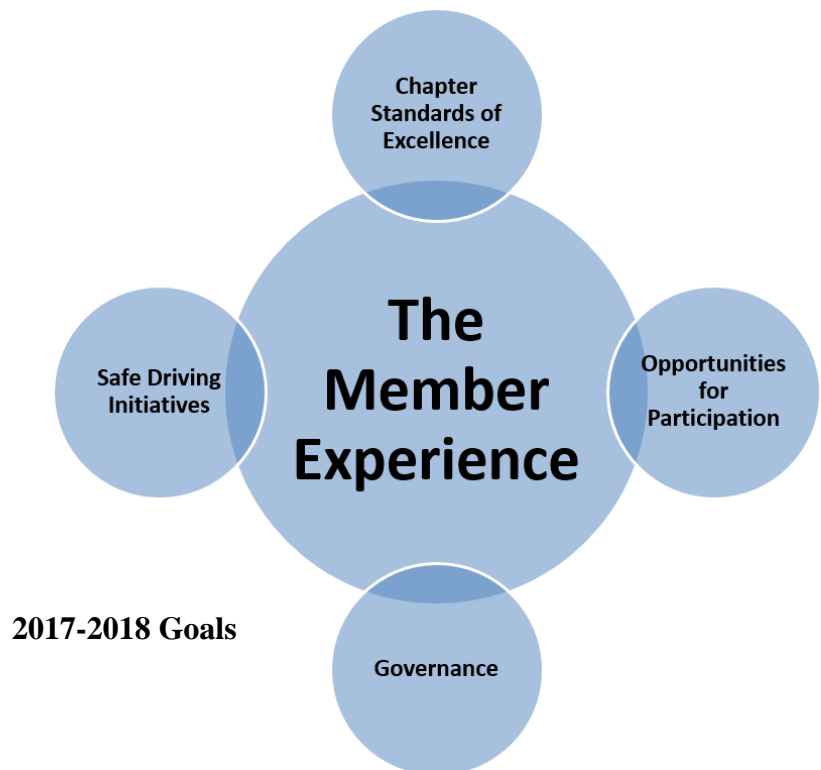
Goals

Goals are the core competencies to which the board is committed to allocating the resources and time to achieve.

The prior plan **2010** included six goals:

- I. Member Satisfaction, Recruitment and Retention
- II. Serve to the National Network of Chapters
- III. Effective Communication Strategies
- IV. Dynamic Events and Activities
- V. Social Responsibility and Solidarity with the BMW CCA Foundation
- VI. Premier Car Club
Organizational
Structure

:



Goals 2017 – 2020

It was noted that The Member Experience should be a *result* of the efficiency and effectiveness of the national association.

- I. **Chapter Excellence** – Ensuring every member receives a positive experience though the network of chapters.
- II. **Opportunities for Participation** – Expand the opportunities to increase member interest in participation while maintaining national and regional signature events.
- III. **Safe Driving Initiatives** – Increase driving safety through chapter programs.
- IV. **Governance** – Maintain an organizational structure that supports the sustainability of BMW CCA.
- V. **The Member Experience** – Enhancing the BMW experience through camaraderie, education and social responsibility.



Strategies

Strategies are priorities and new programs to advance the goals. Tactics, timelines and performance measures should be suggested by officers, committees and staff.

I. **Chapter Excellence** (Goal Champion: Brian Thomason.)

- A. **Standards** – Identify the desired standards of excellence required of every chapter for success.
- B. **Support** – Provide chapter support through templates, training, technology, and the Chapter Congress.
- C. **Compliance** – Enforce compliance with the standards and laws to ensure fiduciary responsibilities are carried out; address chapters performing below par. Consider a simplified “chapter report card” allowing RVPs and chapter leaders to assess chapter strengths and weaknesses.
- D. **Consolidation** – Initiate process for consolidation of chapters to improve performance of all and to provide a consistent membership experience throughout the nation¹.
- E. **Workforce** – Develop a workforce combining additional staff support with trained volunteer outreach team².

II. **Opportunities for Participation** (Goal Champions: Tim Beechuk and Jeff Cowan.)

- A. **Volunteering** – Nurture opportunities for volunteering through recruitment, training and a favorable experience; use technology platform to connect volunteers; maintain the values of camaraderie, sharing and responsibility through volunteerism.
- B. **New Opportunities** – Explore opportunities for new types of events to connect members that may *not* be interested in traditional track activities.
- C. **Traditional Events** – Maintain the quality of the association's signature events and chapters hosted events; recognize the successful chapter activities and the methodologies to replicate.

¹ Board recognition that fewer chapters will leader to stronger association.

² Hybrid model of staff and volunteers.

- D. **Roundel** – Promote the diversity and breadth of volunteering, opportunities and events.

III. **Safe Driving Initiatives** (Goal Champion: Steve Johnson and Brian Thomason.)

- A. **Awareness** – Improve awareness of the safe driving initiatives through media, partners, chapters and the involvement in social responsibility.
- B. **Drive Skills Training** – Offer programs, including Street Survival®, senior driver training, Car Control Clinic® etc.
- C. **Partners** – Maximize opportunities through relations with BMW CCA Foundation, corporate sponsors, clubs and volunteers.

IV. **Governance** (Goal Champions: Steve Johnson and Brian Thomason.)

- A. **Leadership** – Review the processes for governance, identification and nomination of leaders, accountability in accordance with governing documents, and performance assessment.
- B. **Regional Vice Presidents** – Develop a method to support the RVPs through a network of mid-level volunteers to oversee chapter performance requirements; review RVP roles.
- C. **Resource Stewardship** – Maintain careful oversight of association assets, ensure alignment and best use of chapter assets, and work to diversify revenue sources.
- D. **Technology** - Invest in the technology and communication platforms to expand awareness and to support association functions.
- E. **Staffing** – Maintain staff level necessary to fulfill the work in the strategic plan and all responsibilities.
- F. **Office Building** – Fulfill the commitment for a new association headquarters.
- G. **Brand** – Protect the CCA trademarks and foster pride in the BMW mark.

V. **The Member Experience** (Goal Champion: Lou Ann Shirk)

- A. **Campaign - You Are Important** – Find ways to improve the member experience by emphasizing the appreciation for members, services

available and opportunities offered.

- B. **Demographic Study** – Undertake a professional study to identify the demographics and interests of the diverse sectors of membership to better target their needs.
- C. **Delivery** - Ensure the member experience is positive through efficiency, effectiveness and consolidation of chapters and national association.
- D. **Recognition** – Promote excellence through awards and recognitions.

NEXT STEPS

- March - Clubs Task Force Report
- Plan Approval by a Motion of the Board
- Alignment of Committees, Appointment of Task Forces
- Timeline for a Program of Work/Details
- Member and Chapter Awareness
- Ongoing Reviews and Updates by Goal Champions
- 2019 Update in Full



BMW Car Club of America, Inc.
Steve Johnson
President
33 Hune One Ln #6-203
Kihei, HI. 96753
Telephone(858) 705-0303
Email: president@bmwcca.org

September 3, 2017

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

CCA board Meeting, La Quinta, CA. 9/21-9/24 - \$325.90

Greenville, S.C, Building meetings 9/25-9/28 - \$420.70

O-Fast, Stowe, VT. 9/28-10/2 - \$912.18

Greenville, S.C., meetings, 10/2-10/4 - \$0

International Council meeting, South Africa 10/4-10/13 – paid by council

Board Meeting Los Angeles 12/9 - \$TBD

Past Travel:

Site Visit New Orleans Oktoberfest re-schedule. 5/16-5/21. \$1,139.70

Foundation meeting, La Quinta, Bimmerfest, CA.. 6/1-6/12, \$932.00

Monterey Car Week, Legends, Festorics, 8/13-8/24. \$640.60

Discussion:

Implementation of the strategic plan

New campus discussion

Discussion regarding San Diego Chapter member issues

Respectfully Submitted,

Steve Johnson
President, BMW CCA



Pre meeting report

EOM April 2017 through current

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 93230-4514
Tele: (559) 707-0521
Email: evp@bmwcca.org

Travel:

May 18th – 21st Board meeting New Orleans/Site review 2017 Ofest - \$718.60
June 3rd – 4th Bimmerfest, Fontana/CA Speedway - \$324.80
June 10th Legends/Festorics planning meeting Monterey CA – drove
June 23rd – 25th Site viewing for potential, future Ofest, French Lick, Indiana - \$803.10
August 16th – 20th Legends of the Autobahn and Festorics – drove

Future (Quarter) Travel:

Sept. 21st – 24 Board meeting Palm Desert
October 29th – November 5th Ofest New Orleans
December 8th – 10th Board meeting Seattle, Wa.

Travel recap:

May 18th – 21st Board meeting New Orleans/Site review 2017 Ofest;
This year's Ofest location is known for less than ideal weather during the hot humid summer months so I'm glad that we've taken advantage of the offer from the property and the cooperation of the track and related locations that enable the change of date. Due to the professionalism that we strive for in Legends, our Ofest Concours should show an overall improvement. For the serious participant this is overdue while we'll keep in check that the Ofest contest should remain a fun event with a liter approach than Legends. This year we will have onsite the expertise of Paul Cain and the organizational skills of Wayne Wundram.

June 3rd – 4th Bimmerfest, Fontana/CA Speedway;

Another Bimmerfest in in the history books. Each year our CCA participation seems greater and it seems that Bimmerfest is becoming more of a formal event relating to their registration and layout. This year we had our booth and we were successful with both sales and CCA signups while the LA Chapter ran a successful Autocross. Also a number of CCA members helped with judging their Clean Car Contest.

June 23rd – 25th Site viewing for potential, future Ofest, French Lick, Indiana;

In June we accepted an invitation to view and sample the conference property in French Lick, Indiana for a potential event. Contrary to my preconceived thoughts this property turned out to be a beautiful property with all 1st class services self-contained. Travel concerns remain.

August 16th – 20th Legends of the Autobahn and Festorics;
Our feature event or the Concours known to the world as “Legends of the Autobahn” turned out to be near perfect despite some concerns of comparisons to 2016. We seem to have a pretty good handle with facilitating the event. Thanks to Frank’s visions of new and improved road signage on the approach roads, staggered entry times, an aesthetically pleasing to the eye vignette layout along with more manageable participant numbers and other adjustments to improve efficiency all contributing in creating an organized atmosphere. Thank you to the tireless hard working team of the Beechuk’s and Bill Wade. Welcome to Kyle who “cut his teeth” with this year’s event.

Non-Geographical Chapters and SIG’s

First of all thank you to Lindsey, Steven, Heather and all office staff relating to the monitoring and the corrective actions that take place ahead of major concerns.

The normal concerns of producing newsletters within the needs of our timing standards and satisfying the needs of tax and legal timelines remain as they do with most all Chapters. At this time all are either in compliance or near compliance. There have been conversations about people that would like to establish new specialized Non-geographical Chapters. You will be informed of new developments.

Respectfully,

Eddy Funahashi



September 14, 2017

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

Travel: Second Quarter Board meeting, New Orleans, LA May 19-21
Airfare: \$289.90
Other travel expenses: \$153.79
Total: \$443.69

Bimmerfest, Fontana, CA, June 6-8
No expenses

Legends/Festorics, Monterey, CA August 18-20
Mileage: \$314.28

Planned Travel: 3Q2017 Board Meeting, La Quinta, CA September 22-25

Other Activity: Attended LA Chapter Thermal Event May 2017

BMW Car Club of America
Brian Thomason
Treasurer
866 Linden Cir
Thousand Oaks, CA 91360-5319
Telephone: 805 267-9135
Email: treasurer@bmwcca.org

Income Statement
For the eight months ended August 31, 2017

		<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
	Ordinary Income/Expense			
	Total Income	3,236,064	3,358,054	(121,990)
	Total Cost of Goods Sold	(831,885)	(872,335)	40,450
	Gross Profit	2,404,179	2,485,719	(81,540)
	Total Expense	(2,859,520)	(2,811,470)	(48,050)
	Net Ordinary Income	(455,341)	(325,751)	(129,590)
	Net Other Income	34,454	21,667	12,787
Net Income		(420,887)	(304,084)	(116,803)

Balance Sheet
At August 31, 2017

Assets		
	Total Current Assets	2,590,682.00
	Total Fixed Assets (net)	352,912.00
	Total Other Assets	2,618,257.00
Total Assets		<u>5,561,851.00</u>
Liabilities and Equity		
	Total Liabilities	4,168,229.00
	Total Equity	1,393,622.00
Total Liabilities and Equity		<u>5,561,851.00</u>

Detail support by individual account is provided in the enclosed spreadsheet.

Respectfully submitted,
Brian Thomason

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Ordinary Income/Expense			
Total Income	3,236,064	3,358,054	(121,990)
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Total Assets	5,561,851.00
Liabilities and Equity	
Total Liabilities	4,168,229.00
Total Equity	1,393,622.00
Total Liabilities and Equity	5,561,851.00



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: September 1, 2017

Subject: Secretary Pre-Meeting Report

Past Travel & Expenses:

- May Board Meeting, New Orleans, LA
May 18 – 21, 2017 - \$529.40
- June Meeting with BMW CCA Foundation/Bimmerfest, Ontario, CA
June 1 – 4, 2017 - \$384.40
- PVGP, Pittsburgh, PA
July 13-17, 2017 – \$454.40

Planned Travel:

- September Board Meeting, Palm Springs, CA, LA
September 21-24, 2017 - \$575.40
- Oktoberfest, New Orleans, LA
October 29- November 5, 2017 - \$600.40

Drafts & Finalize Board Minutes:

May 19 - 20, 2017 Board Minutes – New Orleans, LA
June 7, 2017 Conference Call Minutes
July 11, 2017 Conference Call Minutes
August 2, 2017 Conference Call Minutes
Draft revisions to sections 4-11 Operations Manual

Discussion Topics:

Election Vetting Committee

Respectfully submitted

Darlene Doran

Official BMW Club

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

Date: Sept 3, 2017

Subject: North Atlantic RVP Pre-Meeting Report
Sept 22-24 2017 Palm Springs BOD Meeting



BMW Car Club of America
Lou Ann Shirk
North Atlantic
Regional Vice President
39 Woodsedge Dr
Elizabethtown, PA 17022-8524
717 308-8527

Travel & Expenses:

- Lime Rock IMSA Race July 21-22 2017 \$468
- PVGP Pittsburgh July 13-17 2017 \$318

Planned Travel:

- Ofest NOLA July 11-15 2017
- OFAST Stowe, VT Sept 29–Oct 1 2017

RVP Discretionary Funds:

- PVGP-Allegheny Chapter - \$500
- Vintage at Saratoga – Patroon Chapter - \$350

Newsletter Delinquencies:

- NONE

Chapter on Probation:

- NONE

Relevant Notes:

Continuing efforts of combining the Newsletters and Websites of White Mountain, Pine Tree and Green Mountain chapters is moving forward. The first NNE Newsletter was mailed out Aug 1st. Awaiting communication from the IT Team to work on the NNE combined Website.

Conducted Phone conference with North Atlantic Region Chapters on July 31, 2017

Lead the efforts to assist the CVC Chapter with the CCA Hospitality Tent at Lime Rock Race Corral and the Membership drive. July 2017. We collected 11 new memberships and 2 renewals. Also presented Erik Wensberg with Friend of the Club Award.

Planning continues for the Green Mountain OFAST event in conjunction with Stowe, VT Rotary Oktoberfest.

Assisted CVC with resolving dispute over Facebook posts. CVC member issue: Adrian P. has officially resigned from his VP position. CVC officers voted to replace him on Aug 19th.

Delegated phone conferences and meetings with Allegheny Chapter concerning Ofest 2018 – ongoing

The North Atlantic Region closed Facebook group has been a very successful avenue for communications between the regional chapters.

Presented Lothar Scheuttler with the Friend of the Club Award on Aug 20th.

Continuing research pertaining to my portion of the Strategic Plan.

Discussion Topics:

OPS manual changes for chapter minimum standards.

(The research findings for my portion of the Strategic Plan are attached)

Respectfully submitted,
Lou Ann Shirk

THE MEMBER EXPERIENCE-Goal Champion Lou Ann Shirk

Mission: Deliver experience through Efficiency/Effectiveness, Consolidation, and Recognition

Member Experience Research findings:

Suggestions keep coming back to surveys. (*Consensus from CCA Board was that surveys have not been very successful in reaching entire membership.*)

A. Efficiency/Effectiveness-Engagement is the key:

Engagement Touch Points

- 1. Website**
- 2. Online communications**
- 3. Social Media**

1. WEBSITE:

What is suggested: Build the relationship *and* encourage action with every website visit to ensure you're providing tangible member value.

What we do: Our website is where our members go for information, participate in our online community, register for events and manage their membership profile and membership renewal. We do this very well.

Suggestions for improvement: *Since our website is our primary identity online, moving forward with the new go live should greatly enhance the membership experience online with an even better ease of navigation and readily available information.*

2. ONLINE COMMUNICATIONS:

What is suggested: Engaging members on your website starts with offering fresh, useful content that is targeted to your audience. But keeping them engaged and participating involves - at the very minimum - alerting them to fresh content and enabling two-way communications. (Your website should be the "mother ship" of your organization's online community.)

What we do: Roundel Weekly, email blasts, News from National, CCA APP

Suggestions for improvement: Keep members informed of latest and greatest through all online outlets. **Promote the BMW CCA APP.** Most members do not know it even exists.

3. SOCIAL MEDIA:

What is suggested: Enable and promote two-way social media engagement with members. Also suggest mini surveys.

What we do: BMW CCA Facebook page

Suggestions for improvement: Post more alerts on Facebook to encourage members to visit the CCA Website for specific information. Include links to all things BMW CCA. Maybe add an occasional one question survey with a yes or no answer.

B. CONSOLIDATION:

Consolidation of Chapters: (Area Partnerships)

1. Consolidation is important for the growth and survival of the BMW CCA
2. **Suggestions:** Start with similar demographic chapters with a shared vision and same level of commitment to have a combined website and Newsletter to ease the compliance issues that currently exist. Continue to search for ways to have only 1 Chapter Certificate for several chapters across state borders and how to work the financials for the consolidations.

Consolidation of National Association:

1. Moving the CCA headquarters places all of the BMW CCA amenities in one campus, thus resulting in a travel destination/experience.
2. **Suggestions:** Provide continuous construction updates on the new CCA Headquarters location to the membership to make them feel involved and encourage visitation when completed. Good opportunity to promote Ofest 2019 being held in S.C.

C. RECOGNITION: Promote excellence through awards and recognition.

1. **Suggestions:** Continue to promote the Recognition Program to award members on all levels that go above and beyond to support and promote the BMW CCA.

Add an Award for National Service Officers currently excluded from the Recognition Award Program or make a change to the Program to include NSO's.

This is completed. The NSO Award will be selected by the BOD.

(Need to confirm the specific way the BOD will make the selection and then change the OPS Manual.

Example Award and/or OPS Manual content:

NATIONAL COMMITTEE/NATIONAL SERVICE OFFICER AWARD

Nominating an NSO:

The nominator may be any BMW CCA BOD member in good standing, or any member of the National Office staff. Nominations must be submitted to the RPC by the date indicated on the form.

Eligibility for a Recognition Award:

A nominated individual or chapter must have been in good standing and full compliance for the entire nomination period. The nominee may not be in current litigation with BMW CCA, BMW CCA Foundation, BMW NA or BMW AG. The nominee may not currently owe on any invoice to the BMW CCA, BMW CCA Foundation, BMW NA or BMW AG.

(As it stands now, current National Board members, National office paid staff, and current National Committee Members are NOT eligible for Recognition Awards during the term of their position.)

Deadline for Nominations:

The qualifying period for each award will be the calendar year preceding the award (January 1 through December 31). Nominations may be submitted throughout the calendar year and must be received by January 31st 5:00pm EST of the year following the qualification period.

The winning nominee(s) will be the member who exceeds in most or all of the following:

- a. Has a vast knowledge of BMW CCA
- b. Has a reputation for going above and beyond
- c. Investment of time/energy in the Club

D: DEMOGRAPHIC STUDY: Do we really want to spend thousands of dollars to do this again?

Suggestions: Find a way to discover how the club membership is split between Concours, driving events, Roundel Readers, social events and so on. Use resources available, summaries on Roundel Tab on website, to pull information from the last study. Knowledge from RVP's of their membership. Offer incentives to members to complete a short questionnaire??

E: CAMPAIGN-YOU ARE IMPORTANT:

It is possible that a "YOU ARE IMPORTANT" Campaign focusing on the membership would get attention. If we tie in the existing Recognition Program, the Membership Experiences through online avenues that we already use, we do not have to re-create the wheel. Minor enhancements could have a positive effectiveness.



**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 September 2017 Pre-meeting Report

Travel:

Completed Travel:

O'Fest 2018 meeting Pittsburgh – 5/9/17	\$0
CCA Board mtg. New Orleans – 5/19-21/17	\$611.60
Motor City/BMW corral @ Detroit GP – 6/2-4/17	\$0
Flat Out Classic – 6/9-11/17	\$348.40
O'Fest site inspection French Lick, IN – 6/23-24/17	\$0
O'Fest '18 track reconnaissance -- PittRace 7/2-4/17	\$0
PVGP – 7/15-16/17	\$0
Autolieben/Northstar -- 7/28-30/17	\$409.40
Legends/Festorics Monterey – 8/18-20/17	\$152.20

Planned Travel:

Board mtg. – LaQuinta – 9/22-24/17	\$346.40
O'Fest kick-off – New Orleans – 10/7/17	
O'Fest New Orleans – 10/31-11/5/17	
Board mtg. – Seattle – 12/8-10/17	

Other:

Continued work with chapters to resolve held distributions due to newsletters.
CCA / Foundation campus discussion
The occasional Street Survival Event

Regional Events:

Regional Chapter Presidents' conference call: 7/20/17
North Central Round-up

Respectfully,
Tim Beechuk

I. **Opportunities for Participation** (Goal Champions: Tim Beechuk and Jeff Cowan.)

- A. **Volunteering** – Nurture opportunities for volunteering through recruitment, training and a favorable experience; use technology platform to connect volunteers; maintain the values of camaraderie, sharing and responsibility through volunteerism.

Nurture opportunities for volunteering through recruitment

Use bmwcca.org, the club's mobile app, and Roundel to promote volunteering opportunities throughout the club at both National and chapter level.

Create a volunteer center on the website (possible names: Get Involved, Join the Team, How to Volunteer) that explains what volunteers do across the club. Include short testimonial quotes (and ideally video clips) from a select group of volunteers around the country. Include a simple form that allows members to submit their interest in getting involved. Route form submits to the Chapter Volunteer Coordinator (Chapter to determine who on their board will hold this position or create a new role).

Require a new chapter officer position for Volunteer Coordinator whose job it is to define the chapter's volunteer positions, promote volunteering in their communication channels and at events, seek out volunteers, and connect them with the right committees. This person can be tapped by National when National/Regional events need volunteers such as Bimmerfest (I think the reason this is met with resistance from chapters is because National asks the officers of chapters to do this and they are tapped out. If chapters had these VC positions and volunteer pools it doesn't tax the officers to do extra work).

Perhaps there should be two VC positions, one for driving events and one for social due to differing experience/criteria.

Consider creation of value/points/gamification for volunteering. Use points earned to pay for chapter activities or National/Regional activities (maybe they can be turned into MSR credits). Give value for volunteering. Give points to redeem at the store. National Volunteer Coordinator to kick things off? Could Kyle kick this off? Or get support person to do this reporting to him? Secondary benefit: National is able to do more for chapters.

Using technology to create values of camaraderie

Create facebook groups or other social media 'forum' that align to chapter activity chairs and add the chairs from all chapters (National to do this). There would be group pages for DEC, Autocross coordinators, Driving Tour coordinators, etc. Benefit: enables chapter coordinators to communicate beyond the borders of their own chapter and share ideas. Should have secondary effect of showing that we are one club not separate entities (similar to how chapter leaders engage with each other on RVP calls—scale this out to activity chairs). This should be easy but may require an intern to

execute (the BMW CCA website forum is not an option – this isn't how people communicate anymore).

We can also create a group dedicated to

Discuss reinvention of the club's mobile app to be an effective tool and gain real adoption. Tech committee knows this needs to be addressed—be sure we are getting value for the investment.

Consider 'Account Based Marketing' approach. Use our database of known members to profile special interest groups and create campaigns to get them involved. Example, target SUV crowd and scale Roundel team to support a blog for this topic/interest. What else can we learn about our membership and take action on? Prioritize identifying members who may be underserved and help them feel more connected to the club.

B. New Opportunities – Explore opportunities for new types of events to connect members that may not be interested in traditional track activities.

Requires a 'business development' approach. Identify members who do not participate in chapter activities (how?). Launch a campaign to these members to engage them in a different way. Survey, email, direct mail, and calls—requires a very personal touch. Kyle should own this, it must be administered at national level to work. Any learnings about types of events these members want can be coordinated with the Volunteer Coordinators to bring these to life within chapters. Has potential to affect retention in a big way since this is the largest and most ignored/underserved audience within our membership.

Consider a 'Chapter Toolkit' concept that fosters sharing of event ideas—could be part of above social groups. We can even have one for RVPs which helps knowledge share with future board members (Example, structured agendas for leading regional conference calls). We can also celebrate other chapter activities via national recognition. And these could be promoted in RW. This is a way to expose the great work and knowledge within chapters to foster club spirit nationally without creating new content. Easier to manage.

National should appeal to the Mini, BMW SUV, BMW i audiences as targeted campaigns. We may need to create 'non-geo chapters' for these groups as a start point to have a place for them within our framework. Kyle should find the influencers in these groups and promote them to lead these new chapters. Arguably, this tactic has a secondary benefit of growing the club's membership through infusion of new members.

This also aligns to the 'You Are Important' campaign in Section 5 of the plan.

C. Traditional Events – Maintain the quality of the association's signature events and chapters hosted events; recognize the successful chapter activities and the methodologies to replicate.

Signature Events

Are we saying all National events? My knowledge is admittedly regionally limited here but I think we're talking about things like Oktoberfest, Legends, Festorics. Does this include Vintage in the Vineyard, Amelia Island, Pittsburg Grand Prix, Bimmerfest, M-fest and the like?

I would seek guidance from the National staff on how they see these events maintaining 'quality'. Some distinction should be made between the member experience at these events and what sponsors are willing to support.

When sponsoring event such as Bimmerfest, we recommend staffing extra workers to function as booth drivers, walking in the crowds, handing out promo cards, etc. National events need to structure to have extra staff to work as booth drivers, passing out promo cards, etc.

Do more regional or multi-chapter events. Examples: Flat Out Classic and North Central Roundup in the Midwest, and Pazifik Eskapade,

Chapter hosted events

Unless there is a noticeable degradation of traditional events, the chapters will keep doing what they know (and love) so long as members support by paying for or showing up at their events. Our current min standards support most of these activities. Any issues here are likely specific to a chapter which is dealt with at RVP or DEC levels usually.

*D. **Roundel** – Promote the diversity and breadth of volunteering, opportunities and events.*

We think this wraps into section A (Volunteering) above. And the Chapter Toolkit will inspire chapter to try new events. We already see examples of this when chapters share their awesome events on the conference calls, the advantage of the toolkit is that it reached wider audiences.



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

Date: September 8, 2017

Subject: Pacific Region 3rd Quarter Pre-Meeting Report

BMW Car Club of America
Jeff Cowan
Pacific Regional Vice President
425 Concord Dr.
Menlo Park, CA 94025
650.918.4938
pacificrvp@bmwcca.org

Travel Completed:

- New Orleans Board Meeting, May 19-21 (Flight: \$348.98)
- Monterey, Legends/Festorics, August 17-20 (\$0)

Planned Travel:

- Board meeting Palm Springs, September 21-24 (Flight: \$371.40)
- Pazifik Eskapade, Palm Springs and Thermal, November 3-5
- I will not be attending O'fest (and maybe not Eskapade) due to work conflicts
- Board meeting Seattle, December 9-10

Discretionary Funds Requested/Dispersed:

- \$440, post card printing for Pazifik Eskapade
- \$60 to LA Chapter for Pazifik Eskapade

Regional Calls Completed/Upcoming:

- Completed: August 9, 2017
- Upcoming: October 11, 2017

Chapter Compliance Issues:

- Overdue newsletters: Hawaii, Sin City

Other Updates or New Business:

- See attached Strategic Plan, section 'Opportunities for Participation' report from Jeff Cowan and Tim Beechuk
- Kicked off Monterey Grand Prix corral at Laguna Seca, September 22-24. Put a team in place to manage the Corral along with Pat DeWitt. NA funds covering corral hospitality tents, tables, and chairs. We typically have 100+ cars.
- What is the status of going after the Mini audiences to join BMW CCA? A member from Puget Sound would like to be involved.
- Pazifik Eskapade Update:
 - o The event is on track and promotion plan is about to begin.
 - o Budget is being managed by Dave Ohst and Delight Lucas. We're on track to break even. My Q3/Q4 RVP discretionary fund will go to this event.
 - o Hotel contract is signed by GGC. Performance Center contract is signed by LA Chapter. No other contracts for this event.
 - o Registration will officially open as soon as the website launches. Stephen and Edward from National office are assisting in the creation of the page.

- Roundel ad submitted for October issue.
- Postcards were distributed at Legends of the Autobahn.
- Pacific region chapter leaders were briefed on our conference call and everyone who was on the call was very supportive.

Pazifik Eskapade Roundel Ad for October issue:

The Pacific Region Chapters of BMW CCA present

PAZIFIK ESKAPADE

Spend the weekend in BMW M cars shredding tires, melting brakes, and relaxing in the Palm Springs desert. Choose a day or half-day of ultimate driving at the BMW Performance Driving School at Thermal and then unwind and decompress at the epic Miramonte Resort & Spa at Indian Wells.



DON'T MISS OUT!
Register today: eskapade.bmwcca.org



BMW
Performance
Driving School



BMW CCA
BMW Car Club of America

join the experience



STAY



RELAX



SEE

Postcard front:



The Pacific Region Chapters of BMW CCA present
PAZIFIK ESKAPADE | NOV 3-5, 2017
DON'T MISS OUT!
Register today: bmweskapade@gmail.com

BMW Performance Driving School

BMW CCA
BMW Car Club of America | join the experience

Postcard back:

Join us for a weekend driving and desert experience like none other! Come drive BMW's M cars, shred BMW's tires, and melt BMW's brakes at the amazing BMW Performance Center at Thermal. Relax and indulge yourself at the magnificent Miramonte Resort and Spa at Indian Wells. This build-your-own-adventure weekend is designed to let you choose from a selection of performance driving experiences and adventurous desert activities.

DRIVE	EAT	SEE
<p>One-Day Driving School Saturday, November 4 Put BMW M cars through extensive exercises designed to take your driving skills to the next level, then use those skills on the new Thermal tracks. \$750 (regularly \$1650)</p> <p>Half-Day Driving Experience Sunday, November 5 Test drive five new BMW M cars, one after another, to compare the ride, response, handling, and power of each. Includes lead/follow track time, skid pad competition, autocross, and drag racing! \$225 (exclusive club price)</p>	<p>Join us in the evenings for hors d'oeuvres and no-host happy hours at the Miramonte on Friday, Saturday and Sunday evenings. There's no better way to experience the club than to meet the incredible people who are the club—people like you!</p> <p>We've designed the evenings to be casual so you can choose your own dining adventures. The hotel has a fabulous restaurant or explore a night on the town with dozens of restaurants that offer everything from casual to fine dining.</p>	<p>The desert can surprise you with beauty and this stellar location lets you take it all in. Set your own agenda from a mix of world-class golf, a mid-century modern architecture tour, breathtaking views from the Palm Springs aerial tram, Native American art, Tahquitz Falls hiking, museums, shopping, and more.</p> <p>Or simply enjoy the desert and relax at the Miramonte's award-winning spa, alongside great local restaurants. There's no denying this is a dynamic weekend getaway.</p>

DON'T MISS OUT! Register today: bmweskapade@gmail.com

Sept. 5, 2017

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: South Central RVP Pre-meeting Report / Palm Springs

Travel:

Completed Travel:

Flat Out Classic Regional Driving Event – Topeka, KS - 6/9/17-6/11/17 - \$486.15

Planned Travel:

LaQuinta/Palm Springs Board Meeting - 9/22-9/24

No Excuses ITS and Driving School, Tulsa - 10/12-10/14

O’Fest New Orleans – 10/31-11/4

Other:

Worked with KC Chapter to attain Chapter Incorporation and compliance.

Working with the Texas chapters, Bruce Heersink and Jack Joyner concerning the partnership issues with the upcoming COTA driving School. Lone Star now the only BMW CCA Chapter partnering with PCA.

Regional Events:

No Excuses Regional Driving School and ITS is being held at Hallett Motor Racing Circuit near Tulsa, OK. Great Plains, KC, Lone Star and Sunbelt Chapters are partnering to hold an ITS and Driving School.

Discretionary Funds

\$500 was allocated for the Flat Out Classes Regional Driving School

Respectfully,
Jeff Gomon



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

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

Date: September 5, 2017

Subject: South Atlantic RVP Pre-Meeting Report - Sept. 2017 BOD Mtg - Palm Springs

Travel & Expenses:

CCA Board mtg. New Orleans – 5/19-21/17 - \$624.10
PVGP – 7/14 & 15, 2017 - drove

Planned Travel:

Choo Choo Meeting – award Rob Mitchell “Friend of the BMW CCA” plaque-
September Board Meeting in Palm Springs – 9/21 – 9/24/17 - \$No idea
Petit Le Mans – Peachtree Chapter Corral - 10/5-10/8 - \$0
Meeting with Gulf Coast Chapter - 10/30/17 - \$0
Oktoberfest, New Orleans – 10/31 – 11/5/17

RVP Discretionary Funds:

- None this quarter

Newsletter Delinquencies: Working with the chapters on these.

Relevant Notes:

- Promoting NOLA Oktoberfest event with the Chapters and their members
 - Emailed SA Chapters promoting VIR Corral & Barber HPDE for Heart of Dixie
 - Contacted Alan Simpson and Josh Brown at Bayou
 - 6/24 - Dinner with Jackie Jouret and Jackie Bechek during Foundation visit
 - 6/22 – Met Peachtree Chapter @ Foundation and lunch
 - 7/5 – Met Everglades Chapter at Foundation, lunch and mountain drive
 - 7/5 – Discuss combining FL chapter services w/First Coast President - receptive
 - 7/20 – Discussed Petit Le Mans Corral costs / goals with Simone Harrison
 - 7/25 – Emailed Sebring Execs detailing why we couldn't afford a corral in 2018
 - 7/29 – Met NCC Chapter for dinners during multiple Perf Center Club Days
 - 8/18 – Met David Levin for Dinner – First Coast Chapter / Ombudsman
 - 8/19 – Met “M Day” Chapter attendees-encouraged them to promote Perf Center
 - 8/25 & 26 – Attended Tarheel & NCC VIR Corral
 - 6/6/17 - SA Quarterly Conf Call - Sept call scheduled after Palm Springs mtg
- Discuss – O'fest, Items learned from BOD Meeting, Submit events to Regional Calendar, Newsletters, Bricks for Foundation, Sebring

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: September 23rd, La Quinta California

DATABASE/WEBSITE/OPERATIONS

In my June report I made the following observations:

In 2009 the club faced the issue of raising dues to cover expenses and increase revenue. Before taking that step every effort was made to cut costs – including cutting approximately \$200K from Roundel’s annual budget. That money was saved by competitively bidding its print contract and reducing staffing. In the intervening year’s we have driven revenue streams by revamping the raffle and significantly boosting its revenue potential. Our corporate sponsorships program was revitalized. Programs were devised to encourage members to buy multiple years of membership and our merchandising efforts increased significantly to the point where revenue today is nearly 6 times what it was in 2009. Unfortunately, our cost cutting and revenue enhancements seem to have hit a peak while expenses are rising and ad revenue is dropping.

As such it is time that we reluctantly look at a potential dues increase, while utilizing every tool at our disposal to continue to cut costs and either eliminate or consolidate redundant and ineffective efforts being made both locally and nationally.

As we near the end of September and face a lagging raffle, it would seem the moment we’ve feared has arrived. Raffle is lagging and enthusiasm seems to be as well. Much of this may be a “hangover” from last year and the incredible amounts of energy and funds expended by member and the club alike on BMW’s centennial. It is too early to know the full impact that Hurricane’s Harvey and Irma are having on operations, but it is safe to assume that both will factor into lowered attendance at Ofest.

Launch of the new database system is now delayed until late in the year.

ROUNDEL

We are finally beginning to see a turn in advertising income. Unfortunately, it is small and will not make up for the losses experienced at the beginning of the year.

COMMUNICATIONS and MARKETING

See report from Kyle

RAFFLE

It is very likely that raffle will top out at the 7th car. We are in discussion with BMW NA regarding next year and hope to have the new M5 available as our top prize.

OKTOBERFEST 2017

Registration is up and running. We will be in New Orleans, LA in July. Hot Cars and Cool Jazz! Our host hotel is the Hyatt Regency.

Schedule and Fees




Fees

	If registered by Sept 15	if registered Sept 28 and later
Registration Fee	\$35.00	\$55.00

Schedule

Please note the schedule is subject to change.

Date & Time	Event	Location	Fee	Included w/Social Package
Tuesday, October 31, 2017				
1:00 PM - 6:30 PM	Registration and Vendor Hall	Hyatt		
1:00 PM - 5:00 PM	Gymkhana	Hyatt		
TBA	Michelin Tire Talk	Hyatt		
TBA	Griot's Garage Car Care Clinic	Hyatt		
4:00 PM - 5:00 PM	Concours Judges' Meeting	Hyatt		
TBA	Griot's Garage Car Care Clinic	Hyatt		
6:00 PM - 7:00 PM	First Timers' Meeting	Hyatt		
7:30 PM - 9:30 PM	Welcome Dinner	club XLIV 1500 Sugar Bowl Dr	\$115.00	
Wednesday, November 1, 2017				
8:00 AM - 1:00 PM	Concours - Judged	Audubon Park 6500 Magazine St	\$25.00	
9:00 AM - 1:00 PM	Concours - Display	Audubon Park 6500 Magazine St		
12:30 PM - 1:30 PM	Concours Lunch and Awards	Audubon Park 6500 Magazine St	\$35.00	
3:00 PM - 5:00 PM	Registration and Vendor Hall	Hyatt		
5:00 PM - 6:00 PM	TSD Rally Meeting	Hyatt		
7:00 PM - 9:00 PM	Muriel's Jackson Square	Muriel's Jackson Sq French Quarter 801 Chartres St		
Thursday, November 2, 2017				
8:00 AM - 1:00 PM	TSD Rally			
TBA	Bridgestone Tire Talk	Hyatt		
TBA	Michelin Tire Talk	Hyatt		
TBA	Hagerty Valuation Seminar	Hyatt		
TBA	Shell V-Power® Nitro+ Tech Talk	Hyatt		
3:00 PM - 5:00 PM	Registration and Vendor Hall	Hyatt		
3:00 PM - 4:00 PM	Dance Instruction	Hyatt		
9:00 PM	Photo Contest Deadline Door Prize Raffle Deadline Fun Rally Deadline	Hyatt		

Date & Time	Event	Location	Fee	Included w/Social Package
8:00 PM - 11:00 PM	Casino Night	Hyatt	\$25.00	
Friday, November 3, 2017				
TBA	Registration	Hyatt		
8:00 AM - 4:00 PM	Bridgestone Autocross	NOLA	\$35.00	
8:00 AM - 5:00 PM	Driving School	NOLA	\$245.00	
9:00 AM - 12:00 PM	Car Control	NOLA	\$25.00	
	Michelin Hot Lap Rides Separate registration required. (TBA)	NOLA		
	Michelin Driving Experience Separate registration required. (TBA)	NOLA		
	BMW CCA Foundation Charity Rides	NOLA		
2:00 PM - 5:00 PM	Car Control Clinic	NOLA	\$25.00	
6:00 PM - 8:00 PM	BMW Trackside Dinner and Awards	NOLA	\$55.00	
Saturday, November 4, 2017				
TBA	Registration	Hyatt		
8:00 AM - 4:00 PM	Bridgestone Autocross	NOLA	\$35.00	
8:00 AM - 5:00 PM	Driving School Saturday	NOLA	\$245.00	
	Michelin Hot Lap Rides Separate registration required. (TBA)	NOLA		
	BMW CCA Foundation Charity Rides	NOLA		
7:00 PM - 11:00 PM	Gala at World War II Museum	WW II Museum 945 Magazine St	\$99.00	

Cancellations are allowed up until Oct 1 and a cancellation fee of \$35 will be charged against the registration amount. No refunds will be given after Oct 1.

OKTOBERFEST 2018

Approved and Booked
Much to discuss.

OKTOBERFEST 2019

Approved and Booked

International Council Meeting 2019

To be discussed

OKTOBERFEST 2020

To be discussed

REGIONAL EVENTS

No new regional events that I am aware of. RVP's?

AFFINITY/MEMBER BENEFIT PROGRAMS

Nothing new to report.

HPDE INSURANCE 2015

In advance of the upcoming Board meeting, here is a brief update on the affinity insurance programs we manage for BMW CCA:

Overall, program participation is on pace to increase again in 2017. Our experience with BMW CCA mirrors a shift we're seeing throughout the industry – while overall participation is growing in HPDE events, the number of events each participant attends annually is decreasing. As a result, we're seeing less multi-event policies (more appealing to enthusiasts that participate in 6+ events/year) sold and an increase in single-event policies sold.

Our new website continues to receive very positive reviews from BMW CCA members. Since the launch of this new website in July, our conversion ratio has increased by 30% - a clear indicator that members are finding the coverage they need and able to purchase insurance quickly and easily. Also, members seem to appreciate the rate reductions that we introduced last July.

We're off to a strong start for 2017. If you have any questions or if I can help in any way, please let me know.

If you have any questions, please let me know. I look forward to seeing you in Dallas!

Regards,

Ryan Staub

VP - Motorsports Practice Leader

Lockton Affinity Motorsports

BMW CCA HPDE Insurance Production

as of 5/11/17

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	43	203.02
Dec-15	8	54.24
Annual / multi-event policies	103	3,234.84
Total	1000	7,259.16

2016		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-16	6	27.04
Feb-16	7	38.42
Mar-16	50	237.34
Apr-16	123	508.76
May-16	128	602.34
Jun-16	196	868.26
Jul-16	47	206.38
Aug-16	112	460.12
Sep-16	226	1004.46
Oct-16	66	271.62
Nov-16	36	189.36
Dec-16	0	0
Annual / multi-event policies	127	2,987.48
Total	1124	7,401.58

2017		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-17	0	0
Feb-17	12	66.74
Mar-17	138	621.226
Apr-17	80	331.56
May-17	47	200.50
Jun-17		
Jul-17		
Aug-17		
Sep-17		
Oct-17		
Nov-17		
Dec-17		
Annual / multi-event policies	16	299.64
Total	104	728.98



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

Sept 18, 2017

To: All board members, Executive Director BMW CCA
From: Steven Schlossman
Subject: Chapter Services

Chapters

Chapter dues being withheld for newsletters.

Bluegrass Bimmers	Hawaii	River City Bimmers
Delaware Valley	Kansas City	Sin City
	Lone Star Sm	oky Mountain
	Puerto Rico	

Newsletter Status

See next page

Are RVPs receiving hardcopies of chapter newsletters?

Driving Events Committee

Normally an email is sent to chapter boards and committee members to nominate a DEC Representative. Deadline for nominations is Nov 15. This year it is North Central and South Atlantic. Will this be an appointment or continue with nominations?

Oktoberfest

Suggest the 50th annual Oktoberfest be the final hurrah. Pittsburgh and Greenville should fare well in attendance. Let's go out on a high note. Oktoberfest consumes much resources for only 1% of the membership. Future yearly events, beginning with Palm Springs can marketed as a social getaway without the expectation of a driving school, concours, rally, etc. Make them shorter in length and more affordable. Greater choices of locations. Different opportunities of events without the constraints of the same thing year after year. Also increased promotion of such regional events as Vintage, OktoberFAST, PVGP building on the enthusiasm of the local chapter as we already do with Legends of the Autobahn and Festorics. Legends of the Autobahn should be the National Premier Concours. Alternatively, a motorsport weekend in association with a chapter where a convention style host hotel is not necessary. Driving school, autocross, karting, show and shine. Perhaps different events will offer different marketing opportunities?

Steven Schlossman

North Atlantic	Last Issue	Days
Allegheny 7	/29/2017	53
Boston 7	/10/2017	72
CT Valley 8	/11/2017	40
Delaware Valley 5	/12/2017	131
Genesee 9	/19/2017	1
Green Mountain	9/5/2017	15
Mountain State	7/31/2017	51
New Jersey 9/	1/2017	19
New York 7	/20/2017	62
Nittany Bimmers	8/5/2017	46
Patroon 6	/29/2017	83
Pinetree 9/	5/2017	15
Pocono Mountain	7/11/2017	71
White Mountain	9/5/2017	15
today 9/	20/2017	

North Central	Last Issue	Days
Badger Bimmers	7/11/2017	71
Bluegrass	1/21/2017	242
Buckeye	8/30/2017	21
Hoosier	9/16/2017	4
Illini	9/2/2017	18
Iowa	9/11/2017	9
Michiana	6/27/2017	85
Motor City	7/4/2017	78
North Star	8/28/2017	23
Northern Ohio	5/20/2017	123
Old Hickory	8/1/2017	50
River City	4/7/2017	166
St. Louis	6/15/2017	97
Windy City 9/	11/2017	9
today	9/20/2017	

Pacific	Last Issue	Days
Central CA	7/20/2017	62
Golden Gate	8/3/2017	48
Hawaii 2/	12/2017	220
Inland Empire	8/29/2017	22
Los Angeles 7/14/2017		68
Oregon 7/	3/2017	79
Puget Sound 6/	19/2017	93
- -	-	
Roadrunner 8/	30/2017	21
Sacramento	7/21/2017	61
San Diego 9	/5/2017	15
Sierra 9/	5/2017	15
Sin City 4/	14/2017	159
Sonora	6/19/2017	93
today	9/20/2017	

South Atlantic	Last Issue	Days
Bayou 9/	1/2017	19
Blue Ridge 9	/19/2017	1
Choo-Choo 8	/3/2017	48
Everglades 7/	31/2017	51
First Coast 4	/17/2017	156
Gulf Coast 7/	4/2017	78
Heart of Dixie	6/16/2017	96
National Capital	9/5/2017	15
Peachtree 6/27/2017		85
Puerto Rico	1/31/2017	232
Sandlapper 9	/12/2017	8
Smoky Mountain	4/27/2017	146
Suncoast 6	/30/2017	82
Sunshine 6/	4/2017	108
Tarheel 9/	5/2017	15
Tidewater 9	/11/2017	9
today 9	/20/2017	

South Central	Last Issue	Days
Houston	6/5/2017	107
Kansas City	9/19/2017	1
Lone Star	5/15/2017	128
Great Plains	9/11/2017	9
New Mexico	7/6/2017	76
Rocky Mountain	6/20/2017	92
Sunbelt	8/25/2017	26
Tejas	9/11/2017	9
Wasatch	5/25/2017	117
today	9/20/2017	

Non-Geo	Last Issue	Days
E31 7	/13/2017	69
E30 7	/21/2017	61
today 9/	20/2017	

BMW CCA Ombudsman Report - 4/1/2017 - 8/31/2017

Summary:

During the reporting period the Ombudsman staff was John Gamel, Barry Kleckner, and David Levin.

We handled twenty-eight inquiries which were forwarded to us through the BMW CCA inquiry system created by Stephen Elliott. There were times during this period that we had as many as four issues under consideration at once. The amount of attention required ranged from a single email required to one which has (so far) required nearly 40 email interactions with the member and others. Occasionally, we had telephone interactions with members, but the way the inquiry system is structured, and our need for documentation has not always required telephone discussions.

Followup reporting from members regarding resolution continued to be lax but improving. In all cases we asked for members to report back to us regarding outcomes and in some cases we received followup information.

In terms of resources, it is noteworthy that David Levin has developed contacts in the world of BMW NA which have substantially aided our efforts. In one case in particular, David helped a member deal with a complicated multi-state sales-tax issue. David's efforts led to a substantial monetary saving by the member.

As might be expected, we have encountered more members who use social media, online automobile forums and other sources of information to form their conception of the possible resolution to their issues with their cars. They might advise us, (as an example) "my research indicates that the (BMW model) has had a history of problems with the (component) and that BMW commonly is buying back cars from affected owners." Fortunately, these issues are easy to resolve. We even had one member who joined BMW CCA when another "Bimmerfest" user advised him to do so, so that he could get access to the BMW CCA Ombudsmen Service to help him deal with his problematic E92. We also had a member who wanted action from us, and the only information he sent us were URL links to two automobile forums.

As before, we observed that members who have strong, friendly and supportive relationships with their BMW Center, the Service Manager at that Center, and a lengthy service history at that Center or other BMW Centers have the most positive ownership experience. Frequently those members who have purchased a BMW from a used car dealer, service their BMW themselves, and only appear at a BMW Center for hoped-for warranty repairs may have a more problematic experience. There are exceptions, but loyalty to the BMW brand and support of the BMW Center network seem to be positive things.

Details:

Here is some anecdotal information about a number of the inquiries we had during the 5-month period. These are in addition to the interaction David had noted above.

- 1) A member purchased a used M6 with 23,000 miles on the odometer from a used car dealer 1500 miles distant from his home. He paid for a pre-purchase inspection from the BMW Center, then drove the M6 home. In his first month of ownership he attended a local BMW CCA Chapter dyno-testing event during which the M6 suffered a substantial failure. His local BMW Center submitted a request to BMW NA for warranty engine replacement (a \$30,000 event) which BMW NA has so far refused to authorize. The addition of performing enhancing equipment by the prior owners seems to have complicated this matter. As noted this inquiry is ongoing.
- 2) We aided a member who was attempting to obtain additional information prior to a new BMW purchase, and pointed her in the right direction to see samples of "Individual Leather."
- 3) We worked with two members who were unhappy about their inability to obtain ownership and service data regarding BMWs which they own. We explained to both of them that BMW considers ownership data and service records to be private information and by policy, will not release that to individuals.
- 4) A member had issues with the timing chain on his Older MINI. He was refused warranty work under successful class-action litigation against BMW. We suggested a course of action for him and he was able to reach an amicable settlement with his dealer.

Respectfully Submitted: John Gamel, BMW CCA Lead Ombudsman



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

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bmwcca.org

Marketing Report, September 23, 2017 Board meeting

The first six months summary

Priorities have included:

- Legends and Festorics
 - Sponsors acquisition
 - Promoting features (E30 corral, roadsters, etc.)
 - Attendance
 - Media
 - Sponsors support
 - Sponsor follow-up
- Raffle
 - Promoting ticket sales internally
 - Acquiring and promoting flash drawings
 - External promotion
- O'Fest
 - Sponsor acquisition
 - Event promotion
- Roundel Weekly
- PVGP
- Bimmerfest
- Member engagement
- Member acquisition
- General partner acquisition/maintenance/expansion
- Supporting articles in *Roundel*
- Evolving overall marketing plan
- Evolving social media plan and efforts
- Learn processes and where to find data

48th Annual O'Fest -- Update

Our O'Fest change of date occurred after the last Board reports. We are at 290 registrants for O'Fest, a number the date change indicated could have been higher except for some other factors such as the September hurricanes hitting Texas and Florida and the respective surrounding states.

Sponsors are down this year primarily due to the conflict with one of the automotive industry's largest domestic event, SEMA. Many that we had lined up have had to back out now. Others are citing difficulty from a cost, logistics and benefits relative to the location. We are now balancing the challenge that to implore sponsors with too much more encouragement might leave them disappointed with the audience size and

results from the event, thereby sullyng them on future engagement opportunities. By getting less this time, we might be getting more in future events/activities.

Current sponsors/partners/vendors

<i>Secured/Committed</i>	<i>Stretch (in some capacity)</i>
Michelin	Sparta Brakes
Shell	BBS
Bridgestone	Renown
Griot's	DX01
	Cox/KBB
<i>In discussion</i>	Beer sponsor
Hagerty	Bimmerworld
Griot's	
Bring a Trailer	
XPEL	

Program is being put to bed already and will not include the "In Discussion" or "Stretch" targets.

We are working with Bayou chapter members to align sponsors, too, although this might not move the needle much.

The NOLA Bimmers group is hosting an event Sat, Oct 7, intended to be both a BMW CCA promotion and O'Fest promotion/kick-off. They have more than 75 people registered now and are anticipating 100. Rather than wait for the event to try to inspire attendees to join the club and then register for O'Fest, we are working with them to promote that message ahead of time to get traction (and registrations) sooner than later.

Internal communication to promote attendance and engage sponsors:

- Roundel Weekly mentions and links
- Targeted emails to Regional members
- Targeted emails to previous O'Fest attendees
- Targeted emails to past O'Fest track participants
- Emails promoting sponsors, including announcing prizes
- Social media, including Facebook and Instagram.

With the first night and opening banquet falling on Halloween, we are including a costume contest with prizes provided by Shell. Shell will also be again providing the Longest Distance award (\$250 gas card) and more prizes for the Receipt Raffle, and for Tech Talk attendees.

Tech Talks are currently scheduled for Michelin and Shell with other partners still looking at whether they can find person power for it. We are still looking to others (Hagerty, BBS, Bring a Trailer, Cox/KBB, and more).

Legends Update

Promotion for Legends included:

- Emails to all club members;
- Emails to regional chapters;
- Emails describing parking;
- Emails promoting E30 corral and Roadsters
- Emails announcing sponsors
- Multiple Roundel Weekly stories highlighting sponsor engagements
- Emails clarifying what is Display vs Concours
- Local, regional and national media communications
- Social media posts
 - Promoting sponsors
 - Promoting the environment
 - Promoting classes in the concours

Attendance

	Concours	Display	Totals
BMW CCA	37	145	182
Mercedes-Benz	85	45	130
Audi	35	35	70
<i>Registered totals</i>	157	225	382
Walk-ups (estimate)		20	20
<i>Totals</i>	157	245	402

This was our first event with the new Tuner Class. This was the second biggest judged class with six entrants. It also enabled us to capture a “Tuner Class sponsor,” which not only expanded sponsor opportunities, but it also expanded promotion opportunities aligned with that sponsor (KW).

Additional new sponsor opportunities included the Display Class sponsored by KW and then the Display Class People’s Choice Award that included an extremely satisfied VP from Hagerty presenting the award to a 2-year member, increasing the sponsor’s satisfaction and leading to extended publicity after the event through social media and soon, *Roundel*.

We introduced Bring a Trailer as a new sponsor on site at Legends. Bring a Trailer has since asked to advertise in Roundel Weekly and Roundel Magazine. They are also in discussions around O’Fest involvement, if feasible. We received extended benefits from mentions in many of the hundreds of comments on the BaT site’s auction listing for the car we had on the trailer at their booth. Countless people were commenting on how they saw it at Legends of the Autobahn and validated the quality of the car as one owned by a BMW CCA member.

This year’s increased focus on promoting the Display class led to new memberships, as they confessed their primary reason being coming to the Display class.

Sponsors:

- Michelin (presenting sponsor, part of contract)
- Shell (official fuel of Legends, part of contract)
- XPEL (supporting sponsor, \$3500)
- Dinan (supporting sponsor, new/back this year, \$3500)
- Hagerty (supporting++ sponsor, \$3500)
- Bring a Trailer (supporting sponsor, \$3500)

- KW (supporting sponsor, Display Class and Tuner class sponsor, new/back to Legends, \$3500)
- La Jolla Independent (Hydration, \$2000)
- Griot's (part of contract)
- Sports Car Market (\$2,500)
- Pirelli (sponsored VIP lunch with wine and Festorics event under same contract (\$2000)

Media Coverage from Legends

Motor1	https://www.motor1.com/news/177274/legends-autobahn-2017-photo-gallery/
Automobile Mag	http://www.automobilemag.com/news/seven-picks-2017-legends-of-the-autobahn/
Hoop Playa YouTube	https://www.youtube.com/watch?v=zgxUdu7NGXE
Car and Driver	http://www.caranddriver.com/photo-gallery/wir-fahren-fahren-fahren-legends-of-the-autobahn-photo-gallery-gallery#1
The Classic Cars Journal	https://journal.classiccars.com/2017/08/19/german-cars-are-stars-at-legends-of-the-autobahn-show/
Bring a Trailer	https://bringatrailer.com/2017/08/22/bat-event-coverage-legends-of-the-autobahn/
Performance Technic	https://www.performancetechnic.com/blog/lota2017
Petrolicious	https://petrolicious.com/articles/gallery-legends-of-the-autobahn-gather-for-a-day-in-monterey

From Heather, we see merchandise and membership transactions continues on a general upswing:

	2014	2015	2016	2017
Merchandise 4942		7834	18335	8621
Hospitality Onsite	60	220	200	440
Membership Dues	902	1350	762	1226
Additional Registration \$	30	320	440	695

Our internal video made by David Rose and his group is at:

This is an independent clip/summary one of our members put together:

https://www.youtube.com/watch?v=UVtY_Moflk0

Festorics Update

We sold more than 400 wristbands for Festorics Saturday. There were 225 corral passes sold. We heard from many attendees that they were there because of how much they enjoyed the previous year. Attendance was down considerably on Sunday. This year, the majority of predominant and known BMWs ran on Saturday, with just Steve Walker's 1800 running in one heat on Sunday.

For 2018, we can expand on this success to line up more sponsors to get involved in more aspects of the event, including raffle prizes and sponsoring the corral, lunch and other components.

Festorics-specific sponsors included:

- First Cal Mortgage (lunch Saturday)
- BMW Performance Center (Kick off dinner)
- Pirelli (wine)

The Kick-Off dinner is an opportunity for us to improve and promote, both to sponsors and attendees. With me having been on this side of the event this first time, Sven and I are already looking at ways to increase attendance and sponsor participation for next year’s event.

Bimmerfest West Update

Bimmerfest West 2017 saw new engagement from a wider range of members. We had four cars at the booth through the two day weekend. On Saturday, we had the E30 M3 of new club member, Mishel Keshishian, and the E30 M-tech sedan of Officer Chris Palaganas. On Sunday, we had the E92 M3 Limerock Park edition of new club member Kenneth Sutton and Satch’s Z8. All cars generated interest before, during and after the event.

Memberships captured at Bimmerfest were double that of the previous year (96) including, as the number has in the past, Autocross numbers. We should still be able to do more in the future. By leveraging this year’s progress, we can line up cars and promotion earlier and identify partnerships with others on site to generate traffic to our booth.

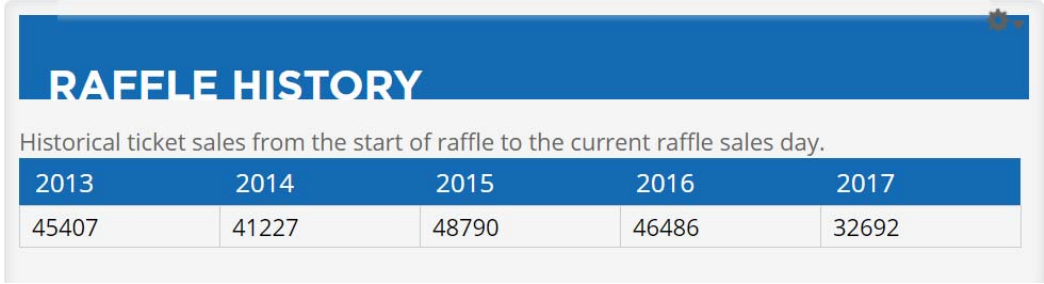
We had a small handful of chapter volunteers and can continue to expand that next year.

We need to evaluate if we are able to continue to host the Autocross in its current iteration. We don’t make money and don’t generate sufficient new memberships as it is currently structured/promoted.

Griot’s was a large component to our success and to the new memberships. They began offering their detailing towels to anyone who signed up there to be a member. With the towels retailing for \$40, it was a good equation for many people. Griot’s might be involved on their own at Bimmerfest next year, but we should be able to generate similar partnerships even then.

Raffle 2017: Prizes, Timeline, and Grille Badge

Raffle sales have not been performing up to the levels of the past four years.



The image is a screenshot of a web application titled "RAFFLE HISTORY". Below the title is a subtitle: "Historical ticket sales from the start of raffle to the current raffle sales day." Below this is a table with five columns representing the years 2013, 2014, 2015, 2016, and 2017. The table contains the following ticket sales figures: 45407 for 2013, 41227 for 2014, 48790 for 2015, 46486 for 2016, and 32692 for 2017.

RAFFLE HISTORY				
Historical ticket sales from the start of raffle to the current raffle sales day.				
2013	2014	2015	2016	2017
45407	41227	48790	46486	32692

We have had our Special Drawings for the \$1000 Tire Rack gift certificate, the \$1200 Michelin tire certificate, the \$1000 in Shell gas cards, the \$1000 Amazon gift card and the \$1000 AmEx gift card. We have seen sales spikes with each launch and conclusion of these special drawings. We have one more Special Drawing—a one-day M-School class—scheduled to be announced Sept 18 and run through September 29. We have also injected Flash Drawings along the way: an Apple TV (we paid for), BMW luggage set (we paid for), a \$500 Griot’s gift certificate (donated), and Sparta Evolution brake pads (donated). We have a Bimmerworld flash drawing scheduled for September 20 – Sept 22 and a \$1000 Dinan gift certificate flash drawing scheduled for September 25 - 28.

We have also conducted a few “sales accelerator” promotions, including:

- Buy two tickets (over a two day window) and receive a BMW Lanyard;
- Buy 10 (additional) tickets during a four day window and receive a BMW CCA license plate frame; and

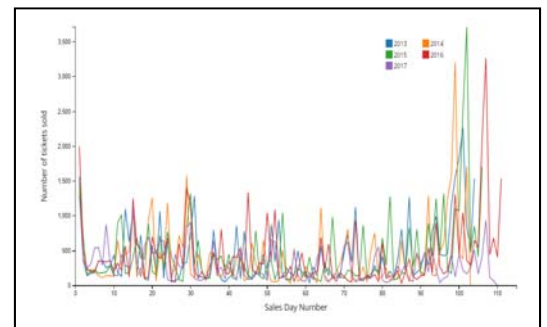
We are also sending unique messages to members who have purchased between one and nineteen tickets, reminding them how many more they have to go to reach a grille badge. These messages are scheduled to be sent September 18 and also announce the bonus Special Drawing for the M-School.

We have had two stories in BMWblog covering the raffle as well as through a number of other media outlets. Many of the articles specifically directed readers to the BMW CCA site and the raffle pages.

Autoweek	http://autoweek.com/article/car-news/bmw-alpina-b6-xdrive-gran-coupe-bmw-cca-edition-fast-long-pronounce?utm_source=DailyDrive20170912&utm_medium=newsletter&utm_term=headline-center&utm_content=body&utm_campaign=awdailydrive
BMWblog	http://www.bmwblog.com/2017/09/08/introducing-bmw-alpina-b6-xdrive-gran-coupe-bmw-cca-edition/
The Drive	http://www.thedrive.com/sheetmetal/14216/bmw-alpina-b6-xdrive-gran-coupe-bmw-cca-edition-announced
BMW USA news	http://www.bmwusanews.com/newsrelease.do?id=3077
Motor1	https://www.motor1.com/news/179678/bmw-alpina-gran-coupe-affle/
TopSpeed	https://www.topspeed.com/cars/bmw/2018-bmw-alpina-b6-xdrive-gran-coupe-bmw-cca-edition-ar177524.html
Car Pro USA	http://www.carprousa.com/one-off-bmw-alpina-b6-gran-coupe-is-a-600-hp-dream

As of this report (Sept 17), we need to average 193 tickets sold each day through the scheduled Sept 29 end date to reach seven cars, still lower than we’ve seen the past four years. There are a number of factors that have played into this, two of which are as follows:

- Consumer confidence during the raffle period has been at the lowest reading since October 2016. “The University of Michigan’s consumer sentiment for the United States fell to 93.1 in July of 2017 from 95.1 in June, well below market estimates of 95. It is the lowest reading since October of 2016, mainly due to a fall in future expectations.”
 - People have generally not been spending money as they had in previous years.
 - We’ve seen similar trends in BMW North America’s own sales, as well as those within and outside of the automotive industry.
- Historically, the largest raffle ticket sales period for us has been September. As we headed into September, the second and third most populous states in the country were met with two of the largest natural disasters to hit the US in twenty-five years. Fifteen percent of the country’s population is in Texas and Florida, with more than that number again estimated to have been affected by the storms as well. Those not affected were being asked at every encounter to donate money to relief efforts.



We have been continuing promotion of the raffle in the same manner as previous years but also complementing it with paid and organic social media posts. In our first foray into paid social media advertising, we are seeing incremental results and a good return on investment. We are still improving how we craft ads, but we are able track clicks directly to our raffle pages through many of the posts. Credit for the

success of these efforts should go to Len who has taken this by the horns and developed it to be a successful path for us to improve additional activities within the club in the future as well.

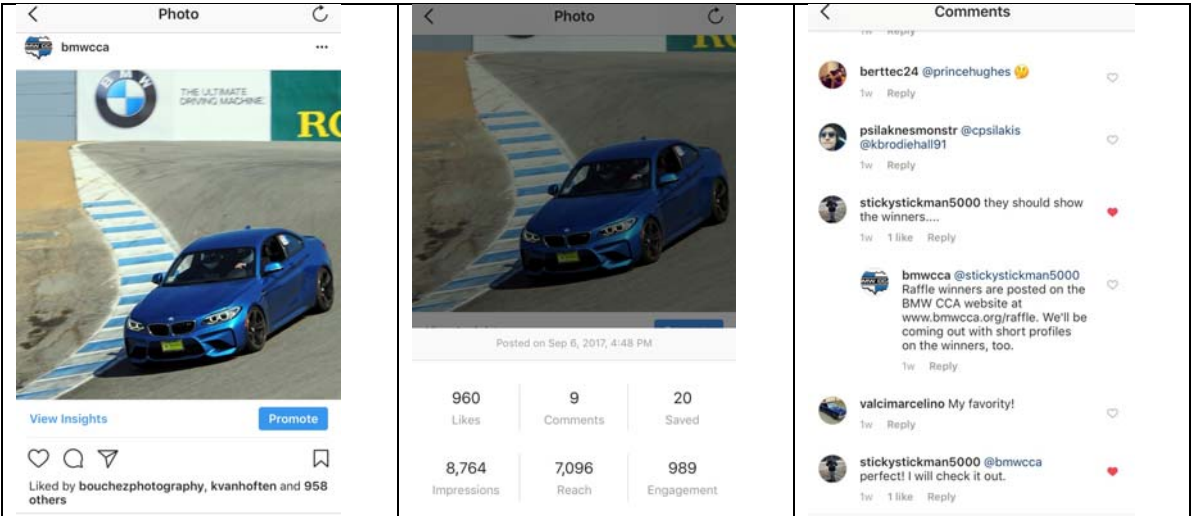
Summary of the Facebook ad spend, courtesy of Len’s excellent updates, is as follows:

Total spent; \$1,561.08

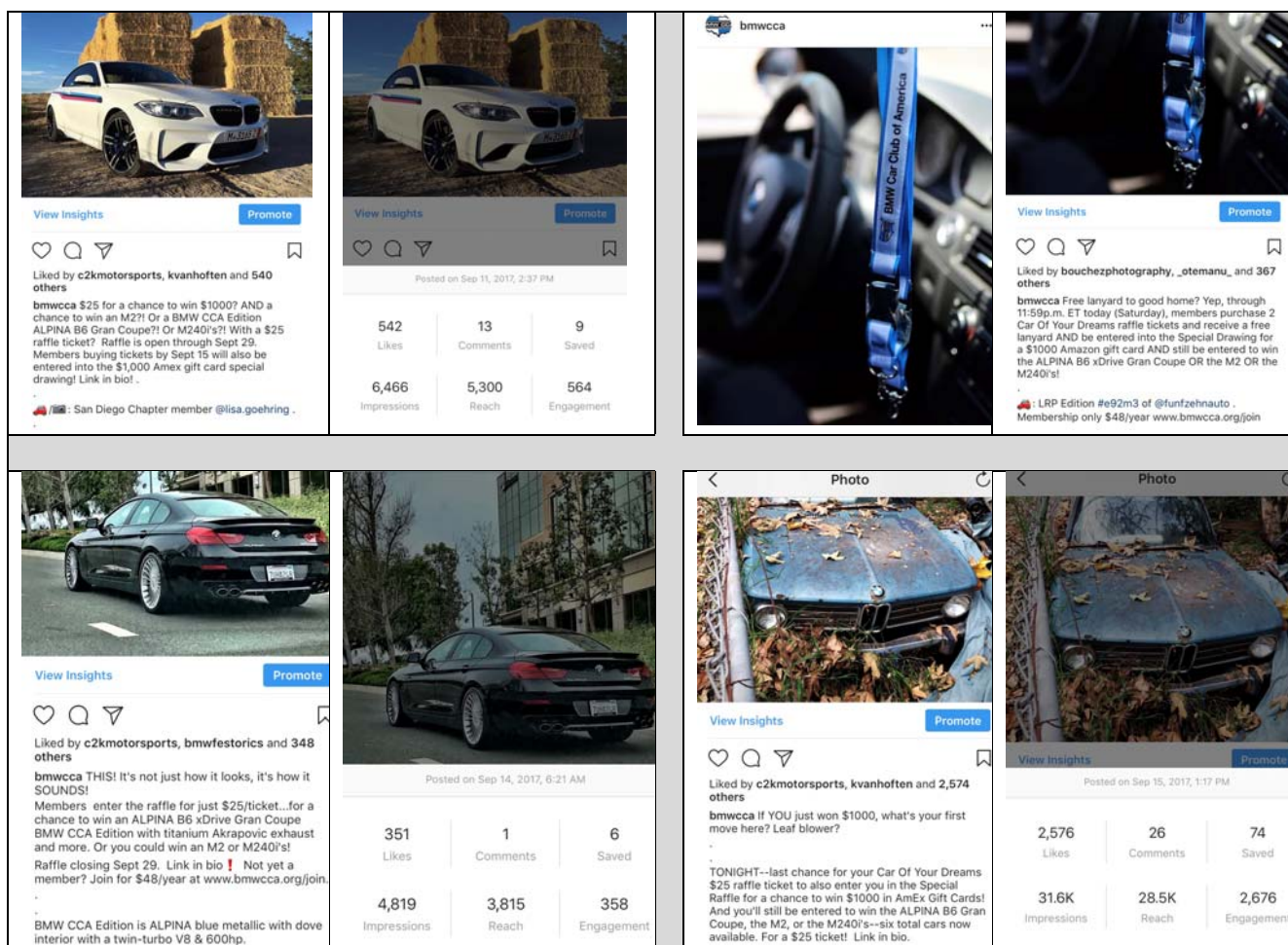
Directly tracked sales: \$13,030.00

- “Odds” Ads lead the pack with \$5090
- Amazon Gift Card: \$1,775
- Shell Gas Cards: \$1,225
- ALPINA Detail Ads: \$975
- Griots Flash Drawing: \$975
- Apple TV Flash Drawing: \$950
- Lanyard Offer: \$725
- Michelin: \$615
- Luggage flash Drawing: \$550
- Almost 6 Cars Appeal: \$150

Social media posts have made an impact on the raffle. Many posts have engaged members in conversations that lead to sharing more raffle information to thousands of followers. A few examples of these posts are as follows:



For other posts, we’ve incorporated pictures of members’ cars or other event photos to increase individual and chapter reach and awareness and promote aspects of the raffle.



As these posts are merely component of an integrated marketing strategy, these are successfully showing positive market absorption of the message, enhancing the impact additional touch points will have as well. Although the posts above in the bottom right, for example, do not directly track who bought raffle tickets from the 31,600 times it was seen, generating 31,600 impressions, reaching 28,500 people and engaging 2,676 times has considerable value both monetarily and qualitatively.

It is likely that we will extend the raffle deadline beyond September 29, possibly through Oct 1, or as long as it will take to get to a seventh car at a minimum.

Social Media

Social media enables us to complement our usual outreach and communications methods to enhance the success in reaching our strategic marketing objectives of engagement, retention and acquisition. We often hear that social media is ineffective because it cannot be tracked. Many aspects of social media are trackable, but more importantly, it is the glue that bonds the many marketing approaches to generate short and long term, comprehensive results. In fact, the Data and Marketing Association defines integrated marketing as "an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprises; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer."

In another DMA Blog post, it adds, “Direct mail is linked to social media, social media is linked to sales tools, sales tools are linked to sales promotional tools such as direct marketing, and, in the end, even legacy tools such as POP/POS and traditional media are all part of the Integrated Marketing mix.

An example of this is Bimmerfest, members, chapter engagement and the raffle. We heard that the Southern California chapters only want to be paid for helping out at Bimmerfest. We identified through social media influencers in the market, passively presented to those individuals benefits the club provides, they joined, then agreed to bring their cars to the BMW CCA booth, then promoted via social media the fact that their cars would be at the tent. Then they took time at the tent to engage with visitors, signed new members up, and posted during and after the event, too. Even though someone might not have been there, and even though someone might not have joined then, they might be the people who comments on the post-event posts and be more intrigued and therefore more easily influenced during a membership drive or through posts through other channels.



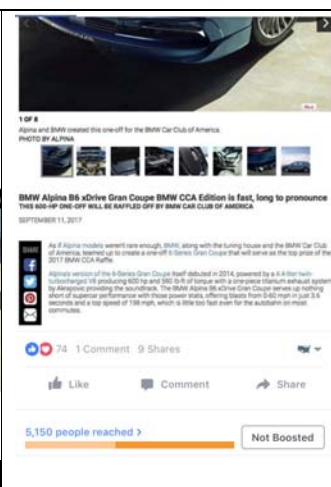

For Bimmerfest, we used pictures from the event in Roundel magazine. The folks in those pictures posted those pictures to their social media accounts, extending the coverage (for free), further expanding awareness of and for the club. We also used pictures to organically promote the raffle and promotions for the raffle, capturing eyeballs on a post about the raffle that might have otherwise come across merely as a sales pitch. One of the members who has his car at the booth and did sign up new members and did buy merchandise specifically renewed his membership prior to Bimmerfest (retention has been a challenge for us; this engagement helped retain and acquire memberships), and then he bought raffle tickets for the first time and posted to social media that he did. While that post might not have caused people to immediately buy raffle tickets, when they see another post about it or an ad about it or an article on BMWBlog about it, they might be more compelled to buy tickets then, and they certainly won’t be less compelled.

Although social media can include any number of channels, blogs, and apps, we use it to refer mostly to Twitter, Instagram and Facebook.


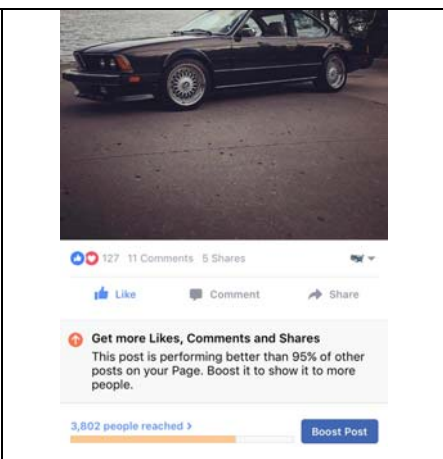
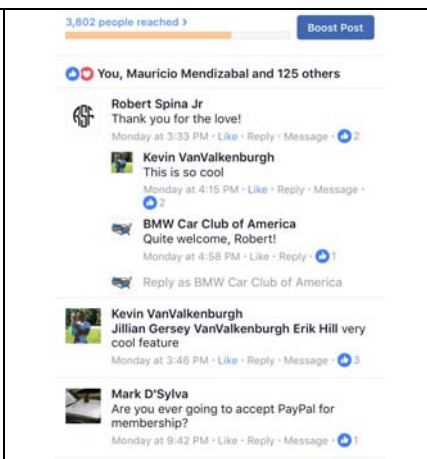
We currently have 41,000 followers on Facebook, 25,000 on Instagram and 18,000 on Twitter. Although each has a slightly different use and intent, each can also be a contributing component of our plan and go to market activities.





Social media is merely a component of our integrated marketing efforts. To be effective in a membership organization, we cannot simply ask for action. We must continue to recruit, engage, retain and support our members to enable success in activities such as events, partnerships and the raffle. Fortunately, outside of creating assets and person power, there is little to no expense.

Examples of Facebook posts include the following recent posts:

			
<p>A post from the Michelin page, a good touch and seven shares is good, but 15 likes, no comments.</p>	<p>Posting a screen shot of AutoWeek's coverage of the raffle.</p>	<p>AutoWeek post generated more than 5,000 in Reach, including 74 Likes and 9 shares.</p>	<p>Paid post generated 51 Likes, 6 shares and (not pictured) 3,000 in Reach (half organic and half paid)</p>

We have a new feature on Instagram and Facebook entitled Member Monday. Each Monday, we feature a member's car or short story (for example, since membership is not limited to people who own BMWs, we might include a variation of that to demonstrate that). Following are examples:

		
<p>Facebook post for Member Monday</p>	<p>127 Likes, 11 comments and 5 shares, plus more than 3,800 in Reach. Not paid</p>	<p>Note three things: member satisfaction, a member commenting that they like this feature, and a member spontaneously asking about methods to pay to become a member.</p>

 <p>View Insights Promote</p> <p>Liked by c2kmotorsports, bouchezhphotography and 817 others</p> <p>bmwcca Today's Member Monday comes from @rspinajr from the New Jersey chapter! He is the second owner of this beautiful 53k-mile 635CSI. Thank you for your membership and for the photo!</p> <p>(Membership is \$48/YEAR. www.bmwcca.org/join)</p>	 <p>Posted on Sep 11, 2017, 5:13 AM</p> <table><tr><td>820 Likes</td><td>4 Comments</td><td>19 Saved</td></tr><tr><td>7,521 Impressions</td><td>5,890 Reach</td><td>843 Engagement</td></tr></table>	820 Likes	4 Comments	19 Saved	7,521 Impressions	5,890 Reach	843 Engagement	 <p>View Insights Promote</p> <p>Liked by c2kmotorsports, _otemanu_ and 348 others</p> <p>bmwcca Today's Member Monday comes from @meisterdeejay of the Patroon Chapter. Here's one of the 3 E30's in his and his wife's 5-BMW fleet! Thank you for your membership and for the photo!</p> <p>(Membership is \$48/YEAR. www.bmwcca.org/join)</p>	 <p>Posted on Sep 4, 2017, 10:41 AM</p> <table><tr><td>350 Likes</td><td>5 Comments</td><td>3 Saved</td></tr><tr><td>5,417 Impressions</td><td>4,165 Reach</td><td>358 Engagement</td></tr></table>	350 Likes	5 Comments	3 Saved	5,417 Impressions	4,165 Reach	358 Engagement
820 Likes	4 Comments	19 Saved													
7,521 Impressions	5,890 Reach	843 Engagement													
350 Likes	5 Comments	3 Saved													
5,417 Impressions	4,165 Reach	358 Engagement													
Same Member Monday post but on Instagram, sneaking in how to become a member—not just seen by 819 people, but Liked by that many.	That post reached more than 5,800 people and engaged with 843.	Another Member Monday post—the first. Generated 348 Likes, again with reference to how to join.	That post reached 4,165 unique people and engaged with 358.												

We also use Instagram to promote events:

View Insights

Promote

Liked by c2kmotorsports, kvanhoften and 681 others

bmwcca Your Car Here. 📍

This is the week! If you're thinking about bringing a car to Legends of the Autobahn Aug 18, these are your last days to register. Concours Class or the Display Corral presented by @kix.suspension! Enter your #e30, your #e9, your #e10, your #e39, your #f80, your e-everything! And I and even gl

View Insights

Promote

Posted on Jul 31, 2017, 11:18 AM

683

Likes

3

Comments

4

Saved

6,726

Impressions

5,401

Reach

690

Engagement

View Insights

Promote

Liked by c2kmotorsports, _otemanu_, and 1,088 others

bmwcca Legends of the Autobahn is firing up! Partner @bringatrailer ...brought a trailer! And two active listings! Stop by and see a beautiful #2002ti and a low mileage #e30 #convertible currently on auction!

Legends of the Autobahn presented by @michelin.

Posted on Aug 18, 2017, 7:35 AM

1,090

Likes

4

Comments

22

Saved

9,538

Impressions

7,784

Reach

1,116

Engagement

This post is doing better than 95% of your recent posts. Promote it to reach a wider audience. View Insights

Promote

Liked by bouchezhphotography, _otemanu_, and 1,069 others

bmwcca Revisiting BMW CCA's track days from last year's OFest in this #2002sday.

Have you registered for OFest in New Orleans this year? ofest.bmwcca.org.

Posted on Sep 12, 2017, 5:55 AM

1,072

Likes

7

Comments

21

Saved

8,808

Impressions

7,255

Reach

1,100

Engagement

View Insights

Promote

Liked by c2kmotorsports, bouchezhphotography and 1,353 others

bmwcca Club member's amazing ALPINA B12 5.7. One of 57, this one graced the lawns at the 2015 #legendsoftheautobahn in #monterey. Can't wait to see what will be there Aug 18 this year.

Look for the #e30 #m3 corral at both Legends and #festorics.

View Insights

Promote

Liked by c2kmotorsports, bouchezhphotography and 1,353 others

bmwcca Club member's amazing ALPINA B12 5.7. One of 57, this one graced the lawns at the 2015 #legendsoftheautobahn in #monterey. Can't wait to see what will be there Aug 18 this year.

Posted on Jul 30, 2017, 11:18 AM

1,355

Likes

7

Comments

21

Saved

11.8K

Impressions


9,788

Reach

1,383

Engagement

And we use it to promote partners and sponsors, too.




View Insights Promote

Liked by dinancars, _otemanu_ and 446 others

bmwcca Who else will be at Legends of the Autobahn? Dinan! Visit them Friday at #Legends2017 with questions for your old and new BMWs!


Legends of the Autobahn presented by @michelin.



View Insights Promote

Posted on Aug 17, 2017, 8:56 AM

448	2	7
Likes	Comments	Saved
5,290	4,417	457
Impressions	Reach	Engagement




Photo

This post is doing better than 85% of your recent posts. Promote it to reach a wider audience. View Insights Promote

Liked by bouchezphotography, kvanhoften and 942 others

bmwcca That M6 of @king_brooklyn looks inviting during fuel up with #shellvpower NITRO+ at BMW CCA partner @shell on a #thirstythursday.

Huge thank you to Shell for their support. Going to Oktoberfest with us? Shell is providing more than \$1000 in gas cards as rewards and prizes! Register at ofest.bmwcca.org.




Photo

This post is doing better than 85% of your recent posts. Promote it to reach a wider audience. View Insights Promote

Posted on Sep 14, 2017, 2:15 PM

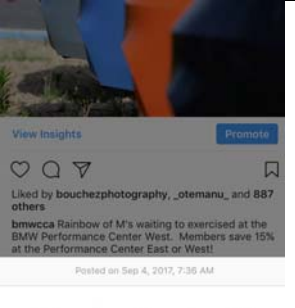
944	9	18
Likes	Comments	Saved
8,353	6,898	971
Impressions	Reach	Engagement



View Insights Promote

Liked by bouchezphotography, _otemanu_, and 887 others


bmwcca Rainbow of M's waiting to exercised at the BMW Performance Center West. Members save 15% at the Performance Center East or West!



View Insights Promote

Posted on Sep 4, 2017, 7:36 AM

889	2	13
Likes	Comments	Saved
7,526	6,210	904
Impressions	Reach	Engagement



Photo

View Insights Promote

Liked by c2kmotorsports, kvanhoften and 882 others

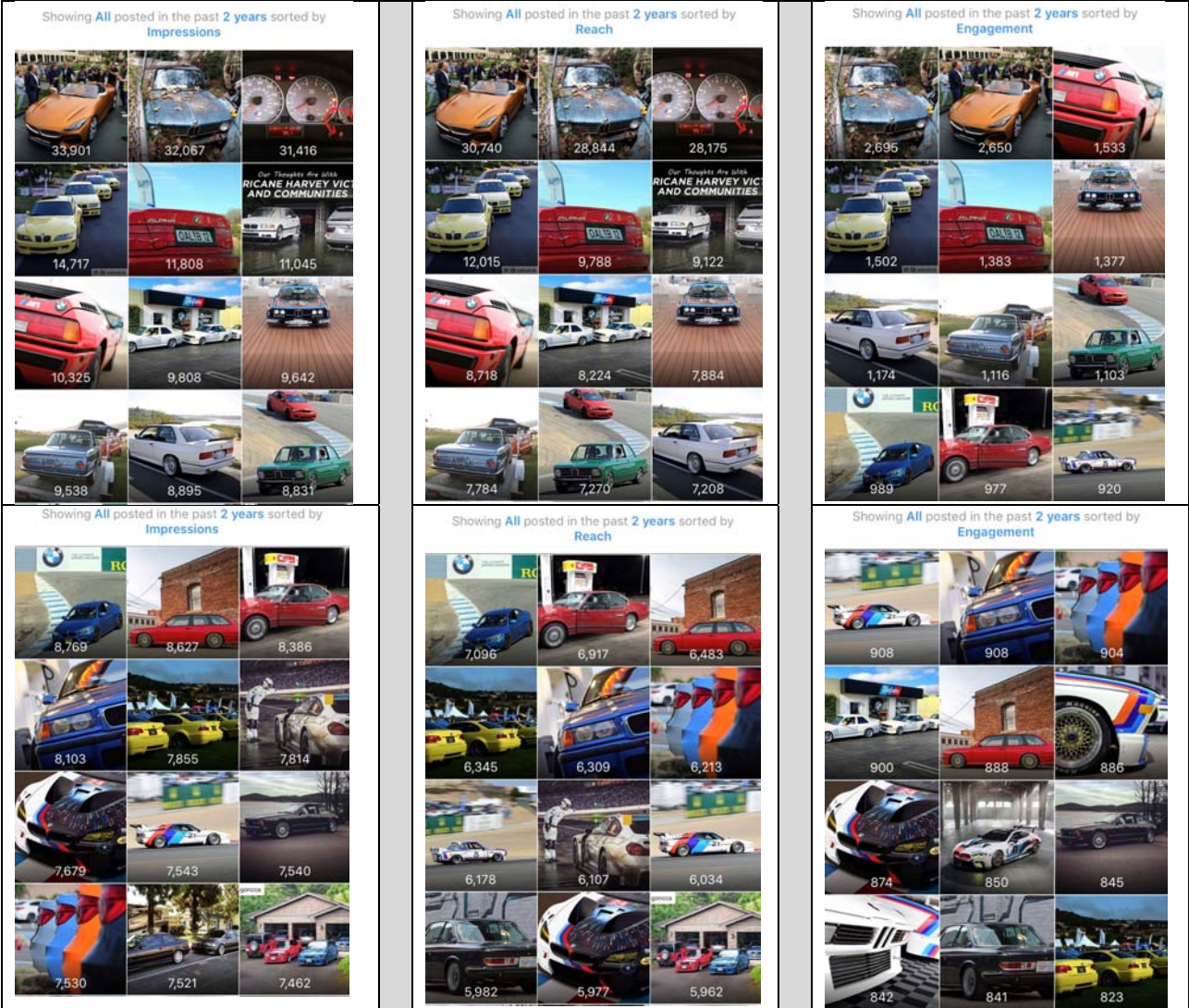
bmwcca Another member car fueling up at partner @shell on a #frontendfriday. Members purchase your Car Of Your Dreams raffle tickets before Aug 10 for a chance to win \$1000 in Shell gas cards! \$1000 in Shell gas!

Posted on Jul 28, 2017, 5:58 PM

884	6	18
Likes	Comments	Saved
8,103	6,309	908
Impressions	Reach	Engagement

Next page →

Following are snap shots of the top two screens of our top Instagram posts for Impressions, Reach and Engagement. Note that most these top posts over the past two years have been in the past eight weeks.



Next page →

National Communication

Message	Last Sent	Sent	Delivered%	Opened%	Clicked%	Bounced%
10 Day Renewal Notice 6-20-2017	6/20/2017	1572	99.49%	42.97%	9.46%	0.51%
10 Day Renewal Notice 7-20-2017	7/21/2017	1678	98.93%	43.19%	9.28%	1.07%
10 Day Renewal Notice 8-21-2017	8/21/2017	1674	98.57%	40.24%	7.58%	1.43%
3 Day Renewal Notice 6-28-2017	6/28/2017	1357	99.41%	35.06%	6.60%	0.59%
3 Day Renewal Notice 7-29-2017	7/28/2017	1448	99.31%	35.19%	5.77%	0.69%
3 Day Renewal Notice 8-29-2017	8/29/2017	1452	99.10%	36.34%	5.49%	0.90%
5 Day Renewal Notice 6-26-2017	6/26/2017	1444	99.45%	39.42%	7.17%	0.55%
5 Day Renewal Notice 7-27-2017	7/26/2017	1526	98.82%	37.93%	6.76%	1.18%
5 Day Renewal Notice 8-25-2017	8/25/2017	1547	98.77%	37.17%	6.22%	1.23%
Bimmerfest West LA Chapter 6-2-2017	6/1/2017	2403	99.58%	44.76%	1.84%	0.42%
Bimmerfest West SD Chapter 6-2-2017	6/1/2017	1192	98.83%	42.36%	1.19%	1.17%
BMW CCA M Day 6-27-2017	6/29/2017	554	99.46%	58.98%	2.18%	0.54%
Father's Day Sale 2017	6/5/2017	51152	99.52%	38.61%	2.32%	0.48%
Father's Day Sale Reminder 2017	6/9/2017	51321	99.51%	35%	1.55%	0.49%
Final Renewal Notice 6-30-2017	6/30/2017	1276	99.37%	38.64%	10.96%	0.63%
Final Renewal Notice 7-31-2017	7/31/2017	1361	99.19%	39.41%	8.30%	0.81%
Invitation to Join the E31 Chapter 6-14-2017	6/14/2017	59	100%	81.36%	5.08%	0%
Lapsed Member Monday 6-26-2017	6/26/2017	24785	98.82%	20.14%	1.45%	1.18%
Lapsed Member Monday 7-24-2017	7/24/2017	24629	98.80%	27.18%	1.48%	1.20%
Lapsed Member Thursday 6-29-2017	6/29/2017	24638	98.79%	21.19%	1.47%	1.21%
Lapsed Member Thursday 7-27-2017	7/27/2017	24424	98.81%	28.18%	1.72%	1.19%
Monterey Weekend 2017 Email #4 6-28-2017	6/29/2017	11391	99.36%	38.54%	2.33%	0.64%
Monterey Weekend 2017 Email #5 7-15-2017	7/15/2017	51289	99.48%	39.08%	1.52%	0.52%
Monterey Weekend 2017 Email #6 7-25-2017	7/26/2017	51445	99.56%	44.85%	1%	0.44%
Monterey Weekend 2017 Email #7 7-31-2017	8/1/2017	3885	99.51%	39.63%	3.39%	0.49%
Monterey Weekend 2017 Email #8 8-9-2017	8/9/2017	11092	99.27%	34.10%	1.87%	0.73%
Newsletter Preference Alert 9-11-13	6/16/2017	1426	98.88%	51.77%	2.77%	1.12%
North Atlantic REN 7-6-2017	7/6/2017	12979	99.42%	39.48%	3.52%	0.58%
North Atlantic REN Reminder 06-22-2017	6/22/2017	111	100%	54.95%	9.01%	0%
North Central REN 7-13-2017	7/13/2017	7801	99.51%	31.51%	3.18%	0.49%
North Central REN Reminder 6-30-2017	6/29/2017	130	99.23%	51.94%	2.33%	0.77%
OFAST 7-29-2017	8/25/2017	12898	99.50%	37.03%	1.59%	0.50%
OFAST 2017	8/4/2017	2	100%	100%	50%	0%
OFest 2017 - Email 12 7-19-2017	7/19/2017	51283	99.57%	42.32%	0.99%	0.43%
OFest 2017 - Email 13 8-2-2017	8/21/2017	51283	99.57%	35.05%	0.70%	0.43%
Pacific REN 7-20-2017	7/20/2017	11265	99.69%	44.08%	4.05%	0.31%
Pacific REN Reminder 7-6-2017	7/6/2017	105	100%	55.24%	3.81%	0%
Roundel Weekly 06-06-17	6/6/2017	36303	99.47%	34.70%	9.34%	0.53%

Roundel Weekly 06-13-17	6/13/2017	36371	99.46%	34.25%	9.89%	0.54%
Roundel Weekly 06-20-17	6/20/2017	36413	99.45%	37.28%	9.86%	0.55%
Roundel Weekly 06-27-17	6/27/2017	36554	99.36%	35.69%	11.82%	0.64%
Roundel Weekly 07-04-17	7/4/2017	36095	99.40%	35.82%	10.68%	0.60%
Roundel Weekly 07-11-17	7/11/2017	36264	99.35%	33.09%	7.99%	0.65%
Roundel Weekly 07-18-17	7/18/2017	36320	99.39%	33.04%	8.33%	0.61%
Roundel Weekly 07-25-17	7/25/2017	36399	99.48%	33.67%	9.88%	0.52%
Roundel Weekly 08-02-17	8/1/2017	35987	99.51%	35.01%	10.94%	0.49%
Roundel Weekly 08-08-17	8/8/2017	36139	99.47%	34.55%	10.08%	0.53%
Roundel Weekly 08-15-17	8/15/2017	36188	99.48%	32.90%	7.41%	0.52%
Roundel Weekly 08-22-17	8/22/2017	36252	99.46%	34.67%	10.93%	0.54%
Roundel Weekly 08-22-19	8/29/2017	36284	99.44%	32.92%	8.97%	0.56%
South Atlantic REN 7-27-2017	7/27/2017	13447	99.56%	31.60%	3.29%	0.44%
South Atlantic REN Reminder 7-13-2016	7/13/2017	128	99.22%	51.97%	6.30%	0.78%
South Central REN 8-3-2017	8/3/2017	5459	99.40%	32.05%	3.50%	0.60%
South Central REN Reminder 7-20-2017	7/20/2017	69	100%	56.52%	8.70%	0%

Kyle van Hoften
Director of Marketing & Corporate Partnerships
BMW CCA



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Re: September 2017 Board Meeting

IT Update

Welcome New IT Staff Member!

I am pleased to have Edward Tamsberg join the IT Department. He extends the IT development and support capabilities of the club. Edward brings additional web development experience, including Drupal and WordPress.

The BMW CCA Foundation has partnered with BMW CCA and receives 12 hours per week of Edward's time for IT support and development.

Beginning with this report, the IT Update will report work collectively by Edward and myself, referred to herein as "IT staff."

Welcome to the team, Edward!

Raffle

To accommodate the implementation timeline of AssociationAnywhere, we moved raffle ticket sales from the GoMembers store to our Drupal website. The move involved development by DrupalSquad, a certification process with Chase Paymentech, and a lot of testing and report writing by the IT staff. The new system provides a more efficient means to process tickets mailed in by members. Members have experienced no difficulty purchasing tickets. The move has also relieved the burden on our internal servers caused by raffle sales. GoMembers just can't seem to handle the volume of transactions raffle generates, and by this point in previous years we would have experienced multiple crashes that temporarily impacted sales. This year, the website has not experienced problems that would prevent membership or raffle sales.

Classified Ads

In an effort to alleviate the administrative burden of processing classified ads, we moved the payments for ads from the GoMembers store to our Drupal website. The level of effort required for this transition was lessened by the raffle ticket sales project since they both shared the same Chase Paymentech integration. DrupalSquad performed the development work, and the IT staff completed testing and wrote new reports for reconciliation with Chase.

AssociationAnywhere Implementation

The AssociationAnywhere (AA) implementation project has experienced delays. We've now had to delay training and go-live twice. We currently have training scheduled for November 16-17, and go-live will start on Friday, December 8 and, barring any unforeseen difficulty, conclude by COB Monday, December 11. Based on the work done so far, I am not confident that AA's developer, ACGI, will meet that date.

BMW CCA's flexibility when it comes to membership renewal makes it difficult for any Association Management Software (AMS). My frustration with ACGI is that they seem to have limited resources. Some of their development tasks have been sitting open for longer than expected.

To keep the price of implementation down, ACGI had us use as many out-of-the-box features as possible. This became a problem when adding Associate members. ACGI's customer base is largely made up of trade and educational associations where the concept of an Associate is different. The out-of-the-box feature for adding Associates exposes the name of every individual for selection instead of simply allowing the creation of a new individual. With over 540,000 individuals in BMW CCA's database, that makes it a struggle to add an Associate, and exposes us to privacy concerns. So, it became necessary for BMW CCA to pay for a customization for the addition of Associate members, which caused a delay and overage in the budget.

Chapter selection was also different from our needs out-of-the-box. The scope of our requirements did not change, however, ACGI needed to spend additional time to allow BMW CCA members to choose one free chapter and charge them for any additional. One difference in AA from the way we currently operate, is that there will not be the concept of a "home chapter." The site will automatically select the chapter based on their ZIP code and allow the member to override it. But, AA won't automatically change the chapter when a member updates their address. If this becomes a problem, we will investigate options to allow members to update the chapter during an address change.

Conversion of membership records is still in progress by IT staff. It is difficult to convert them because of the differences in how AA invoices memberships compared to the way GoMembers does. The initial data conversion will be completed by October 20, 2017. All processes for exporting data are repeatable, and will be executed a second time for a conversion just prior to staff training in November. That second push will serve as a dress rehearsal before the third and final push the weekend before go-live.

ACGI still needs to enable one development-level feature so that I can grant third parties like MotorSport Reg the ability to verify memberships in real time. It is also required before we can begin work on the single sign-in project to allow members to log in at bmwcca.org. This developer-level access has also delayed the project. My need for access was known to ACGI since the beginning of the sales process. However, they are just now getting me that access. BMW CCA and ACGI have signed an agreement specifying the privileges ACGI is granting, and the restrictions placed on BMW CCA. I found the privileges and restrictions reasonable.

Integrating with Chase Paymentech has proved difficult for ACGI as well. Chase has a vetting process for all service providers that includes verification of PCI Compliance. ACGI is still

working with Chase on the vetting process, and when that has concluded they can begin development work on the implementation.

BMW CCA App

An updated version of the app is nearing the end of development and is in final testing. The BMW CCA staff have some content to complete, but as with the current app, there are feeds that populate the calendar, chapter list, and club discounts.

The new version of the app has a much-improved user interface, and a content management system that will make it easier for staff to update. I plan to extend the app's capabilities using the developer-level access provided by ACGI. Potential extended capabilities include: polls, trivia contests, virtual garage data, scavenger hunts, and more.

National Office Phone System

The auto-attendant, which includes the greeting and options heard when a member calls, has been updated. The BMW CCA staff reviewed the options and the phrasing of each one to ensure that it was clear and included the most common reasons for calls. This ensures callers are routed to the correct staff member, and causes less frustration for callers because they hear the option they are expecting.

Raffle Drawing Videos

The IT staff have assisted with the special and flash drawings of the raffle. We provided behind-the-scenes and on-camera support so that the same staff members are not required to perform the drawings time after time.

Chase Paymentech Integration

Chase Paymentech made security changes to their system that required IT staff to work with GoMembers to update their interface. The raffle and classified ads payments system was created after Chase made the security changes and took the new protocols into account during development. Chase did not provide adequate notice before the effective date of the security changes. Fortunately, Chase worked with BMW CCA and provided a 30-day extension of the deadline. The IT staff performed tests in both the development and production environments to ensure a successful implementation of the updated protocols.

BimmerLife

In an effort to reduce hosting costs, the IT staff moved the bimmerlife.co website from Amazon Web Services (AWS) to the managed host, WP Engine. The new chapter websites offered by the Technology Committee are hosted at the same account at WP Engine. This move will save the club approximately \$200.00 per month and provide administrative services such as automatic updates (keeping the site secure), and 24-7 support.

The IT staff are working with other staff members to generate email newsletters from BimmerLife. These newsletters will be populated with articles posted to the website and include advertising to offset the hosting and administrative costs even further.

In addition to the domain bimmerlife.co, the owner of bimmerlife.com has agreed to sell. BMW CCA staff are working to complete the transaction.

Pazifik Eskapade Website

The IT staff created a one-page website for the Pazifik Eskapade regional event with the assistance of Jeff Cowan and Delight Lucas. To reduce development time, we repurposed the design from the Celebrate BMW website. You may view the website at <http://eskapade.bmwcca.org/>.

BMW CCA Foundation

The IT staff provided the following support to the Foundation:

1. Inventoried all electronics and software plus any associated costs
2. Move file storage to OneDrive and SharePoint
3. Updated Website CMS and move from Media Temple to WP Engine
4. Recovered access to Foundation and Street Survival website domains
5. Recovered access to Instructor Training materials for Street Survival from Box.com
6. In the process of moving the Street Survival website and email to new platforms
7. Future projects:
 - Create online giving form page
 - Update Instructor Training
 - Generate automatic email reminders for Street Survival instructors

Chapter Electronic Newsletters and MagnetMail

The following 31 Chapters have notified the National Office that they are now sending their newsletters electronically. The newsletter delivery preference of their members has been changed to e-mail (for those with an e-mail address), and I have notified members about the change and how to elect to receive a copy via US mail instead. There is a separate mailing label report that Steven Schlossman sends to these chapters that only includes members whose preference is to receive the newsletter via US mail.

Bayou Chapter	Buckeye Chapter	Central California Chapter
Connecticut Valley Chapter	E31 Chapter	Everglades Chapter
Florida Suncoast Chapter	Golden Gate Chapter	Green Mountain Chapter
Heart of Dixie Chapter	Inland Empire Chapter	Iowa Chapter
Kansas City Chapter	Lone Star Chapter	Mountain State Chapter
Nittany Bimmers Chapter	North Star Chapter	Northern Ohio Chapter
Oregon Chapter	Patroon Chapter	Pine Tree Chapter
Pocono Mountain Chapter	River City Bimmers	Roadrunner Chapter
Sandlapper Chapter	Sierra Chapter	Sunbelt Chapter
Sunshine Bimmers Chapter	Tarheel Chapter	Wasatch Chapter
White Mountain Chapter		

There are 16 chapters with MagnetMail accounts:

Bayou Chapter	Buckeye Chapter	Central California Chapter
Choo-Choo Bimmers Chapter	Lone Star Chapter	Michiana Chapter
New Jersey Chapter	Oregon Chapter	Puget Sound Chapter
River City Bimmers	Smoky Mountain Chapter	St Louis BMW Club
Sunbelt Chapter	Sunshine Bimmers Chapter	Tarheel Chapter
Tidewater Chapter		

Respectfully submitted,

A handwritten signature in black ink, reading "Stephen Elliott". The signature is written in a cursive, flowing style.

Stephen Elliott
Director of Information Technology
BMW Car Club of America



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Re: September 2017 Board Meeting

Technology Committee Report

Chapter Website Initiative Update

- Wordpress Template
 - Preparing the Oregon/GGC template for export to Puget Sound and Illini Chapters who want to maintain their own hosting
- Shared Hosting Environment
 - Hurricane Harvey took Josh offline for the past month but he is back in Austin and resuming work on getting the template ready to handoff to Peachtree
 - As soon as we kickoff their upgrade, we'll begin cloning additional versions for other chapters ready to get started who want to use centralized hosting
 - Once we get Peachtree started, we will begin work on the Area Template so those chapters can start consolidating their online web presence

Next Committee Meeting – Early October

Ian Dunn
Technology Committee Chair

Note: The following report contains confidential information intended for the use of BMW CCA board members in preparing for their meeting. It is not intended to be published or disseminated. A summary version for inclusion in the meeting minutes will be prepared if necessary.

Satch Carlson, *Roundel* editor-in-chief

September 2017 Pre-Board-Meeting Report

Advertising: The slide continues through a second year of declining revenues. We may have to lower our expectations for advertising revenue in 2018. However, *Roundel Weekly* continues to provide a leaky life raft—but revenues from that source are about half of what he hoped for (see next page).

ISSUE DATE	PAGES	AD PAGES	AD PERCENTAGE
January 2015	132	34.41	26.07%
February	132	36.24	27.45%
March	132	44.91	34.02%
April	132	53.58	40.59%
May	132	52.66	39.89%
June	132	54.24	41.09%
July	132	54.33	41.16%
August	132	53.16	40.27%
September	132	52.41	39.70%
October	132	47.16	35.73%
November	132	48.99	37.11%
December	132	46.66	35.35%
January 2016	132	36.91	27.96%
February	132	42.74	32.38%
March	132	43.58	33.02%
April	132	52.99	40.14%
May	140	51.88	36.84%
June	132	55.33	41.92%
July	132	48.83	36.99%
August	132	54.83	41.54%
September	132	47.41	35.92%
October	132	49.49	37.49%
November	132	42.00	31.82%
December	132	42.16	31.94%
January 2017	132	33.50	25.38%
February	132	37.00	28.03%
March	132	35.91	27.20%
April	132	43.50	32.95%
May	132	43.00	32.58%
June	132	43.00	32.58%
July	132	40.58	30.74%
August	132	43.33	32.83%
September	132	45.91	34.78%
October	132	44.00	33.33%

More bad news: We have exceeded our budget estimates for *Roundel* in several areas. As I mentioned, *Roundel Weekly* ad revenues are about \$20,000 under what we had hoped for, while we have spent another \$20,000 more than we expected to on *Roundel* contributors at this point. However, the bright side of this situation is that for several years we have been trying to fine-tune the budget estimates to more accurately reflect future costs, and I believe that we have been getting good value for money spent, especially on writers like Jackie Jouret. We are also adjusting our columnist roster, paring our least-popular contributors, but without taking a chainsaw to our masthead.

	Jan - Aug 17	Budget	\$ Over Budget
Ordinary Income/Expense			
Inc			
ome			
4000 · Revenues			
4010.07 · First Class & Air Mail Revenue	3,082.50	3,333.32	-250.82
4015.07 · Classified Advertising Revenue	10,745.00	8,000.00	2,745.00
4020.07 · Commercial Advertising Revenue	471,455.99	491,333.32	-19,877.33
4021.07 · Digital Roundel Advertising Rev	28,337.50	46,666.68	-18,329.18
4022.07 · Web-site Advert. Revenue	14,275.00	13,333.32	941.68
4025.07 · Reprints Revenue	1,638.50	2,060.00	-421.50
4055.01 · List Rentals	8,000.00		
Total 4000 · Revenues	537,534.49	564,726.64	-27,192.15
Total Income	537,534.49	564,726.64	-27,192.15
Cost of Goods Sold			
5000.01 · Direct Costs			
5016.07 · Roundel Advertising Rep	98,837.72	104,910.00	-6,072.28
Total 5000.01 · Direct Costs	98,837.72	104,910.00	-6,072.28
Total COGS	98,837.72	104,910.00	-6,072.28
Gross Profit	438,696.77	459,816.64	-21,119.87
Expenses			
6006 · Payroll Taxes	5,500.67	6,045.89	-545.22
6007 · Employee Fringe Benefits	5,606.64	5,333.32	273.32
6008 · 401(k) Match	3,329.27	3,778.69	-449.42
6010 · Outside Contractors			
6014.07 · Roundel Staff			
6011.07 · Roundel Editor-in-Chief	84,000.00	85,000.00	-1,000.00
6013.07 · Roundel Design	72,884.62	75,573.45	-2,688.83

Total 6014.07 · Roundel Staff	156,884. 62	160,573 .45	-3,688.83
6015 · Writers	130,025. 00	112,000 .00	18,025.00
6017 · Computer Services	5,040.90		
Total 6010 · Outside Contractors	291,950. 52	272,573 .45	19,377.07
6025 · Printing			
6025E · Electronic Roundel Publishing	7,168.00	8,192.0 0	-1,024.00
6025 · Printing - Other	360,285. 86	368,000 .00	-7,714.14
Total 6025 · Printing	367,453. 86	376,192 .00	-8,738.14
6026 · Postage	189,003. 54	210,000 .00	-20,996.46
6040 · Travel & Entertainment			
6041 · Meetings			
6041ME · Meetings (Meals & Ent.)	103.58		
6041 · Meetings - Other	1,342.47		
Total 6041 · Meetings	1,446.05		
Total 6040 · Travel & Entertainment	1,446.05		
6050 · Office Supplies and Expenses	164.64		
6059 · Marketing	3,850.00		
6070 · Dues & Subscriptions	82.96		
6075 · Legal Expenses	400.00		
6090.01 · Bank Charges	280.00		
6110 · Awards	75.00		
Total Expense	869,143. 15	873,923 .35	-4,780.20

Overall, despite our bleak economic situation, I do remain confident that *Roundel* continues to fulfill our stated mission: to inform, entertain, and provide a sense of community for our members.

Satch



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September 2017
Report of the Creative Director

Since my last report in May we've had the Legends of the Autobahn and Festorics events, moved Oktoberfest to October/November, launched the 2017 Car of Your Dreams Raffle, integrated more detailed tracking for online efforts, and won several publication awards.

Roundel

The magazine was recognized by the International Automotive Media Competition for magazine graphics, cover graphics and cross-media as part of their 2016 awards. We won a Gold Medallion award for total publication graphics for the May 2016 Roundel. We won Bronze Medallions for the November 2016 Roundel, the cover of the 2016 Legends of the Autobahn Program, and for the video work / Roundel article of the Celebrate BMW Tour that David Rose and Nick Parente created.

Events

Legends of the Autobahn

We successfully trademarked the Legends of the Autobahn logo developed in 2016. For the event itself, we produced the program, banner and usual materials in addition to a larger number of traffic signs to accommodate rerouting spectator traffic.

Festorics

We developed the event logo for the first time this year and adapted it for shirts, posters, ads, nametags, etc.

Oktoberfest

With the date change, we've faced a challenge of making certain the membership is fully aware of the new dates. We've run several ads in the magazine, but went a step further for the September 2017 issue, creating a "Z-Fold" cover for Roundel that features a two-page spread heralding the date change and touting things members will be able to enjoy in New Orleans. We are also running an onsert (sheet dropped into the Roundel polybag) with more details on fun aspects of Oktoberfest that will ship with the October issue.

We are currently in final stages of producing signage and other materials for the upcoming event.

Raffle

We have worked to support raffle in a variety of ways this year. In addition to standard promotional materials such as Roundel ads, onserts, mailing forms and related items,

we developed an ongoing series of ads for Facebook and Instagram. We are also creating and publishing all of the special and flash drawings to various social media.

Facebook now offers a technology called "Facebook Pixel" which allows us to track the performance of paid ads and boosted posts from viewing to final sale. For the first time we can see precisely which ads on those platforms perform and by exactly how much.

We created multiple ads supporting different aspects of the Raffle, including ALPINA B6 ads, a variety of humorous "Odds" ads that show how much better odds the raffle offers, special and flash drawing ads, and others. We've also created posts to support specific efforts for the raffle and used the paid "boost" system to get better exposure for them.

With the FB Pixel tracking, we are able to adjust our efforts based on dozens of metrics, including an ad's response rate, reach, total purchases, demographic mix, and even time-of-day sales

As of this writing, for the past several months of paid ads and boosted posts, we have spent right at \$2,900, with a directly tracked ticket sales total of \$18,730. So for our first serious foray into the paid ad system with detailed tracking, we have achieved a very positive return on investment. As we learn more and better leverage the FB and Instagram platforms, I would like to see that revenue amount increase by several factors.

Kim Austin has done a wonderful job in crafting many of the ads and does an outstanding job putting together the many emails we produce and distribute for the Raffle.

Awards

This year, with Ludwig Willisch's retirement, the club took the opportunity to present him with a special version of the BMW CCA Friend of the Club award. In consultation with some of his co-workers, we created a new, larger plaque design as well as a special medallion, which was presented to him as the 2017 Festorics in Monterey.

App

The new App is almost ready for its full launch. The new design and flexibility should bring our mobile presence up to date and work well for the next few years.

Foundation

An agreement regarding lending my services to the Foundation for their new marketing efforts has been set. As my time allows, I am helping them refine their branding both for print and electronic media.

Thank You!
W. Len Rayburn
BMW CCA Creative Director

To: BMW Car Club of America National Board of Directors
Tim Beechuk - BMW CCA Board Liaison to DEC
Frank Patek - Executive Director BMW CCA

BMW Car Club
of America



From: Jack Joyner, National Driving Event Committee Chairman

Date: 9/19/2017

Subject: Quarterly Report – 3rd Quarter 2017

Travel: Hallet OK for ITS October 11-14

NOLA for Ofest 2017, Thursday Nov. 2-5.

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bmwcca.org

Report Items

1. We have submitted and gotten approval on our ITS Training as a Nationally Recognized Instructor program by the Motorsport Safety Foundation. This recognition will give any of our ITS graduates and grandfathered instructors a level 2 certification, with the completion of level 1.
2. We are planning an ITS Charrette in January or February somewhere in the Northeast. I will submit a proposal on this soon. The New Jersey area seems to be most cost effective based on the people whom attend.
3. We will also have our DEC meeting sometime in January or February, with Dallas as a central point. I will get dates and a proposal on this too.
4. 2018 is our year for a DEC Conference, and would like a few date options if we don't have anything nailed down now.
5. We are way under the spending cap for our DEC and ITS money for 2017. I would like to make sure we have the same basic premise for 2018.

Board Action Needed

The following proposals need Board action:

1. Nothing at this time.

Respectfully submitted,

Jack I. Joyner III
National Driving Event Committee Chairman

