

**BMW Car Club of America
Board Conference Call
August 2, 2017**

Wednesday, August 2, 2017

1. Call to Order

The conference call was called to order by President Steve Johnson at 7:02 PM 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; and Dwayne Mosley, South Atlantic RVP.

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

Absent: Jeff Cowan, Pacific RVP

3. Updates

Dues Increase

Steve Johnson reports that the dues increase will take effect January 1, 2018. At the end of 2016 BMW CCA chapters collectively held \$2.6 million in the reserve. While it is reasonable to share some of the dues increase with the chapters it is also reasonable to expect our chapters to spend more on providing direct services and benefits to the membership. Frank Patek suggested setting aside a set dollar amount from each primary member's dues to be put into a reserve fund for the benefit of each region. The monies should be held for the benefit of regional events and other activities meant to bring members together and provide needed service and benefits. Regions can apply for funds on a matching dollar for dollar basis. In other words for a region to be able to access these funds they must be willing to commit their own funds. Regions should apply to their RVP for funding. The RVP will then bring the request to the full Board for consideration.

The funds should be spent on events or promotions. Ideally on something that brings the region together as a group as much as possible.

The dues increase will be as follows:

1 Year - \$54.00 per primary member;
2 Years - \$99.00;
3 Years - \$146.00;
4 Years - 194.00;
5 Years - \$239.00 and;
Life Time - \$1,400.00

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The chapters will be given an amount to be set aside for regional use only. Chapters will not receive a monthly increase in rebates. We will need to build up the regional funds in 2018 with funds available in 2019. This will ensure that each chapter and/or region has their calendar of events in place for requesting said 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 reevaluate in one (1) year. These funds will be available in 2019. Steve Johnson seconded the motion. Motion passes 8 – 1 absent

Dwayne Mosley has been articulating to his chapters who seem to have a large bank account that they need to be spending the money on their members. The money belongs to the membership. They need to support, promote, and attract membership. He also indicated that with the said large bank account chapters, he has had absolutely no negative feedback.

Rule/Restriction for Ops Manual

Chapters with a substantial bank balance who are holding an event must have a branded tent and flags at said event. They must also do some recruitment at said event. We as a Board can try to ensure that money is spent on the membership. The use of a branded tent and flags will demonstrate pride and professionalism.

BMW CCA New Location

Steve Johnson articulated as to where our new building would be located on the Foundation property. The Foundation has expressed they would like our building adjacent to their current building. Tim Beechuk has had discussions with Lance White, Foundation President. If we did connect our new building to the current Foundation building they would have to bring their building up to code as currently they are grandfathered in. The Foundation Board of Trustees feels it is acceptable for our building to be in the original location.

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

BMW CCA 640 Location

Frank Patek requested the board's blessing to place the condo at 640 Main Street on the market for sale. With the caveat that we do a lease back should our new building not be ready for occupying.

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

Life Time Membership

The life time membership ends with the death of the primary member and will not be passed on to life time associate members. Brian Thomason suggested if the primary life member passes away and the Associate Life Member would like to become a

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primary life member, CCA will credit them the cost they paid for the associate life membership and they pay the current life membership dues.

4. Adjourn at 8:18 PM EST

Motion: Tim Beechuk made a motion to adjourn the conference call. Lou Ann Shirk seconded the motion. Motion passes 8 – 1 absent

**BMW Car Club of America
Board Conference Call
October 3, 2017**

Tuesday, October 3, 2017

1. Call to Order

The conference call was called to order by President Steve Johnson at 8:02 EST.

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; and Dwayne Mosley, South Atlantic RVP.

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

Absent: Jeff Gomon, South Central RVP and Jeff Cowan, Pacific RVP

3. *Updates*

Membership

Steve Johnson reports he and Frank Patek have been in the CCA Office reviewing numbers and our present membership counts are down. This information has caused a concern with the upcoming dues increase at the first of 2018. We as CCA need to take steps to mitigate the decline in membership. Darlene Doran suggests that we should hold off on the dues increase and Brian Thomason agrees. Oktoberfest is going to be a very tight on meeting the budget. We could consider to stop collecting local dues and let the chapters earn it and do it on their own. We need to start an action on a local and regional level to hold onto our members. Our current membership drive is not working. We need to get out and secure more members and retain them. We need to put a together job descriptions for all positions, then volunteers will know what they are expected to do and will do their job correctly.

Motion: Brian Thomason made a motion to delay the proposed dues increase until July 1, 2018 pending the reorganization we have in mind. Steve Johnson seconded the motion. Motion passes 7 – 2 absent

December Board Meeting

During the meeting we will have two (2) items on our agenda, the strategic plan and the completion of the strategic plan. The other item will be the consolidation of chapter services and monies going out to chapters. All RVP's should look at the dream list provided in September if you think there should be some tweaks.

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October 3, 2017**

San Diego Issue

Frank Patek reports that he has been contacted by Chris Keefer's attorney and she is going to forward a copy of the trial transcripts and information she has. We are getting closer to getting some answers. This situation could be resolved by the December meeting. Certified letters have been sent to each party.

Modified Chapter Board Member Positions

Motion: Steve Johnson made a motion to modify 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. Darlene Doran seconded the motion. Motion passes 7 – 2 absent

4. Adjourn

Motion: Steve Johnson made a motion to adjourn the meeting at 8:40 EST. Darlene Doran seconded the motion. Motion passes 7 – 2 absent

**BMW Car Club of America
Board Meeting
Seattle, WA
December 9-10, 2017**

**Saturday and Sunday
December 9 – 10, 2017**

1. Call to Order

The meeting was called to order by President Steve Johnson at 8:34 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, Community Relations and Development; Chris Hennecy, Corporate Relations and Development; and Satch Carlson, Roundel Editor-in-Chief.

Chairs: Steve Stepanian, DEC

Guests: Sherman Koo, Golden Gate Chapter; Jaynee Beechuk, Buckeye Chapter; Kathy Gomon, Great Plains Chapter; Kelly Kirkland, San Diego Chapter; and Lance Richert, Puget Sound Chapter.

3. Minutes

The minutes of the September 23, 2017 Board meeting were approved by vote via email on October 25, 2017. Reading of the minutes will be waived.

Affirmation of votes on conference calls since last Board Meeting.

Motion: Brian Thomason made a motion to delay the proposed dues increase until July 1, 2018 pending the reorganization we have in mind. Steve Johnson seconded the motion. Motion passes 7 – 2 absent

Motion: Steve Johnson made a motion to modify 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. Darlene Doran seconded the motion. Motion passes 7 – 2 absent

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

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4. Reports

- 4.1 *President*
Steve Johnson amended his pre-meeting report to include all costs.
- 4.2 *Executive Vice President*
Eddy Funahashi amended his pre-meeting report to include Non-Geographical chapters.
- 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.
- 4.5 *South Atlantic RVP*
Dwayne Mosley added to his pre-meeting report procedure to expel a chapter member.
- 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 added to his pre-meeting report that we will have a cover story which will be topical on the new M5 on the track.
- 4.12 *Driving Events Committee*
Steve Stepanian 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

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6. Discussion Topics

6.1 *National Events*

6.1.1 Oktoberfest 2017

Frank Patek reports that this was a more intimate event. The closing banquet at the WW II Museum was a tremendous success.

6.1.2 Oktoberfest 2018

Frank Patek reports there is one last meeting with the Allegheny chapter scheduled for the beginning of January. The event will be July 9 – 14, 2018. We have a firm schedule: Monday will be check-in with an opening reception; Tuesday TSD rally and gymkhana, there is also in the late afternoon a car show on the river in Homestead; Wednesday concours and PVGP car show; Pirates will be playing every day during Oktoberfest. There is a club race the weekend before July 6-8, 2018. Thursday & Friday begins our HPDE at PIR, Autocross, Michelin drive & compare and Car Control Clinic, we will have lunch at the track and possibly carting. Thursday evening we will be at the Pittsburgh Science Center which is a hands on facility, strolling dinner with frozen nitro drinks. Friday will be a themed (1890's) dinner possibility at the Grand Concours Station. Saturday evening will be our closing banquet. Saturday and Sunday will be PVGP at Schenley Park. We will have two (2) tents on the top of hill, lunches and having a band of our own. Have Mini on Marque hill.

6.1.3 Oktoberfest 2019

Frank Patek reports as we put finishing touches on this event, we need to work on the next one. Do we want to have conversations with either Peachtree or Tarheel chapters for an HPDE the weekend prior to Oktoberfest? Would this distract or encourage more attendees? Would we use Road Atlanta or VIR? This event will take place October 8 – 12, 2019. The host hotel will be the Hyatt downtown Greenville. Our new location will be a central part of the event. Hopefully the Kessler's will have their new hotel open in downtown Greenville.

6.1.4 Oktoberfest 2020

Frank Patek reports we need to kick this event into high gear. This will be in Palm Springs, CA.

6.1.5 Chapter Congress 2018

This event will be November 1-4 in Dallas, TX for the DEC representatives.

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7. Regional Events

7.1 *Updates*

7.1.1 The Vintage

7.1.2 Pittsburgh Vintage Grand Prix

7.1.3 Monterey Legends / Festorics Weekend

8. National Programs and Services

8.1 *Updates*

8.1.1 IT

Frank Patek reports we are currently in a holding pattern on the new database due to the integration with Chase Paymentech. Chase requires the service providers to be PCI compliant, and certified by a third-party assessor. We use Chase Paymentech as it provides greater security levels and great pricing as well. They give us the best rates of anyone out there. With confidence we can tell our members their credit cards number do not enter our system. Edward Tamsberg is now on staff full-time and the Foundation pays for twelve (12) hours a week of his time. The Foundation has come to realize they could use Edward full-time themselves.

8.1.2 Club Racing – see attached report

Steve Johnson reports that club racing's west coast theme regarding running with NASA.

8.1.3 Driving Events Committee

Steve Stepanian has stepped up to be the DEC chair for BMW CCA. The DEC chair needs to completely communicate with the board. Someone has leaked inappropriate information to the DEC Rep's, which they are feeling uneasy about the DEC. All committee's and committee chairs need to be clear they work for the board. Steve Stepanian will be having a telephone conference call with the DEC Rep's. The board needs to decide the amount of funds they want to provide for the 2018 ITS program. Steve Stepanian will have Bill Wade as the ITS Coordinator. The DEC Rep's need to think 12-18 months out for events. Active communications from all regional and local DEC Rep's up the chain and back to the board. First and foremost is the knowledge and trust that is given to the DEC is paid back by running the safest program possible. The board wants to get the best people in place to manage this program. Steve Stepanian will provide a standardized Tech Inspection Form for use by all chapters.

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8.1.4 Charity Matching Funds – Nothing at this time

8.1.5 Raffle

Frank Patek reported at our September board meeting we would be lucky to top out at 7 cars. We surpassed that number with 8.5 cars only missing budget by one-half of a car. The car should be delivered in the next week or so. Tom Plucinsky is trying to secure the new M5 for our 2018 raffle. The new CSL could potentially be a first prize. There is a new Competition M2 which has the M4 engine. Frank would like to suggest that we give away only vehicles and no cash as this may draw greater support from BMW NA. The grand prize car will be the new M5, if possible. The M2 competition would be a great first prize. We will continue on the same schedule start in June and end in September.

8.1.6 SIG's – Nothing to report at this time

8.1.7 Roundel

Frank Patek reports that *Roundel Weekly* will go away at the end of January, 2018 and be supplanted by BimmerLife. BimmerLife will be open and available to anyone interested in the BMW lifestyle. The BimmerLife digest will be delivered on a weekly basis to club members. We are looking for new contributors for the publication. Satch Carlson reports the proofers are very good and do a great job. *Roundel* will see a postage and paper increase for in the first quarter of 2018.

8.1.8 National Office

8.1.8.1 New CCA Location

Steve Johnson reports that CCA had contacted Harper Corporation regarding plans for our new location. Our original plan was to have a building 13,600 s.f., however the proposed bid was too high. CCA then downsized the building to a building of 9,650 s.f. and the bid was higher yet. Sherman Koo has now been hired by CCA as our project manager. Sherman was in South Carolina to meet with some contractors in the area. Sherman wanted to find out what services we have paid for and what CCA owns. Do we own the drawings or not. Sherman met with Harper Corporation a very large firm; Boardman Builders is a small firm which has a portfolio in the size of our project and the third was Mavin Construction. Mavin gave three (3) types of buildings 1) being a traditional building, 2) Pre-engineered metal building and 3) concrete tilt-up construction method. These firms are saying approximately 9 months for completion. Sherman recommends we move forward, especially if we want to be in by Oktoberfest 2019. Sherman believes that depth of

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knowledge is very important to our project. Sherman would suggest we redesign our current plans. Dwayne Mosley recommended CCA contact Marsh Bell and Wayne Medlin's firm both are local contractors.

- 8.1.8.2 Operations
Frank Patek reports that Chris Hennecy has rejoined the staff. Chris will focus on Corporate Relations and Development. Welcome back Chris!!! Kyle van Hoften will be point of contact with the RVP's and regions.
- 8.1.8.3 Election Status
Frank Patek reports the following candidates Steve Johnson, President; Dwayne Mosley, South Atlantic RVP and Tim Beechuk, North Central RVP are running uncontested.
- 8.1.8.4 Regional Newsletters
Jeff Gomon reported that the Kansas City Chapter would like to be a part of the regional newsletter program. Jeff will set up a conference call with all presidents to inform and get ideas for the regional newsletter. The deadline would have to be on the same schedule as the *Roundel*. Frank will get pricing for a 32-page, 48-page and 64-page printed newsletter. CCA will do a trial issue of a Regional Newsletter once we have pricing with the following chapters Inland Empire, Oregon and Puget Sound and California, Arizona, Hawaii and Nevada. These trial issues will be the end of first quarter 2018.

8.1.9 Member Committees

- 8.1.9.1 Recognition Program Committee
Lou Ann Shirk reports the committee has nothing in place as of our meeting for 2017 awards.

9. Policy and Administration

- 9.1 Ombudsman
Frank Patek reports that John Gamel was going to retire, would like him to stay on as Ombudsman.
- 9.2 Benefits Update – Nothing at this time
- 9.3 BMW Clubs International
Frank Patek the International Council meeting will be in Palm Springs, CA in 2019.

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9.4 Operations Manual

Steve Johnson requested we update the travel policy of the Operations Manual. Lou Ann Shirk comments on the current agency Concur we use.

National Service Officers Award

The BMW CCA board will nominate all committee members of the Ombudsman group.

Motion: Lou Ann Shirk made a motion to nominate John Gamel, Barry Kleckner and David Levin to receive the Outstanding National Service Officer Award. Darlene Doran seconded the motion. Motion passes 8-1 absent

10. Foundation

Motion: Brian Thomason made a motion to rescind our original letter of intent and submit a new letter of intent to purchase only the parcel of land that we need and Right of First Refusal if they go to refinance the balloon payment to do the refinance. Tim Beechuk seconded the motion. Motion passes 9-0

11. Financial

11.1 2017 Status

Lindsey Branston reports that we will not be making budget. She will be sending out a draft 2018 budget in the next few days. Membership and advertising are both down.

11.2 Investment Policy

Motion: Steve Johnson made a motion to change our investment policy for long term and short term so that the treasurer and DFO could invest our money for a better ROI. Darlene Doran seconded the motion. Motion passes 9-0

12. Chapter Issues / Regional Status Events

12.1 Conference Calls / Chapter Visitation

Pacific Region

Jeff Cowan has requested the following events have Regional Status for 2018. E30 Picnic, June 23 -24; Pacific Eskapade, October 5-7 and Monterey Festorics Turn 5 Corral at Laguna Seca, September 8-9. Conference calls scheduled for February 28; April 25; August 1; and October 17.

Visitation Plans:

Roadrunner Chapter, Annual Car Show
Puget Sound E30 Picnic, June 23-24

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Oktoberfest, Pittsburgh, July 9-15
Oregon Chapter, Maryhill Loops August 11-12
Monterey Car Week, August 23-26
Monterey Gran Prix Turn 5 Corral, September 8-9
Pazifik Eskapade, October 5-7
DEC Congress, November 1-4
GGC HPDE, Laguna in April and November Thunderhill

South Central Region

Jeff Gomon has requested the following for Regional Status for 2018.
Flat Out Classic Driving Event/Autocross/Car Show June 1-3; No Excuses
Driving Event 4th Quarter. Conference Calls scheduled one per quarter a week
before each National Board Meeting

Visitation Plans:

Great Plains Chapter Annual Dinner, Lincoln April 7
Rocky Mountain Chapter Spring Driving School, High Plains Raceway, May
Flat Out Classic June 1-3
Oktoberfest, Pittsburgh, July 9-15
No Excuses Driving Event, October
DEC Congress, Dallas November 1-4

North Central Region

Tim Beechuk has conference calls scheduled for January 31 and April 18.

Visitation Plans

North Star Chapter – February 17

South Atlantic Region

Dwayne Mosley has no event requests for Regional Status. Dwayne has a
conference call scheduled for mid-February.

Visitation Plans

Florida Suncoast Chapter Annual Meeting, January 20
First Coast and Gulf Coast (talk or visit) just after the above
Daytona 24-hour Race, January 27-28

North Atlantic Region

Lou Ann Shirk has requested Regional Status for OFAST – Stowe, VT, October
29. Conference calls are scheduled for January 17; April 18; July 18 and
October 17.

Visitation Plans:

Carlisle Import, May 19
Mountain State Chapter – June (discuss partnering with Allegheny)

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Oktoberfest, Pittsburgh, July 8-15

12.2 Chapter Probation Report

Steven Schlossman reports the following chapters are having dues withheld for newsletter non-compliance.

Boston, E30, First Coast, Gulf Coast, Hawaii, Michiana, Oregon, Peachtree, River City Bimmers, Sacramento and Sunshine Bimmers.

12.3 Non-Geographical Chapters

Jeff Cowan reports that he has been contact by a group in the Sacramento Chapter through frustrations of the lack of performance by their chapter as to what would be entailed to become a non-geographical chapter.

13. Membership

13.1 Membership Drive

Kyle van Hoften would like to start with a full engagement cycle. The programs would include increased member engagement on a micro and macro level through multiple channels and processes; incorporate partners in the member engagement process yielding increased member engagement, prospective member intrigue, partner satisfaction and continued growth. Also chapter education, consistent communication well before final month of membership term, annual membership drive which will focus on short term goals and rewards for the chapters and individuals; and revise lapsed member communications with incorporating testimonials from others regarding CCA benefits. This will help acquire, engage and retain our members. We have over 40,000 followers on Facebook which is slightly down, Instagram we have 26,000 followers and we have 18,000 followers on Twitter. These media outlets will try to help with member retention. We need to educate chapters on their roles and opportunities with enabling members to get involved. We need to also educate new and existing members as to the Member Journey through the Volunteer Path immediately upon joining. The average chapter volunteer on a board basis has been in CCA for 15+ years.

13.2 Marketing

Chris Hennecy reports that he has hit the ground running early. Has contacted all sponsors that he had worked with before and they are all excited he has returned. Has several contracts signed for Oktoberfest and Monterey for 2018.

14. BMW NA

15. New Business

California Chapter Boundaries

Delight Lucas presented via email a change in boundaries for the following chapters, Los Angeles, Golden Gate, San Diego and Central California. The

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National office will do some due diligence on the current boundary lines before any action will be taken.

Declining Membership

Dwayne Mosley reported on behalf of the RVP's – the RVP's acknowledge that the new generation will tweet, use Facebook or send out emails to get events publicized. This generation will invite 45 individuals and have 30 in attendance. How could CCA entice these individuals to become members of CCA? The suggestion would be a six (6) month program where CCA would contact these individuals and give them an automatic membership for the six (6) months at no cost. During the six (6) months they would receive emails, information about what we are, who we are and what we do. Reach out to them after ninety (90) days to see how they feel about the experience thus far. After six (6) months we would send them an email to join the BMW CCA at the current rate. Suggestion would be to email to BMW dealership customer list by a third-party. Kyle van Hoften believes that the Performance Center on both west and east coast is a great tool for new members. RVP's collectively will present a very compelling piece that would get recipients attention to the board.

16. Future Meetings

16.1 Board Meetings

February 8, 2018 – Los Angeles Area, CA
April 20-22, 2018 – Greenville, SC
September 29, 2018 – French Lick, IN
November 2-4, 2018- Dallas, TX

16.2 Conference Calls

January 17
March 7
May 9
June 13
August 8
October 17

17. Adjourn

Motion: Darlene Doran made a motion to adjourn at 3:33 PM PS. Jeff Cowan seconded the motion. Motion passes 9-0

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Seattle, WA

BMW Car Club
of America



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Agenda

Saturday, December 9th

08:00am Breakfast in Waverly Room

Call to Order

Introduction: Members, Guests.

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

08:35am 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 2018
- Pittsburgh Vintage Grand Prix, July 2018
- Bimmerfest East and West 2018
- Autolieben 2018
- Monterey Weekend August 2018
 - Legends of the Autobahn August 24th
 - Vintage Races August 25-26
- Flat Out Classic ??

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

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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 2018
RVP Chapter Visitation schedule for 2018
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



BMW Car Club of America, Inc.
Steve Johnson
President
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Kihei, HI. 96753
Telephone(858) 705-0303
Email: president@bmwcca.org

November 13, 2017

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

CCA board Meeting, Seattle, WA. Dec 6/11-2017, \$668.85 (flight only)

Past Travel (all cost except hotel and meals paid directly by the Club for the group are included below):

Board Meeting, La Quinta, CA. 9/22-9/24, \$640.60

Greenville Meetings. 9/25-9/28 \$465.69

OktoberFast, Stowe VT. 9/28-10/2 \$411.10

International Council Meeting, Cape Town, 10/4-10/13 (covered by international council)

Oktoberfest (charity drive) 10/24-11/10 \$1045.70

Discussion:

Implementation of the strategic plan

New campus discussion

Discussion regarding San Diego Chapter member issues

Lack of Chapter Support / Chapter Services consolidation

Respectfully Submitted,

Steve Johnson
President, BMW CCA



11/06/2017

Pre meeting report
EOM Sept 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:

Sept. 21st – 24 Board meeting Palm Desert
\$519.00 - flight, parking, mileage
October 29th – November 5th Ofest New Orleans
\$1169.00 – flight, change fees, parking mileage, shuttles.
November 17th – 19th Meeting with Pittsburgh group regarding Ofest 2018
\$869.00 (Total estimated)
December 8th – 10th Board meeting Seattle, Wa.
\$422.00 (Total estimated)

Future (Quarter) Travel:

January 6th 2018 Central California elections banquet
January 2018 LA Chapter elections/holiday banquet
February 2018
March 2018 – Greenville

Travel recap and forward:

Board meeting – An added plus was the option to attend the Performance Centers special offering of a one day event. We've agreed that the long term goal of chapter consolidation will be continued in a special meeting of our RVP's in Seattle.

Ofest – I've had some very positive feedback. Everyone I spoke with had good things to say of the choice of venues and of course the food. The events were enjoyed by everyone I spoke with, yes we had a good crowd.

Pittsburgh – This is written prior to the Ofest planning meeting that I've yet to attend.

Non-Geographical Chapters and SIG's:

Both the E30 and E31 Chapters are current on their newsletters although their notification to Steven, (Who tracks their newsletters) is not always remembered. They remain active and continue to provide events and camaraderie.

Aside from this I've nothing to report on our current Chapters at this time although during Legends we were informed that there were conversations

from a group that was interested in establishing a performance oriented Chapter. At the time they were being briefed of the process for establishing their new specialized Non-geographical Chapter. I do not know of any further conversations since August but I will keep you informed if I hear of any new developments.

Respectfully,

Eddy Funahashi

Official BMW Club

December 2, 2017

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

Travel: Third Quarter Board meeting, La Quinta, CA Sep 21-24, 2017
Mileage \$184.68
Total: \$184.68

Planned Travel: 4Q2017 Board Meeting, Seattle, WA Dec 8-10, 2017
Airfare: \$162.60
Other travel expenses: TBD

Other Activity: None

Income Statement
For the ten months ended October 31, 2017

See report sent under separate cover

Balance Sheet
At October 31, 2017

See report sent under separate cover

Respectfully submitted,
Brian Thomason

BMW Car Club
of America



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

BMW Car Club of America, Inc.
Balance Sheet
As of November 30, 2017

	<u>Nov 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	-1,767.39
1000 - Cash	
1022 - Southern First Bank	10.68
1024.01 - South State Bank	1,364,873.27
1032 - TD Bank Checking	100.01
1033 - TD Bank MM	253,429.37
1050 - Petty Cash	25.00
Total 1000 - Cash	<u>1,618,438.33</u>
1030 - FSA (South State Bank)	9,506.27
Total Checking/Savings	<u>1,626,177.21</u>
Accounts Receivable	
1100.01 - Accounts Receivable	
1130.01 - A/R Foundation	8,873.13
1140 - Club Racing	4,300.00
1195.01 - Reserve for Bad Debts-Roundel	-4,644.00
1199.01 - Other	12,445.30
1100.01 - Accounts Receivable - Other	102,445.87
Total 1100.01 - Accounts Receivable	<u>123,420.30</u>
Total Accounts Receivable	123,420.30
Other Current Assets	
1200 - Investments	
1205 - Merrill Lynch	53,037.90
1210 - State Street Research Fund	34,368.61
Total 1200 - Investments	<u>87,406.51</u>
1300.01 - Inventory	
1305.01 - Club Logo Merchandise	
1305.05 - Oktoberfest Club Logo Merch	4,803.41
1305.96 - Club Racing Logo Merch	3,037.74
1305.01 - Club Logo Merchandise - Other	128,158.71
Total 1305.01 - Club Logo Merchandise	<u>135,999.86</u>
1300.01 - Inventory - Other	13,364.86
Total 1300.01 - Inventory	<u>149,364.72</u>
1400.01 - Prepaid Expenses	
1405 - Prepaid Insurance	36,970.73
1412 - Prepaid Event Expense	
1412.05 - Prepaid Ofest Event Exp	19,421.97
1412.96 - Prepaid Club Racing Event Exp	1,661.72
1412 - Prepaid Event Expense - Other	10,966.62
Total 1412 - Prepaid Event Expense	<u>32,050.31</u>
1415 - Other Prepaid Expenses	31,656.20
Total 1400.01 - Prepaid Expenses	<u>100,677.24</u>
1800 - Other Investments	
1810 - Investment - BMW AG	50,230.06
Total 1800 - Other Investments	<u>50,230.06</u>
Total Other Current Assets	<u>387,678.53</u>

BMW Car Club of America, Inc.
Balance Sheet
As of November 30, 2017

	<u>Nov 30, 17</u>
Total Current Assets	2,137,276.04
Fixed Assets	
1500 - Fixed Assets	
1505 - Building	332,736.79
1510 - Equipment	350,827.24
1515 - Furniture & Fixtures	93,822.11
1599 - Fixed Assets in Progress	
1599.01 - Construction in Progress	35,251.00
1599 - Fixed Assets in Progress - Other	113,760.20
Total 1599 - Fixed Assets in Progress	<u>149,011.20</u>
Total 1500 - Fixed Assets	926,397.34
 1550 - Accumulated Depreciation	
1555 - Accum. Depr. - Building	-176,051.61
1560 - Accum. Depr. - Equipment	-342,749.28
1565 - Accum. Depr. - Furn. & Fixt.	-89,615.59
Total 1550 - Accumulated Depreciation	<u>-608,416.48</u>
 Total Fixed Assets	317,980.86
 Other Assets	
1600.1 - Suspense	-8,682.09
1700 - Certificates of Deposit	
1700.01 - Chelsea Financial Accr.Interest	135,917.79
1700.03 - CD - HSBC Bank-Purch.2013	105,000.00
1700.06 - CD - First Financial Bank-USA	250,000.00
1700.07 - CD - Sallie Mae Bank	150,000.00
1700.08 - CD - Benton State Bank	99,000.00
1700.10 - CD - JP Morgan Chase Bank	250,000.00
1700.13 - CD - CIT Bank	136,000.00
1700.14 - CD - GE Capital Bank	225,000.00
1700.15 - CD - HSBC- Purch. 2015	145,000.00
1700.16 - CD - First Nat'l BK of AMER	200,000.00
1700.17 - CD - BOFI Federal	100,000.00
1701 - CD-Homestreet Bank	251,098.81
1702 - CD - AMEX	235,000.00
1703 - CD - XCEL FCU	245,050.08
1714 - CD - Southern First H. Fisher	2,272.59
1743 - CD - Key Bank	100,000.00
Total 1700 - Certificates of Deposit	<u>2,629,339.27</u>
 1999 - FSA funds held at Data Path	1,500.00
Total Other Assets	<u>2,622,157.18</u>
 TOTAL ASSETS	<u><u>5,077,414.08</u></u>
 LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000.01 - Accounts Payable	149,036.33
Total Accounts Payable	<u>149,036.33</u>
 Other Current Liabilities	
2100.01 - Deferred Revenues	
2105.01 - Deferred Membership Dues	2,978,030.47

BMW Car Club of America, Inc.
Balance Sheet
As of November 30, 2017

	<u>Nov 30, 17</u>
2110.01 · Deferred Mailing Fees	12,547.41
2170 · Deferred Revenues-Dealerships	
2170.01 · Def Rev-Dealerships-Northwest	2,384.00
2170.05 · Def Rev - BMW El Cajon	946.00
2170.06 · Def-Rev Jake Sweeney BMW	4,842.00
2170.07 · Def-Rev Tom Bush BMW	918.00
2170.08 · Def-Rev BMW of Mobile	2,370.00
Total 2170 · Deferred Revenues-Dealerships	<u>11,460.00</u>
 Total 2100.01 · Deferred Revenues	 3,002,037.88
 2200 · Payroll Tax Liabilities	
2205 · Withheld Income Taxes	3,121.87
Total 2200 · Payroll Tax Liabilities	<u>3,121.87</u>
 2201.01 · Sales Tax Payable	9.81
2250 · Raffle Prizes Payable	130,000.00
2280 · Payroll Benefits Withheld	-199.83
2400 · Accrued Expenses	
2420.01 · Accrued Membership Bucks Pay.	7,323.00
2400 · Accrued Expenses - Other	96,247.32
Total 2400 · Accrued Expenses	<u>103,570.32</u>
 2601 · FSA Funds Held for Employees	5,969.97
Total Other Current Liabilities	<u>3,244,510.02</u>
 Total Current Liabilities	 <u>3,393,546.35</u>
 Total Liabilities	 3,393,546.35
 Equity	
3001 · Opening Bal Equity	1,164,528.76
3900 · Retained Earnings	647,036.27
Net Income	-128,036.70
Total Equity	<u>1,683,528.33</u>
 TOTAL LIABILITIES & EQUITY	 <u><u>5,077,074.68</u></u>

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through November 2017

Budget

Ordinary Income/Expense

Income

4000 - Revenues

4005 - Membership Dues

4005.00 - Membership Dues	2,630,884.33	2,692,250.00	-61,365.67	97.72%
4005.01 - Promotion Discounts	-7,814.80	-11,000.00	3,185.20	71.04%
4005.96 - Club Race License	49,715.00	33,183.33	16,531.67	149.82%
4005.98 - CR Digest SIG	0.00			
4005.99 - Discounts (Staff Adjmts)	-36.00	-916.67	880.67	3.93%
Total 4005 - Membership Dues	2,672,748.53	2,713,516.66	-40,768.13	98.5%

4010.07 - First Class & Air Mail Revenue	4,185.01	4,583.33	-398.32	91.31%
4015.07 - Classified Advertising Revenue	15,045.00	11,000.00	4,045.00	136.77%
4020.07 - Commercial Advertising Revenue	661,879.36	675,583.33	-13,703.97	97.97%
4021.07 - Digital Roundel Advertising Rev	32,537.50	64,166.67	-31,629.17	50.71%
4022.07 - Web-site Advert. Revenue	15,275.00	18,333.33	-3,058.33	83.32%
4025.07 - Reprints Revenue	2,235.00	2,832.50	-597.50	78.91%
4030.01 - Merchandise Sales				
4030.05 - Oktoberfest Logo Merch Revenue	3,265.30	10,000.00	-6,734.70	32.65%
4030.96 - Club Racing Merch Sales	2,574.65	4,583.33	-2,008.68	56.17%
4030.01 - Merchandise Sales - Other	120,117.85	128,333.33	-8,215.48	93.6%
Total 4030.01 - Merchandise Sales	125,957.80	142,916.66	-16,958.86	88.13%

4035 - Royalty Income

4035.02 - Medjet Assistance Royalty	754.67	687.50	67.17	109.77%
4035.03 - Lockton Risk Svcs, Inc Royalty	5,515.85	7,333.33	-1,817.48	75.22%
4035.05 - Allied Moving Benefits	70.00			
4035.06 - PartnerShip LLC	117.23			
4036.01 - Bentley Books	50.44			
4035 - Royalty Income - Other	-85.00			
Total 4035 - Royalty Income	6,423.19	8,020.83	-1,597.64	80.08%

4040.08 - Net Raffle Income	596,253.72	411,000.00	185,253.72	145.07%
4045.01 - Registrations				
4045.05 - Oktoberfest Registration	120,258.00	250,000.00	-129,742.00	48.1%
4045.06 - Festorics Registration Income	55,720.10	100,000.00	-44,279.90	55.72%
4045.07 - Legends of Autobahn Registration	12,277.50	40,000.00	-27,722.50	30.69%
4045.01 - Registrations - Other	19,669.53	7,000.00	12,669.53	280.99%
Total 4045.01 - Registrations	207,925.13	397,000.00	-189,074.87	52.37%

4050.01 - Sponsorship

4050.05 - Oktoberfest Sponsorships	87,500.00	150,000.00	-62,500.00	58.33%
4050.06 - Festorics Sponsorship	28,500.00	16,000.00	12,500.00	178.13%
4050.07 - Legends Sponsorship	67,200.00	55,000.00	12,200.00	122.18%
4050.96 - Club Racing Sponsorship	89,936.67	88,500.00	1,436.67	101.62%
4050.01 - Sponsorship - Other	60,600.00	65,000.00	-4,400.00	93.23%
Total 4050.01 - Sponsorship	333,736.67	374,500.00	-40,763.33	89.12%

4055.01 - List Rentals	8,000.00	13,750.00	-5,750.00	58.18%
4076.01 - Other Event Revenues				
4076.05 - Oktoberfest Other Event Revenue	0.00	5,000.00	-5,000.00	0.0%
4076.01 - Other Event Revenues - Other	0.00	1,000.00	-1,000.00	0.0%
Total 4076.01 - Other Event Revenues	0.00	6,000.00	-6,000.00	0.0%

4078.01 - Advertising Revenue				
4078.05 - Oktoberfest Advertising Rev	0.00	1,000.00	-1,000.00	0.0%

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through November 2017

Budget

	Jan - Nov 17	Budget	\$ Over Budget	% of Budget
Total 4078.01 - Advertising Revenue	0.00	1,000.00	-1,000.00	0.0%
4090.01 - Other Revenues				
4092 - Administration Services Income	469,207.13	460,434.51	8,772.62	101.91%
4090.01 - Other Revenues - Other	1,095.90			
Total 4090.01 - Other Revenues	470,303.03	460,434.51	9,868.52	102.14%
4095 - SC Sales Tax Income				
4095.00 - SC Sales & Use Tax Discount	22.10			
Total 4095 - SC Sales Tax Income	22.10			
4099.01 - Default Income	388.90			
4000 - Revenues - Other	0.00			
Total 4000 - Revenues	5,152,915.94	5,304,637.82	-151,721.88	97.14%
Total Income	5,152,915.94	5,304,637.82	-151,721.88	97.14%
Cost of Goods Sold				
5000.01 - Direct Costs				
5005.00 - Chapter Dues Rebates				
5005.01 - Chapter Dues Rebates Forfeited	-1,891.92			
5005.00 - Chapter Dues Rebates - Other	845,390.79	858,154.69	-12,763.90	98.51%
Total 5005.00 - Chapter Dues Rebates	843,498.87	858,154.69	-14,655.82	98.29%
5010.01 - Cost of Merchandise Sold				
5010.05 - Ofest Logo Cost of Goods Sold	2,135.05	5,000.00	-2,864.95	42.7%
5010.96 - Club Racing Cost of Goods Sold	246.59	2,291.67	-2,045.08	10.76%
5010.01 - Cost of Merchandise Sold - Other	67,080.34	64,166.67	2,913.67	104.54%
Total 5010.01 - Cost of Merchandise Sold	69,461.98	71,458.34	-1,996.36	97.21%
5016.07 - Roundel Advertising Rep	122,071.90	144,251.25	-22,179.35	84.63%
5020.01 - Credit Card Fees	68,512.72	130,595.67	-62,082.95	52.46%
5000.01 - Direct Costs - Other	19,538.15			
Total 5000.01 - Direct Costs	1,123,083.62	1,204,459.95	-81,376.33	93.24%
Total COGS	1,123,083.62	1,204,459.95	-81,376.33	93.24%
Gross Profit	4,029,832.32	4,100,177.87	-70,345.55	98.28%
Expense				
6005 - Salaries & Wages	938,323.64	990,865.51	-52,541.87	94.7%
6006 - Payroll Taxes	76,260.79	87,582.33	-11,321.54	87.07%
6007 - Employee Fringe Benefits	156,416.52	147,660.83	8,755.69	105.93%
6008 - 401(k) Match	35,905.79	54,738.95	-18,833.16	65.6%
6010 - Outside Contractors				
6010.00 - Outside Contractors Set-aside	705.00			
6014.07 - Roundel Staff				
6011.07 - Roundel Editor-in-Chief	115,500.00	116,875.00	-1,375.00	98.82%
6013.07 - Roundel Design	97,115.38	103,913.49	-6,798.11	93.46%
Total 6014.07 - Roundel Staff	212,615.38	220,788.49	-8,173.11	96.3%
6015 - Writers	183,353.00	154,000.00	29,353.00	119.06%
6017 - Computer Services	254,797.71	170,294.69	84,503.02	149.62%
6018.11 - Web Page Services	8,983.26	8,983.26	0.00	100.0%
6021 - Design-Other	250.00			
6010 - Outside Contractors - Other	29,076.70	46,484.78	-17,408.08	62.55%

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through November 2017

Budget

	Jan - Nov 17	Budget	\$ Over Budget	% of Budget
Total 6010 - Outside Contractors	689,781.05	600,551.22	89,229.83	114.86%
6025 - Printing				
6025.98 - Elections Printing	0.00			
6025E - Electronic Roundel Publishing	10,240.00	11,264.00	-1,024.00	90.91%
6025 - Printing - Other	620,647.05	684,677.29	-64,030.24	90.65%
Total 6025 - Printing	630,887.05	695,941.29	-65,054.24	90.65%
6026 - Postage				
6026.01 - Postage-General	4,287.11			
6026.96 - Club Racing Postage	4,981.75	2,750.00	2,231.75	181.16%
6026 - Postage - Other	367,299.97	360,542.60	6,757.37	101.87%
Total 6026 - Postage	376,568.83	363,292.60	13,276.23	103.65%
6030 - Telephone/Internet	25,857.92	19,533.48	6,324.44	132.38%
6035 - Utilities	5,166.78	5,573.07	-406.29	92.71%
6040 - Travel & Entertainment				
6040ME - Travel (Meals & Entertainment)	3,585.82	11,916.67	-8,330.85	30.09%
6041 - Meetings				
6041.01 - Committee Meetings	181.20			
6041ME - Meetings (Meals & Ent.)	37,999.78	11,000.00	26,999.78	345.45%
6041 - Meetings - Other	84,125.74	64,583.33	19,542.41	130.26%
Total 6041 - Meetings	122,306.72	75,583.33	46,723.39	161.82%
6042.09 - Congresses				
6042ME - Congress (Meals & Ent)	43,126.29	24,996.54	18,129.75	172.53%
6042.09 - Congresses - Other	80,107.59	52,218.00	27,889.59	153.41%
Total 6042.09 - Congresses	123,233.88	77,214.54	46,019.34	159.6%
6043.01 - RVP Travel				
6043ME - RVP Travel (Meals & Ent.)	449.79	550.00	-100.21	81.78%
6043.01 - RVP Travel - Other	7,525.49	13,200.00	-5,674.51	57.01%
Total 6043.01 - RVP Travel	7,975.28	13,750.00	-5,774.72	58.0%
6046.01 - Employee/Member Goodwill				
6046ME - Empl/Mbr Goodwill (Meals & Ent)	5,471.16	916.67	4,554.49	596.85%
6046.01 - Employee/Member Goodwill - Other	10,230.88	21,083.33	-10,852.45	48.53%
Total 6046.01 - Employee/Member Goodwill	15,702.04	22,000.00	-6,297.96	71.37%
6048.00 - Chapter Goodwill	24,932.39	9,166.67	15,765.72	271.99%
6049.96 - Tech Steward				
6049ME - Tech Steward (Meals & Ent.)	571.76	2,291.67	-1,719.91	24.95%
6049.96 - Tech Steward - Other	9,394.00	6,875.00	2,519.00	136.64%
Total 6049.96 - Tech Steward	9,965.76	9,166.67	799.09	108.72%
6052.96 - T&S Steward				
6052ME - T&S Steward (Meals & Ent.)	97.17	2,291.67	-2,194.50	4.24%
6052.96 - T&S Steward - Other	11,183.13	6,875.00	4,308.13	162.66%
Total 6052.96 - T&S Steward	11,280.30	9,166.67	2,113.63	123.06%
6053.96 - Race Chairman	313.60	4,583.33	-4,269.73	6.84%
6057.96 - Comp Steward				
6057ME - Comp Steward (Meals & Ent.)	202.32	2,291.67	-2,089.35	8.83%
6057.96 - Comp Steward - Other	8,894.48	6,875.00	2,019.48	129.37%
Total 6057.96 - Comp Steward	9,096.80	9,166.67	-69.87	99.24%

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through November 2017

Budget

	Jan - Nov 17	Budget	\$ Over Budget	% of Budget
6058.96 · CR Registrar	313.60			
6061.96 · CR Instructor	2,109.76	4,583.33	-2,473.57	46.03%
6061ME · CR Instructor Meals	92.57			
6040 · Travel & Entertainment - Other	49,389.22	41,250.00	8,139.22	119.73%
Total 6040 · Travel & Entertainment	380,297.74	287,547.88	92,749.86	132.26%
6050 · Office Supplies and Expenses	29,490.99	55,000.00	-25,509.01	53.62%
6051 · Printed Business Supplies	178.57			
6055 · Insurance				
6055.01 · Insurance Chapter Checks	-206,096.22	-174,166.67	-31,929.55	118.33%
6055.02 · Chapter D&O Ins Payments	-10,314.36	-14,000.00	3,685.64	73.67%
6505.00 · Insurance Rebates	30,895.00	23,833.33	7,061.67	129.63%
6055 · Insurance - Other	159,811.12	163,166.67	-3,355.55	97.94%
Total 6055 · Insurance	-25,704.46	-1,166.67	-24,537.79	2,203.23%
6059 · Marketing				
6059E · Marketing Events	17,389.07	19,250.00	-1,860.93	90.33%
6059ME · Marketing Meals	1,978.02	916.67	1,061.35	215.78%
6059 · Marketing - Other	36,283.62	39,582.29	-3,298.67	91.67%
Total 6059 · Marketing	55,650.71	59,748.96	-4,098.25	93.14%
6060 · Computer Software	23,233.86	15,546.67	7,687.19	149.45%
6065 · Training & Education				
6065ME · Training & Education Meals	785.78	1,000.00	-214.22	78.58%
6065 · Training & Education - Other	16,206.96	36,916.67	-20,709.71	43.9%
Total 6065 · Training & Education	16,992.74	37,916.67	-20,923.93	44.82%
6070 · Dues & Subscriptions	832.96	1,833.33	-1,000.37	45.43%
6075 · Legal Expenses	10,026.28	27,500.00	-17,473.72	36.46%
6076.01 · Accounting Expenses	6,680.00	5,500.00	1,180.00	121.46%
6080 · Service Contracts	270.00	330.00	-60.00	81.82%
6085 · Occupancy Expenses				
6086 · Real Estate Taxes	7,875.93			
6087 · Building Regime Expenses	7,472.00	6,849.33	622.67	109.09%
6085 · Occupancy Expenses - Other	5,445.00	6,050.00	-605.00	90.0%
Total 6085 · Occupancy Expenses	20,792.93	12,899.33	7,893.60	161.19%
6090.01 · Bank Charges	3,601.79	2,291.67	1,310.12	157.17%
6095 · Equipment Leases	12,080.76	16,500.00	-4,419.24	73.22%
6100.01 · RVP Discretionary Funds	2,950.00	9,166.67	-6,216.67	32.18%
6105 · Event Expense				
6105.05 · Event Expense O'Fest	345,617.52	256,000.00	89,617.52	135.01%
6105.06 · Festorics Event Expense	67,751.52	100,000.00	-32,248.48	67.75%
6105.10 · Festorics Volunteer Event Exp	278.95			
6105ME · Event Expense Meals	3,272.47			
6106.06 · Legends of the Auto. Event Exp.				
6106.10 · Leg of Auto Volunteer Evnt Exp	1,057.05	5,000.00	-3,942.95	21.14%
6106.06 · Legends of the Auto. Event Exp. - Other	50,790.82	15,000.00	35,790.82	338.61%
Total 6106.06 · Legends of the Auto. Event Exp.	51,847.87	20,000.00	31,847.87	259.24%
6106ME · Event Exp-Leg of Autobahn Meals	36,545.74	20,000.00	16,545.74	182.73%
6105 · Event Expense - Other	127,677.74	34,666.67	93,011.07	368.3%
Total 6105 · Event Expense	632,991.81	430,666.67	202,325.14	146.98%
6110 · Awards				

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through November 2017

Budget

	Jan - Nov 17	Budget	\$ Over Budget	% of Budget
6110.96 · CR Trophies	3,165.68	3,666.67	-500.99	86.34%
6115.96 · CR Sunoco Fuel Certs	1,500.00			
6110 · Awards - Other	6,882.39	6,875.00	7.39	100.11%
Total 6110 · Awards	11,548.07	10,541.67	1,006.40	109.55%
6205 · Other Expenses	9,117.59	13,750.00	-4,632.41	66.31%
6500 · Chapter Incentives & Rebates				
6515.00 · Dealer Drive Program	449.00	916.67	-467.67	48.98%
6500 · Chapter Incentives & Rebates - Other	0.00	916.67	-916.67	0.0%
Total 6500 · Chapter Incentives & Rebates	449.00	1,833.34	-1,384.34	24.49%
6600 · Surveys	228.00			
6700 · Charitable Contributions				
6700.00 · Charitable Contr Set-aside	7,328.82	0.00	7,328.82	100.0%
6701 · Charitable Contrib-Foundation	0.00	0.00	0.00	0.0%
6702 · Foundation Contribution in kind	17,811.00			
Total 6700 · Charitable Contributions	25,139.82	0.00	25,139.82	100.0%
6805 · Depreciation Expense	31,100.24	73,295.13	-42,194.89	42.43%
6900 · Foundation Related Expenses	685.44			
Total Expense	4,183,803.21	4,026,440.60	157,362.61	103.91%
Net Ordinary Income	-153,970.89	73,737.27	-227,708.16	-208.81%
Other Income/Expense				
Other Income				
7000 · Other Income				
7005 · Interest Income	64,258.27	44,000.00	20,258.27	146.04%
7010 · Dividend Income	1,310.67	1,833.33	-522.66	71.49%
7030 · Unrealized Gain on Investment	4,553.17			
7000 · Other Income - Other	128.85			
Total 7000 · Other Income	70,250.96	45,833.33	24,417.63	153.28%
Total Other Income	70,250.96	45,833.33	24,417.63	153.28%
Other Expense				
8000 · Other Expense				
8050 · Federal Income Taxes	38,122.50	7,333.33	30,789.17	519.85%
8060 · State Income Taxes	3,662.00	2,291.67	1,370.33	159.8%
8070 · Licenses and Fees	2,379.88	6,416.67	-4,036.79	37.09%
8000 · Other Expense - Other	152.39			
Total 8000 · Other Expense	44,316.77	16,041.67	28,275.10	276.26%
Total Other Expense	44,316.77	16,041.67	28,275.10	276.26%
Net Other Income	25,934.19	29,791.66	-3,857.47	87.05%
Net Income	-128,036.70	103,528.93	-231,565.63	-123.67%

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Ordinary Income/Expense

Income															
4000 - Revenues															
4005 - Membership Dues															
4005.00 - Membership Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,630,884.33	0.00	0.00	0.00	0.00	2,630,884.33
4005.01 - Promotion Discounts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-7,814.80	0.00	0.00	0.00	0.00	-7,814.80
4005.96 - Club Race License	0.00	0.00	0.00	49,715.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	49,715.00
4005.98 - CR Digest SIG	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4005.99 - Discounts (Staff Adjmts)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-36.00	0.00	0.00	0.00	0.00	-36.00
Total 4005 - Membership Dues	0.00	0.00	0.00	49,715.00	0.00	0.00	0.00	0.00	0.00	2,623,033.53	0.00	0.00	0.00	0.00	2,672,748.53
4010.07 - First Class & Air Mail Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,185.01	0.00	4,185.01
4015.07 - Classified Advertising Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,045.00	0.00	15,045.00
4020.07 - Commercial Advertising Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	661,879.36	0.00	661,879.36
4021.07 - Digital Roundel Advertising Rev	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	32,537.50	0.00	32,537.50
4022.07 - Web-site Advert. Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	0.00	14,275.00	0.00	15,275.00
4025.07 - Reprints Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,235.00	0.00	2,235.00
4030.01 - Merchandise Sales															
4030.05 - Oktoberfest Logo Merch Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,265.30	0.00	0.00	0.00	3,265.30
4030.96 - Club Racing Merch Sales	0.00	0.00	0.00	2,574.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,574.65
4030.01 - Merchandise Sales - Other	0.00	0.00	0.00	0.00	0.00	1,215.00	0.00	0.00	0.00	118,902.85	0.00	0.00	0.00	0.00	120,117.85
Total 4030.01 - Merchandise Sales	0.00	0.00	0.00	2,574.65	0.00	1,215.00	0.00	0.00	0.00	118,902.85	3,265.30	0.00	0.00	0.00	125,957.80
4035 - Royalty Income															
4035.02 - Medjet Assistance Royalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	754.67	0.00	0.00	0.00	0.00	754.67
4035.03 - Lockton Risk Svcs, Inc Royalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,515.85	0.00	0.00	0.00	0.00	5,515.85
4035.05 - Allied Moving Benefits	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	70.00	0.00	0.00	0.00	0.00	70.00
4035.06 - PartnerShip LLC	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	117.23	0.00	0.00	0.00	0.00	117.23
4036.01 - Bentley Books	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.44	0.00	0.00	0.00	0.00	50.44
4035 - Royalty Income - Other	0.00	0.00	0.00	0.00	0.00	-85.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-85.00
Total 4035 - Royalty Income	0.00	0.00	0.00	0.00	0.00	-85.00	0.00	0.00	0.00	6,508.19	0.00	0.00	0.00	0.00	6,423.19
4040.08 - Net Raffle Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-264.24	0.00	596,517.96	0.00	0.00	596,253.72
4045.01 - Registrations															
4045.05 - Oktoberfest Registration	0.00	0.00	0.00	0.00	120,188.00	0.00	0.00	0.00	0.00	70.00	0.00	0.00	0.00	0.00	120,258.00
4045.06 - Festorics Registration Income	0.00	0.00	0.00	0.00	55,630.10	0.00	0.00	0.00	0.00	90.00	0.00	0.00	0.00	0.00	55,720.10
4045.07 - Legends of Autobahn Registration	0.00	0.00	0.00	0.00	12,277.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12,277.50
4045.01 - Registrations - Other	0.00	0.00	0.00	0.00	6,336.00	0.00	0.00	0.00	0.00	13,333.53	0.00	0.00	0.00	0.00	19,669.53
Total 4045.01 - Registrations	0.00	0.00	0.00	0.00	194,431.60	0.00	0.00	0.00	0.00	13,493.53	0.00	0.00	0.00	0.00	207,925.13
4050.01 - Sponsorship															
4050.05 - Oktoberfest Sponsorships	0.00	0.00	0.00	0.00	87,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	87,500.00
4050.06 - Festorics Sponsorship	0.00	0.00	0.00	0.00	28,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28,500.00
4050.07 - Legends Sponsorship	0.00	0.00	0.00	0.00	67,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	67,200.00

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	Building	Chapter Admin	Chapter Congress	Total Club Racing	Driving Events Comm.	Total Events	Foundation	MOA	Total National	Oktoberfest	Raffle	Roundel	Website	TOTAL
4050.96 - Club Racing Sponsorship	0.00	0.00	0.00	89,936.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	89,936.67
4050.01 - Sponsorship - Other	0.00	0.00	0.00	0.00	0.00	60,600.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60,600.00
Total 4050.01 - Sponsorship	0.00	0.00	0.00	89,936.67	0.00	243,800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	333,736.67
4055.01 - List Rentals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,000.00	0.00	8,000.00
4090.01 - Other Revenues														
4092 - Administration Services Income	0.00	0.00	0.00	0.00	0.00	0.00	29,492.42	120,983.72	318,730.99	0.00	0.00	0.00	0.00	469,207.13
4090.01 - Other Revenues - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,095.90	0.00	0.00	0.00	0.00	1,095.90
Total 4090.01 - Other Revenues	0.00	0.00	0.00	0.00	0.00	0.00	29,492.42	120,983.72	319,826.89	0.00	0.00	0.00	0.00	470,303.03
4095 - SC Sales Tax Income														
4095.00 - SC Sales & Use Tax Discount	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.10	0.00	0.00	0.00	0.00	22.10
Total 4095 - SC Sales Tax Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.10	0.00	0.00	0.00	0.00	22.10
4099.01 - Default Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	388.90	0.00	0.00	0.00	0.00	388.90
4000 - Revenues - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 4000 - Revenues	0.00	0.00	0.00	142,226.32	0.00	439,361.60	29,492.42	120,983.72	3,082,911.75	3,265.30	596,517.96	738,156.87	0.00	5,152,915.94
Total Income	0.00	0.00	0.00	142,226.32	0.00	439,361.60	29,492.42	120,983.72	3,082,911.75	3,265.30	596,517.96	738,156.87	0.00	5,152,915.94
Cost of Goods Sold														
5000.01 - Direct Costs														
5005.00 - Chapter Dues Rebates														
5005.01 - Chapter Dues Rebates Forfeited	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-1,891.92	0.00	0.00	0.00	0.00	-1,891.92
5005.00 - Chapter Dues Rebates - Other	0.00	1,754.40	0.00	0.00	0.00	0.00	0.00	0.00	843,636.39	0.00	0.00	0.00	0.00	845,390.79
Total 5005.00 - Chapter Dues Rebates	0.00	1,754.40	0.00	0.00	0.00	0.00	0.00	0.00	841,744.47	0.00	0.00	0.00	0.00	843,498.87
5010.01 - Cost of Merchandise Sold														
5010.05 - Ofrest Logo Cost of Goods Sold	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,135.05	0.00	0.00	0.00	2,135.05
5010.96 - Club Racing Cost of Goods Sold	0.00	0.00	0.00	246.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	246.59
5010.01 - Cost of Merchandise Sold - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	67,080.34	0.00	0.00	0.00	0.00	67,080.34
Total 5010.01 - Cost of Merchandise Sold	0.00	0.00	0.00	246.59	0.00	0.00	0.00	0.00	67,080.34	2,135.05	0.00	0.00	0.00	69,461.98
5016.07 - Roundel Advertising Rep	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	122,071.90	0.00	122,071.90
5020.01 - Credit Card Fees	0.00	0.00	100.73	2,622.90	0.00	1,012.99	0.00	0.00	64,776.10	0.00	0.00	0.00	0.00	68,512.72
5000.01 - Direct Costs - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19,538.15	0.00	0.00	0.00	0.00	19,538.15
Total 5000.01 - Direct Costs	0.00	1,754.40	100.73	2,869.49	0.00	1,012.99	0.00	0.00	993,139.06	2,135.05	0.00	122,071.90	0.00	1,123,083.62
Total COGS	0.00	1,754.40	100.73	2,869.49	0.00	1,012.99	0.00	0.00	993,139.06	2,135.05	0.00	122,071.90	0.00	1,123,083.62
Gross Profit	0.00	-1,754.40	-100.73	139,356.83	0.00	438,348.61	29,492.42	120,983.72	2,089,772.69	1,130.25	596,517.96	616,084.97	0.00	4,029,832.32
Expense														

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	Building	Chapter Admin	Chapter Congress	Total Club Racing	Driving Events Comm.	Total Events	Foundation	MOA	Total National	Oktoberfest	Raffle	Roundel	Website	TOTAL
6005 · Salaries & Wages	0.00	0.00	0.00	27,445.20	0.00	0.00	0.00	51,621.31	859,257.13	0.00	0.00	0.00	0.00	938,323.64
	0.00	0.00	0.00	1,990.98	0.00	0.00	0.00	3,847.57	63,094.39	0.00	0.00	7,327.85	0.00	76,260.79
	0.00	0.00	0.00	0.00	0.00	0.00	8,287.73	9,075.13	130,893.42	0.00	0.00	8,160.24	0.00	156,416.52
	0.00	0.00	0.00	1,297.30	0.00	0.00	0.00	1,635.36	28,460.00	0.00	0.00	4,513.13	0.00	35,905.79
6010 · Outside Contractors														
6010.00 · Outside Contractors Set-aside				0.00	0.00	0.00	0.00	0.00	705.00	0.00	0.00	0.00	0.00	705.00
6014.07 · Roundel Staff														
6011.07 · Roundel Editor-in-Chief				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	115,500.00	0.00	115,500.00
6013.07 · Roundel Design				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97,115.38	0.00	97,115.38
Total 6014.07 · Roundel Staff				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	212,615.38	0.00	212,615.38
6015 · Writers														
6017 · Computer Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-72.00	0.00	0.00	183,425.00	0.00	183,353.00
	0.00	0.00	0.00	2,877.15	500.00	2,698.91	0.00	0.00	215,185.13	0.00	23,955.16	6,182.86	3,398.50	254,797.71
	0.00	0.00	0.00	4,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,583.26	8,983.26
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	250.00
6021 · Design-Other				0.00	0.00	0.00	0.00	0.00	10,138.07	0.00	0.00	0.00	0.00	29,076.70
6010 · Outside Contractors - Other				0.00	0.00	0.00	0.00	18,538.63	78,729.99	0.00	35,049.83	500,142.80	0.00	620,647.05
Total 6010 · Outside Contractors				0.00	500.00	2,698.91	0.00	18,538.63	226,206.20	0.00	23,955.16	402,223.24	7,981.76	689,781.05
6025 · Printing														
6025.98 · Elections Printing				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6025E · Electronic Roundel Publishing				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,240.00	0.00	10,240.00
6025 · Printing - Other				0.00	0.00	3,703.83	0.00	191.04	78,729.99	0.00	35,049.83	500,142.80	0.00	620,647.05
Total 6025 · Printing				0.00	0.00	3,703.83	0.00	191.04	78,729.99	0.00	35,049.83	510,382.80	0.00	630,887.05
6026 · Postage														
6026.01 · Postage-General				0.00	0.00	0.00	0.00	15.99	9,705.09	0.00	361.53	0.00	0.00	4,287.11
6026.96 · Club Racing Postage				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,981.75
6026 · Postage - Other				2,742.24	0.00	1,543.24	0.00	0.00	64,296.20	0.00	32,640.23	265,933.95	0.00	367,299.97
Total 6026 · Postage				2,742.24	0.00	6,593.49	0.00	15.99	74,001.29	0.00	33,001.76	265,933.95	0.00	376,568.83
6030 · Telephone/Internet														
6035 · Utilities	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,487.92	0.00	370.00	0.00	0.00	25,857.92
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,791.78	0.00	375.00	0.00	0.00	5,166.78
6040 · Travel & Entertainment														
6040ME · Travel (Meals & Entertainment)				389.08	0.00	0.00	0.00	0.00	2,246.88	0.00	328.33	160.58	0.00	3,585.82
6041 · Meetings														
6041.01 · Committee Meetings				0.00	0.00	0.00	0.00	0.00	181.20	0.00	0.00	0.00	0.00	181.20
6041ME · Meetings (Meals & Ent.)				59.24	0.00	7,854.80	0.00	0.00	27,898.41	0.00	0.00	103.58	0.00	37,999.78
6041 · Meetings - Other				47.81	3,050.95	7,791.20	0.00	0.00	57,422.94	0.00	0.00	1,476.39	0.00	84,310.14
Total 6041 · Meetings				107.05	3,050.95	15,646.00	0.00	0.00	85,502.55	0.00	0.00	1,579.97	0.00	122,491.12
6042.09 · Congresses														
6042ME · Congress (Meals & Ent)				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	43,126.29
6042.09 · Congresses - Other				0.00	0.00	7,554.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	80,107.59
Total 6042.09 · Congresses				0.00	0.00	7,554.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	123,233.88

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	Building	Chapter Admin	Chapter Congress	Total Club Racing	Driving Events Comm.	Total Events	Foundation	MOA	Total National	Oktoberfest	Raffle	Roundel	Website	TOTAL
6043.01 - RVP Travel														
6043ME - RVP Travel (Meals & Ent.)	0.00	90.00	0.00	0.00	0.00	180.00	0.00	0.00	179.79	0.00	0.00	0.00	0.00	449.79
6043.01 - RVP Travel - Other	0.00	0.00	0.00	0.00	0.00	271.32	0.00	0.00	7,254.17	0.00	0.00	0.00	0.00	7,525.49
Total 6043.01 - RVP Travel	0.00	90.00	0.00	0.00	0.00	451.32	0.00	0.00	7,433.96	0.00	0.00	0.00	0.00	7,975.28
6046.01 - Employee/Member Goodwill														
6046ME - Emp//Mbr Goodwill (Meals & Ent)	0.00	0.00	0.00	113.54	0.00	210.76	0.00	0.00	5,066.75	0.00	80.11	0.00	0.00	5,471.16
6046.01 - Employee/Member Goodwill - Other	0.00	4,550.80	0.00	542.35	0.00	604.35	0.00	0.00	4,533.38	0.00	0.00	0.00	0.00	10,230.88
Total 6046.01 - Employee/Member Goodwill	0.00	4,550.80	0.00	655.89	0.00	815.11	0.00	0.00	9,600.13	0.00	80.11	0.00	0.00	15,702.04
6048.00 - Chapter Goodwill	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24,932.39	0.00	0.00	0.00	0.00	24,932.39
6049.96 - Tech Steward														
6049ME - Tech Steward (Meals & Ent.)	0.00	0.00	0.00	571.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	571.76
6049.96 - Tech Steward - Other	0.00	0.00	0.00	9,394.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,394.00
Total 6049.96 - Tech Steward	0.00	0.00	0.00	9,965.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,965.76
6052.96 - T&S Steward														
6052ME - T&S Steward (Meals & Ent.)	0.00	0.00	0.00	97.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.17
6052.96 - T&S Steward - Other	0.00	0.00	0.00	11,183.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11,183.13
Total 6052.96 - T&S Steward	0.00	0.00	0.00	11,280.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11,280.30
6053.96 - Race Chairman	0.00	0.00	0.00	313.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	313.60
6057.96 - Comp Steward														
6057ME - Comp Steward (Meals & Ent.)	0.00	0.00	0.00	202.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	202.32
6057.96 - Comp Steward - Other	0.00	0.00	0.00	8,894.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,894.48
Total 6057.96 - Comp Steward	0.00	0.00	0.00	9,096.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,096.80
6058.96 - CR Registrar	0.00	0.00	0.00	313.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	313.60
6061.96 - CR Instructor	0.00	0.00	0.00	2,109.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,109.76
6061ME - CR Instructor Meals	0.00	0.00	0.00	92.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.57
6040 - Travel & Entertainment - Other	0.00	0.00	0.00	0.00	2,093.49	3,377.73	0.00	0.00	40,366.82	0.00	272.07	3,094.71	0.00	49,204.82
Total 6040 - Travel & Entertainment	496.13	4,640.80	118,730.25	57,028.86	15,644.54	8,158.66	0.00	0.00	170,082.73	0.00	680.51	4,835.26	0.00	380,297.74
6050 - Office Supplies and Expenses	0.00	0.00	0.00	5,240.22	0.00	862.24	0.00	36.17	14,254.74	0.00	8,682.61	415.01	0.00	29,490.99
6051 - Printed Business Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	178.57	0.00	0.00	0.00	0.00	178.57
6055 - Insurance														
6055.01 - Insurance Chapter Checks	0.00	0.00	0.00	-412.13	0.00	0.00	0.00	0.00	-205,684.09	0.00	0.00	0.00	0.00	-206,096.22
6055.02 - Chapter D&O Ins Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-10,314.36	0.00	0.00	0.00	0.00	-10,314.36
6505.00 - Insurance Rebates	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30,895.00	0.00	0.00	0.00	0.00	30,895.00
6055 - Insurance - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	159,811.12	0.00	0.00	0.00	0.00	159,811.12
Total 6055 - Insurance	0.00	0.00	0.00	-412.13	0.00	0.00	0.00	0.00	-25,292.33	0.00	0.00	0.00	0.00	-25,704.46
6059 - Marketing														

BMW Car Club of America, Inc.
Profit & Loss by Class
January through November 2017

	Building	Chapter Admin	Chapter Congress	Total Club Racing	Driving Events Comm.	Total Events	Foundation	MOA	Total National	Oktoberfest	Raffle	Roundel	Website	TOTAL
6059E · Marketing Events 6059ME · Marketing Meals 6059 · Marketing - Other Total 6059 · Marketing	0.00	0.00	0.00	0.00	0.00	14,889.07	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	17,389.07
	0.00	0.00	0.00	0.00	0.00	1,150.17	0.00	0.00	827.85	0.00	0.00	0.00	0.00	1,978.02
	0.00	0.00	0.00	0.00	0.00	3,907.15	0.00	0.00	23,237.16	0.00	5,289.31	3,850.00	0.00	36,283.62
	0.00	0.00	0.00	0.00	0.00	19,946.39	0.00	0.00	26,565.01	0.00	5,289.31	3,850.00	0.00	55,650.71
6060 · Computer Software 6065 · Training & Education 6065ME · Training & Education Meals 6065 · Training & Education - Other Total 6065 · Training & Education	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23,233.86	0.00	0.00	0.00	0.00	23,233.86
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	785.78	0.00	0.00	0.00	0.00	785.78
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16,206.96	0.00	0.00	0.00	0.00	16,206.96
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16,992.74	0.00	0.00	0.00	0.00	16,992.74
6070 · Dues & Subscriptions 6075 · Legal Expenses 6076.01 · Accounting Expenses 6080 · Service Contracts 6085 · Occupancy Expenses 6086 · Real Estate Taxes 6087 · Building Regime Expenses 6085 · Occupancy Expenses - Other Total 6085 · Occupancy Expenses	0.00	0.00	0.00	600.00	0.00	0.00	0.00	0.00	150.00	0.00	0.00	82.96	0.00	832.96
	2,448.50	0.00	0.00	0.00	0.00	1,329.26	0.00	0.00	5,848.52	0.00	0.00	400.00	0.00	10,026.28
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,680.00	0.00	2,000.00	0.00	0.00	6,680.00
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	270.00	0.00	0.00	0.00	0.00	270.00
6085 · Occupancy Expenses 6086 · Real Estate Taxes 6087 · Building Regime Expenses 6085 · Occupancy Expenses - Other Total 6085 · Occupancy Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,875.93	0.00	0.00	0.00	0.00	7,875.93
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,472.00	0.00	0.00	0.00	0.00	7,472.00
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,970.00	0.00	2,475.00	0.00	0.00	5,445.00
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18,317.93	0.00	2,475.00	0.00	0.00	20,792.93
6090.01 · Bank Charges 6095 · Equipment Leases 6100.01 · RVP Discretionary Funds 6105 · Event Expense 6105.05 · Event Expense O'Fest 6105.06 · Festorics Event Expense 6105.10 · Festorics Volunteer Event Exp 6105ME · Event Expense Meals 6106.06 · Legends of the Auto. Event Exp. 6106.10 · Leg of Auto Volunteer Evnt Exp 6106.06 · Legends of the Auto. Event Exp. - Other Total 6106.06 · Legends of the Auto. Event Exp.	0.00	0.00	30.00	0.00	0.00	0.00	0.00	0.00	3,391.79	0.00	-100.00	280.00	0.00	3,601.79
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12,080.76	0.00	0.00	0.00	0.00	12,080.76
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,950.00	0.00	0.00	0.00	0.00	2,950.00
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,460.49	9,275.00	0.00	0.00	0.00	345,617.52
6105.06 · Festorics Event Expense 6105.10 · Festorics Volunteer Event Exp 6105ME · Event Expense Meals 6106.06 · Legends of the Auto. Event Exp. 6106.10 · Leg of Auto Volunteer Evnt Exp 6106.06 · Legends of the Auto. Event Exp. - Other Total 6106.06 · Legends of the Auto. Event Exp.	0.00	0.00	0.00	0.00	0.00	67,676.02	0.00	0.00	75.50	0.00	0.00	0.00	0.00	67,751.52
	0.00	0.00	0.00	0.00	0.00	278.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	278.95
	0.00	0.00	0.00	553.49	0.00	2,136.76	0.00	0.00	582.22	0.00	0.00	0.00	0.00	3,272.47
	0.00	0.00	0.00	0.00	0.00	1,057.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,057.05
6106ME · Event Exp-Leg of Autobahn Meals 6105 · Event Expense - Other Total 6105 · Event Expense 6110 · Awards 6110.96 · CR Trophies 6115.96 · CR Sunoco Fuel Certs 6110 · Awards - Other Total 6110 · Awards	0.00	0.00	0.00	0.00	0.00	48,526.32	0.00	0.00	2,264.50	0.00	0.00	0.00	0.00	50,790.82
	0.00	0.00	0.00	0.00	0.00	49,583.37	0.00	0.00	2,264.50	0.00	0.00	0.00	0.00	51,847.87
	0.00	0.00	0.00	0.00	0.00	36,545.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	36,545.74
	0.00	0.00	0.00	29,219.65	49.00	92,342.64	0.00	0.00	5,597.45	0.00	469.00	0.00	0.00	127,677.74
6110 · Awards 6110.96 · CR Trophies 6115.96 · CR Sunoco Fuel Certs 6110 · Awards - Other Total 6110 · Awards	0.00	0.00	0.00	29,773.14	49.00	583,445.51	0.00	0.00	9,980.16	9,275.00	469.00	0.00	0.00	632,991.81
	0.00	0.00	0.00	3,165.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,165.68
	0.00	0.00	0.00	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00
	0.00	0.00	0.00	2,000.00	0.00	1,710.22	0.00	0.00	3,097.17	0.00	0.00	75.00	0.00	6,882.39
6110 · Awards 6110.96 · CR Trophies 6115.96 · CR Sunoco Fuel Certs 6110 · Awards - Other Total 6110 · Awards	0.00	0.00	0.00	6,665.68	0.00	1,710.22	0.00	0.00	3,097.17	0.00	0.00	75.00	0.00	11,548.07
	0.00	0.00	0.00	3,165.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,165.68
	0.00	0.00	0.00	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00
	0.00	0.00	0.00	2,000.00	0.00	1,710.22	0.00	0.00	3,097.17	0.00	0.00	75.00	0.00	6,882.39

BMW Car Club of America, Inc.
Profit & Loss by Class
January through November 2017

	Building	Chapter Admin	Chapter Congress	Total Club Racing	Driving Events Comm.	Total Events	Foundation	MOA	Total National	Oktoberfest	Raffle	Roundel	Website	TOTAL
6205 · Other Expenses	0.00	0.00	0.00	0.00	0.00	1,433.79	0.00	0.00	7,683.80	0.00	0.00	0.00	0.00	9,117.59
6500 · Chapter Incentives & Rebates														
6515.00 · Dealer Drive Program	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	449.00	0.00	0.00	0.00	0.00	449.00
Total 6500 · Chapter Incentives & Rebates	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	449.00	0.00	0.00	0.00	0.00	449.00
6600 · Surveys														
6700 · Charitable Contributions	0.00	0.00	0.00	228.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	228.00
6700.00 · Charitable Contr Set-aside														
6702 · Foundation Contribution in kind	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,328.82	0.00	0.00	0.00	0.00	7,328.82
Total 6700 · Charitable Contributions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17,811.00	0.00	0.00	0.00	0.00	17,811.00
									25,139.82	0.00	0.00	0.00	0.00	25,139.82
6805 · Depreciation Expense	0.00	0.00	0.00	1,430.00	0.00	0.00	0.00	0.00	12,055.29	0.00	0.00	0.00	17,614.95	31,100.24
6900 · Foundation Related Expenses	0.00	0.00	0.00	0.00	0.00	685.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	685.44
Total Expense	6,086.87	4,640.80	118,760.25	147,987.45	16,193.54	618,254.36	8,287.73	84,961.20	1,823,031.68	9,275.00	112,248.18	1,208,479.44	25,596.71	4,183,803.21
Net Ordinary Income	-6,086.87	-6,395.20	-118,860.98	-8,630.62	-16,193.54	-179,905.75	21,204.69	36,022.52	266,741.01	-8,144.75	484,269.78	-592,394.47	-25,596.71	-153,970.89
Other Income/Expense														
Other Income														
7000 · Other Income														
7005 · Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	64,258.27	0.00	0.00	0.00	0.00	64,258.27
7010 · Dividend Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,310.67	0.00	0.00	0.00	0.00	1,310.67
7030 · Unrealized Gain on Investment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,553.17	0.00	0.00	0.00	0.00	4,553.17
7000 · Other Income - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	128.85	0.00	0.00	0.00	0.00	128.85
Total 7000 · Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	70,250.96	0.00	0.00	0.00	0.00	70,250.96
Total Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	70,250.96	0.00	0.00	0.00	0.00	70,250.96
Other Expense														
8000 · Other Expense														
8050 · Federal Income Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,550.00	0.00	22,572.50	0.00	0.00	38,122.50
8060 · State Income Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,662.00	0.00	0.00	0.00	0.00	3,662.00
8070 · Licenses and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,379.88	0.00	0.00	0.00	0.00	2,379.88
8000 · Other Expense - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	112.80	0.00	39.59	0.00	0.00	152.39
Total 8000 · Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21,704.68	0.00	22,612.09	0.00	0.00	44,316.77
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21,704.68	0.00	22,612.09	0.00	0.00	44,316.77
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	48,546.28	0.00	-22,612.09	0.00	0.00	25,934.19
	-6,086.87	-6,395.20	-118,860.98	-8,630.62	-16,193.54	-179,905.75	21,204.69	36,022.52	315,287.29	-8,144.75	461,657.69	-592,394.47	-25,596.71	-128,036.70

BMW Car Club of America, Inc.
Statement of Cash Flows
January through November 2017

	<u>Jan - Nov 17</u>
OPERATING ACTIVITIES	
Net Income	-128,036.70
Adjustments to reconcile Net Income	
to net cash provided by operations:	
1100.01 · Accounts Receivable	-59,313.48
1100.01 · Accounts Receivable:1130.01 · A/R Foundation	-8,049.03
1100.01 · Accounts Receivable:1140 · Club Racing	-1,200.00
1100.01 · Accounts Receivable:1199.01 · Other	9,156.41
1200 · Investments:1205 · Merrill Lynch	-1,310.67
1200 · Investments:1210 · State Street Research Fund	-599.30
1300.01 · Inventory	-11,564.05
1300.01 · Inventory:1305.01 · Club Logo Merchandise	15,578.85
1300.01 · Inventory:1305.01 · Club Logo Merchandise:1305.05 · Oktoberfest Club Logo Merch	1,652.57
1300.01 · Inventory:1305.01 · Club Logo Merchandise:1305.96 · Club Racing Logo Merch	246.59
1400.01 · Prepaid Expenses	15,699.15
1400.01 · Prepaid Expenses:1405 · Prepaid Insurance	-14,547.47
1400.01 · Prepaid Expenses:1412 · Prepaid Event Expense	40,993.29
1400.01 · Prepaid Expenses:1412 · Prepaid Event Expense:1412.04 · Prepaid Chapter Congress Event	3,540.00
1400.01 · Prepaid Expenses:1412 · Prepaid Event Expense:1412.05 · Prepaid Ofest Event Exp	14,919.57
1400.01 · Prepaid Expenses:1412 · Prepaid Event Expense:1412.96 · Prepaid Club Racing Event Exp	-879.81
1400.01 · Prepaid Expenses:1415 · Other Prepaid Expenses	-8,757.38
1800 · Other Investments:1810 · Investment - BMW AG	-3,953.87
2000.01 · Accounts Payable	24,184.06
2100.01 · Deferred Revenues:2105.01 · Deferred Membership Dues	-99,897.41
2100.01 · Deferred Revenues:2110.01 · Deferred Mailing Fees	-485.01
2100.01 · Deferred Revenues:2170 · Deferred Revenues-Dealerships:2170.01 · Def Rev-Dealerships-Northwest	-304.00
2100.01 · Deferred Revenues:2170 · Deferred Revenues-Dealerships:2170.07 · Def-Rev Tom Bush BMW	-346.00
2200 · Payroll Tax Liabilities:2205 · Withheld Income Taxes	3,121.87
2201.01 · Sales Tax Payable	-19.45
2250 · Raffle Prizes Payable	130,000.00
2280 · Payroll Benefits Withheld	-387.26
2300.01 · Deposits:2398 · BMW NA Corral Deposits	-25,000.00
2400 · Accrued Expenses	96,247.32
2400 · Accrued Expenses:2405 · Accrued Payroll	-28,695.67
2400 · Accrued Expenses:2410 · Accrued Income Taxes	-11,759.99
2400 · Accrued Expenses:2420.01 · Accrued Membership Bucks Pay.	-1,777.00
2400 · Accrued Expenses:2430 · Accrued Set-Aside	-12,671.14
2601 · FSA Funds Held for Employees	1,183.89
Net cash provided by Operating Activities	<u>-63,031.12</u>
INVESTING ACTIVITIES	
1500 · Fixed Assets:1510 · Equipment	-2,907.52
1500 · Fixed Assets:1599 · Fixed Assets in Progress	-93,641.45
1500 · Fixed Assets:1599 · Fixed Assets in Progress:1599.01 · Construction in Progress	-32,626.00
1550 · Accumulated Depreciation:1555 · Accum. Depr. - Building	9,682.86
1550 · Accumulated Depreciation:1560 · Accum. Depr. - Equipment	21,417.38
1600.1 · Suspense	8,954.47
1700 · Certificates of Deposit:1700.01 · Chelsea Financial Accr.Interest	-33,884.40
1700 · Certificates of Deposit:1703 · CD - XCEL FCU	-3,010.38
1700 · Certificates of Deposit:1713 · CD - Southern First Bank	278,461.72
Net cash provided by Investing Activities	<u>152,446.68</u>
 Net cash increase for period	 89,415.56
 Cash at beginning of period	 <u>1,536,761.65</u>
Cash at end of period	<u><u>1,626,177.21</u></u>



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secretary@bmwcca.org

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

Date: November 27, 2017

Subject: Secretary Pre-Meeting Report

Past Travel & Expenses:

- September Board Meeting, Palm Springs, CA,
September 21-24, 2017 - \$575.40
(Flight and meals)
- Oktoberfest, New Orleans, LA
October 29 - November 5, 2017 - \$795.60
(Flight, parking and shuttle)

Planned Travel:

- December Board Meeting, Seattle, WA
December 7 - 11, 2017 - \$298.40

Drafts & Finalize Board Minutes:

September 23, 2017 Board Meeting Minutes
October 3, 2017 Conference Call Minutes
Compile revisions to Sections 1-3 of Operations Manual
Draft Section 4 and sent to Jeff Cowan via Google Docs

Discussion Topics:

Election Vetting Committee

Respectfully submitted

Darlene Doran

Official BMW Club

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

Date: Nov 26, 2017

Subject: North Atlantic RVP Pre-Meeting Report
Q4 BOD Meeting Seattle Dec 7-11 2017



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:

- OFAST Stowe, VT Sept 28-Oct 2 2017 \$397 (mileage only)
- Ofest NOLA Oct 29-Nov 5 2017 \$1060 (mileage, meals, parking)
- Pittsburgh Ofest 2018 meeting Nov 17-19 2017 \$406 (flight only)

Planned Travel:

- Nittany Bimmers meeting/Dinner Dec 1-3 2017 \$355 (flight only)
- Seattle BOD meeting Dec 7-11 2017 \$410 (flight only)

RVP Discretionary Funds:

- Green Mountain Chapter - \$200

Newsletter Delinquencies:

- NONE

Chapter on Probation:

- NONE

Relevant Notes:

Continuing efforts of combining the websites of White Mountain, Pine Tree and Green Mountain chapters. Currently working with Ian Dunn and Stephen Elliot to layout the pages for the site.

Conducted Phone conference with North Atlantic Region Chapters on Oct 24, 2017. Discussed: Displaying CCA Banners at chapter events and promoting memberships, Area Partnerships, OPS manual change about President and Treasurer serving from the same household....

Attended the Green Mountain OFAST event in conjunction with Stowe, VT Rotary Oktoberfest along with Frank Patek and Steve Johnson. 60 cars were in attendance, which is the largest crowd they ever had.

Attended meetings Nov 18 with Allegheny Chapter and PVGP staff concerning Ofest/PVGP 2018 – ongoing

Had conversations with ZSCCA members about becoming a non-geographic chapter.

Supporting Jeff Cowan's efforts to bring mini into the CCA family by reaching out to Melissa Cunningham. Melissa is willing to work with other Mini owners to bring this to fruition.

Discussion Topics:

OPS manual changes for chapter minimum standards per the outcome of the RVP meeting in Seattle.
ZSCCA as a non-geographic chapter.

Respectfully submitted,
Lou Ann Shirk



**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 December 2017 Pre-meeting Report

Travel:

Completed Travel:

Board mtg. – LaQuinta, CA – 9/22-24/17	\$346.40
Street Survival 1000 th school – South Bend, IN -- 10/14/17	\$0
North Central Roundup – NCM -- 10/27-29/17	\$0
O’Fest -- New Orleans, LA – 10/31-11/5/17	\$144.91

Planned Travel:

Board mtg. – Seattle – 12/8-10/17	\$397.60
Foundation Gala – Greer, SC – 1/12-13/18	\$0
Northstar Holiday dinner – Minneapolis – 1/18/18	
Illini dinner – Peoria, IL – 2/3/18	

Other:

Conversations with Northern Ohio chapter concerning leadership
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: 10/25/17
North Central Round-up

Respectfully,
Tim Beechuk



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

Date: November 28, 2017

Subject: Pacific Region 4th 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:

- Board meeting Palm Springs, September 21-24 (Flight: \$371.40)

Planned Travel:

- Board meeting Seattle, December 9-10 (Flight: \$171.40)
- TBD: December/January chapter holiday parties in region

Discretionary Funds Requested/Dispersed:

- \$500, Pazifik Eskapade

Regional Calls Completed/Upcoming:

- Completed: October 11, 2017
- Upcoming: TBD, 2018 calendar planning

Chapter Compliance Issues:

- Overdue newsletters: Central Cal, Hawaii, LA – They have been contacted

Other Updates or New Business:

- See attached proposal for updated Travel Policy language
- Working on forming a national committee for welcoming Mini owners into BMW CCA.. The committee will be tasked with creating a plan for board review. We as a team need to define requirements for the committee to work toward.
- **Pacific Region Area Partnerships: discussed with 8 chapters on October call. ALL were supportive! Roadrunner, Puget Sound, GGC expressing initial interest to begin conversations. Please advise next steps.**
- Pazifik Eskapade Update:
 - o Hugely successful event! Thanks to Delight Lucas (LA) and Dave Ohst (GGC) for teaming up on all logistics and planning
 - o Thanks to Edward/Stephen for assistance with the event website
 - o Sold out both days of driving events; Sold out room block
 - o Broke even (with RVP discretionary fund)
 - o Planning already in the works for 2018 with interest for expanded driving activities

SECTION 1. NATIONAL CORPORATE AND ADMINISTRATIVE POLICIES

1.1 EXPENSE REPORTING AND REIMBURSEMENT

Authorized expenses incurred by members, officers, staff and contractors while conducting Club business will be reimbursed in accordance with the rules and guidelines of this section. Authorized expenses incurred by outside contractors while conducting Club business will be reimbursed provided the business or expense is at the direction of the Board of Directors or Executive Director, and reimbursement does not duplicate payment for services rendered under the terms of the relevant contract. The intent of the Club is that no employee or volunteer should have to pay out of their own pocket for the privilege of serving the Club and its members. At the same time, volunteers, staff and contractors must recognize that the fiscal well being of the organization relies in part on **spending discipline** and **moderation** in incurring expenses on behalf of the Club.

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Travel on BMW CCA business must be authorized in accordance with the Travel Authorization section of this manual. Expense reimbursement requests for non-routine travel requiring special authorization must include the authorization authority on the Reimbursement Request Form. For example, Regional Vice Presidents do not need special authorization to travel within their region provided they have sufficient travel funds remaining, so they need not quote the authorization authority for such travel on their reimbursement requests. However, if they deem it necessary to travel outside their region on non-routine Club business, they require advance approval. That approval authority must be cited on their reimbursement request. Travel without appropriate authorization will not be reimbursed.

1.1.1 General Expense Reporting and Reimbursement Requests

- All reimbursements must be in accordance with IRS rules and guidelines.
- All Expense Reimbursement Requests must be submitted to the Executive Director.
- ~~Requests must be properly completed and submitted within thirty (30) days after the close of the event/meeting in which the expense occurred.~~
- ~~Requests must be properly completed and submitted within thirty (30) days after the close of the quarter in which the expense occurred.~~
- All reimbursement requests must include an itemized list of expenses and appropriate receipts. Receipts are recommended for all expenses and are required for individual item expenses of five (\$5.00) dollars or more.
- All reimbursement requests are subject to review by the Executive Director and may be disallowed or reduced if considered not reasonable. Incomplete or questionable requests may be returned for explanation and correction.
- ~~The Executive Director may disallow any Late~~ reimbursement requests ~~may be disallowed submitted late.~~ Disallowed requests may be appealed to the Board of Directors at the next regularly scheduled Board meeting.
- Personal expenses, personal side trips, or personal convenience items will not be reimbursed.

Commented [JC1]: Should this be DFO/Lindsey?

Commented [JC2]: Per above, seems that the DFO can raise any flags to the ED if spotted as escalation path. Change above, keep this as is.

Commented [JC3]: Language from Nov 2015 Board Meeting Minutes was suggested for this but I don't think the suggestion adds anything material to the existing text. I recommend leaving as is. Suggested text: " **B. Personal and Spousal Travel Expenses.** Individuals traveling on behalf of the BMW Car Club of America may incorporate personal travel or business with their Club-related trips; however, travel shall not be arranged..."

1.1.2 Travel Expense Reimbursement Guidelines

Individuals traveling on Club business will be reimbursed for travel expenses per the following guidelines:

1.1.2.1 Transportation.

~~Air Transportation. Travelers~~

1.1.2.1.1 Air Transportation. Board members and office staff must book flights using the club's automated system of record, Concur. ~~Flights should be made no greater than 90 days in advance and no less than 21 days in advance (unless approved by the Board President for the Board or the ED or DFO for staff and Chapter Members) in order to take advantage of reduced fares. BMW Car Club of America will reimburse or pay only the cost of the lowest coach class fare available for direct, non-stop flights from the airport nearest the individual's home or office to the airport nearest the destination. If non-stop flights are unavailable or the lowest fare flight is at an unreasonable hour, travelers are allowed to select a reasonable, low fare alternative. Surcharges for premium seating are not reimbursable. However, travelers are required to use will be reimbursed up to the amount of the lowest available twenty one (21) day advance purchase airfare. Receipts for airfare are required. This does not mean that the traveler must book a flight at extremely inconvenient times or with multiple unnecessary stops just to get the lowest possible airfare. However, travelers are required to use good judgment and accept some latitude in scheduling flights so as to keep travel costs as low as practicable possible.~~ If in doubt, travelers should consult with the Executive Director prior to booking the flight. If last minute travel is required, a special approval is needed from the Executive Director.

Commented [JC4]: Added per Nov 2015 Board Meeting Minutes

~~**1.1.2.1.1.2 Excess baggage.** Fees may be reimbursed if the excess baggage is directly related to Club business. In-flight beverage costs are not reimbursable. In flight meal costs are reimbursable under the provisions of Paragraph 4.1.2.2 covering Meals.~~

Commented [JC5]: DFO?

Commented [JC6]: DFO?

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Commented [DD7]: We don't cover this

Commented [JC8]: Confirm this is correct number.

~~**1.1.2.1.2.1.3 Ground Transportation.** Travelers will be reimbursed for travel to and from the departure and destination airports, and to and from meal locations at the destination, unless a free shuttle service is available or unless BMW CCA arranges and pays for ground transportation. Reimbursement is limited to reasonable cost of the available options, such as personal vehicle, Ride Share services and taxi, limousine or shuttle bus. The traveler should make every effort, within reason, to use the most practical and cost-effective conveyance. If the traveler uses their personal vehicle; for example, to drive to the departure airport, they can be reimbursed the current IRS mileage rate, as established by the Executive Director, plus parking at the airport's most economical parking facility up to ??? amount.~~

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~~**1.1.2.1.3.1.2.1.4 Rental Cars.** If authorized, travelers will be reimbursed for the least expensive, available rental car deemed sufficient to accomplish the purpose of the travel. travelers will be allowed to rent a car while out of town provided that the cost is less than alternative methods of transportation or if necessary for Club business while in the area. This will be reimbursable at no more than the full size car rate. Where multiple board members and/or staff will be in attendance, the minimum number of cars sufficient to meet the needs of the group(s) will be rented. Normally, the use of rental cars must be approved in advance by the Executive Director. If the traveler rents a more expensive car than is deemed necessary, the traveler may be reimbursed for the least expensive alternative and is responsible for any costs above that.~~

Commented [JC9]: Added per Nov 2015 Board Meeting Minutes

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~~**1.1.2.1.4.1.2.1.5 Personal Vehicles.** Travelers have the option to travel using their personal vehicle. Automobile-related travel expenses, such as mileage, tolls, lodging, parking and meals, will be reimbursed up to the equivalent cost of the lowest available twenty-one (21) day advance purchase airfare. Mileage will be reimbursed at the current IRS rate, as established by the Executive Director. Receipts for tolls are recommended and are mandatory for tolls in excess of five (\$5.00) dollars. Travelers making a trip using a rental car as the primary vehicle will be reimbursed for the cost of the car plus gasoline, tolls, lodging, parking and meals up to the equivalent cost of the lowest available twenty-one (21) day advance purchase airfare. Use of a personal vehicle to and from the airport is permitted and~~

BMW CAR CLUB OF AMERICA OPERATIONS MANUAL

reimbursed as described in Section ~~1.1.2.1.34.1.2.1.2~~, Ground Transportation. ~~Privately owned aircraft are also considered personal vehicles and may be used for authorized travel; however, mileage reimbursement will be at the current IRS automotive vehicle rate, as established by the Executive Director, and BMW CCA assumes no responsibility or liability for claims resulting from the traveler's use of aircraft.~~

1.1.2.2 Meals

Travelers may be reimbursed for the cost of meals consumed during the period the individual is traveling on Club business. Reimbursable expenses include the actual cost of reasonable meals, tips and non-alcohol beverages taken with meals. Receipts for individual meals costing five (\$5.00) dollars or more are required. ~~Alcoholic beverages are always non reimbursable expenses and should be billed individually at any group dinners or meetings.~~

If a meal is provided or paid for by BMW CCA in conjunction with the purpose of the travel, that will be considered the meal for that period and additional charges for a meal at that time will not be reimbursed.

When the group attending the business activity dines together, meal costs for a spouse or friend dining with the group will be paid for by the Club or reimbursed, as necessary. The exception to this policy is that the cost of meals in conjunction with National Conferences and Congresses are covered only for the authorized Chapter representatives. Additional Chapter representatives, guests or family members may dine with the group if arrangements are made at least one (1) week in advance with the National Office and the representative or Chapter reimburses BMW CCA for the cost of the additional meals, as determined by the Executive Director.

Travelers on Club business to events at which meals are included as part of the event at no charge, may not be reimbursed for additional meals at those times. If event meals are included as part of the registration fee, the traveler may not be reimbursed for additional meals at those times if BMW CCA is paying the traveler's registration fee.

Except for banquets or meals as part of an official CCA function, when meal receipts include more than one person, all participants must be listed on the expense report.

1.1.2.3 Lodging

Lodging costs, while on BMW CCA business, will be reimbursed. Unless otherwise authorized, lodging costs may not exceed the cost of a standard double room for the period of the stay. Authorized stays may include the night before and the night following the activity for which travel is undertaken, if required by the individual's transportation arrangements, provided the transportation arrangements were not manipulated for the sole purpose of staying an additional overnight.

If required for the purpose of the travel, and if authorized in advance by the Executive Director, the traveler may be reimbursed for rooms with specialized facilities, for example, a conference suite. Otherwise, costs for suites, executive floor rooms, concierge-level rooms, premium hotel facilities such as health clubs and pools, and all other special extra-cost items are the responsibility of the traveler and will not be reimbursed.

Additional charges for double occupancy of a hotel room to accommodate a spouse or friend may be reimbursed.

Travelers are encouraged to reduce lodging expenses when and where possible by sharing rooms.

Commented [JC10]: Added per Nov 2015 board minutes from Santa Barbara. I edited for better grammar, original text here: " **3. Receipts.** Add the following to the end: Except for banquets or meals as part of an official CCA function, if meal receipts cover more than the person submitting the expense report all participants must be listed."

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"No Show" charges resulting from failure to cancel a guaranteed room will be the responsibility of the traveler unless the failure to notify was beyond the traveler's control. Documentation is required.

1.1.2.4 Administrative Expenses

The expense categories listed below are reimbursable, but only to the extent that the cost involved was for the purpose of Club business:

- Copying;
- Postage;
- Office supplies;
- ~~Telephone charges; and~~
- ~~Internet Access.~~

~~Telephone Calls.~~ Travelers on BMW CCA business will be reimbursed for telephone calls as follows:

- ~~One (1) reasonable cost call to notify a family member or friend of safe arrival;~~
- ~~A reasonable cost call to notify a family member or friend of a change of itinerary; and~~
- ~~Calls directly related to the conduct of BMW CCA business.~~

Internet Access. Charges for Internet access in order to conduct Club business may be reimbursed. Charges for Internet access for personal use will not be reimbursed.

1.1.2.5 ~~Event Entertainment and~~ Registration Fees

When authorized by the Board of Directors, event registration fees may be wholly or partially reimbursed for individuals who are performing specific duties or functions at Club events that charge registration fees. An individual receiving reimbursement for performing such assigned duties or functions is not eligible to win attendance or door prizes at that event. Registration fees will not normally be reimbursed when the individual is performing duties or functions that are usually performed by volunteers who pay their own registration fees. Registration fees for driving activities such as driving schools, car control clinics, safety schools, autocrosses, etc., will not be reimbursed.

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

Non-Reimbursable

BMW Car Club of America maintains a strict policy that expenses in any category that could be perceived as lavish or excessive will not be reimbursed. Additionally, expenses considered to be inappropriate for a nonprofit organization will not be reimbursed. Expenses that are not reimbursable include, but are not limited to: Limousine travel, Movies, Membership dues at any country club, private club, or similar recreational organization.

Commented [DD11]: This should be pre-approved by ED in advance?

Commented [DD12]: Frank's Comment: Would be tough to do and in most cases internet is now available in most all guest rooms. Additionally, most everyone has some sort of data plan today. I really can't recall the last time someone has submitted this as an expense.

Commented [JC13R12]: I suggest striking this as it's antiquated.

Commented [JC14]: Added per Nov 2015 Board Meeting Minutes

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Commented [JC15]: This was from the Nov 2015 Board Meeting Minutes but this is quite obvious and seems unnecessary to include, in my opinion. I do not know why it was written, let's discuss?

1.1.3 Travel Authorization

Individuals traveling on BMW CCA business must be authorized verbally or in writing by the approving authority. All BMW CCA business travel must be in the performance of duties specified in the Operations Manual or assigned by the President, Board of Directors, or Executive Director, as applicable. Travel authorization may be either standing authorization as stated in the Operations Manual for routine travel (Section ~~1.1.3.14-1.3.1~~), or special authorization requiring specific approval.

Commented [JC16]: Confirm number is correct.

1.1.3.1 Standing Authorization

Standing authorization covers travel for routine business, for example, Board member travel to Board meetings and National conferences; travel by the Executive Director in the performance of her or his duties; travel by Regional Vice Presidents on Club business within their region and budget; and travel by the President and Executive Vice President on Club business within their budget and within the United States. Board approval of National conferences such as the Chapter Congress, Newsletter Editor/Webmaster Conference, and Driving Events Conference, either specifically or by budget approval, constitutes standing travel authorization for authorized Chapter representatives and participants.

Travel to Board meetings by members of the Board of Directors and the Executive Director is automatically authorized when a meeting is scheduled. The Board may designate other individuals as normal attendees who do not require special authorization, such as *Roundel's* representative and the National Events Coordinator.

Regional Vice Presidents have standing travel authorization for travel on Club business within their region, as long as they have sufficient funds remaining in their travel budgets.

The President and Executive Vice President have standing travel authorization for travel on Club business within the United States, ~~as long as they have sufficient funds remaining in their travel budgets.~~

~~Members of the Board of Directors have standing travel authorization for travel to National Events and National Conferences, such as Chapter Congress, Newsletter Editor/Webmaster Conference, and Driving Events Conference.~~

Commented [DD17]: This is listed in the first paragraph

~~The Executive Director has standing travel authorization for travel on Club business within the United States in the performance of his or her assigned duties, provided sufficient funds remain in the National Office travel budget.~~

1.1.3.2 Special Authorization

Special authorization is required for individuals on non-routine Club business, for individuals whose position does not normally require travel, and for individuals who have exhausted their official travel budgets. Board member travel not covered by standing authorization must be in the performance of the job duties specified in the Operations Manual or assigned by the President or Board of Directors.

Requests for special authorization will be presented to the approving authority as listed below. Requests for special travel authorization should include departure and return dates, type or cost of lodging, type or cost of transportation, and other anticipated expenses. The approving authority must be identified on the Expense Reimbursement Request. Travel without the appropriate approval will not be reimbursed. Special authorization approval authorities are as follows:

- President and Executive Vice President will authorize travel by the Executive Director and all other travel not specifically identified below.

- President and Executive Vice President will authorize travel by National Service Officers, related outside contractors, and assigned committee members.
- President and Regional Vice Presidents will authorize travel by Chapter members to attend activities other than the National conferences already designated for standing authorization.
- Executive Director will authorize travel by the National Office staff.
- *Roundel* Managing Editor and *Roundel* Editor will authorize travel by *Roundel* staff and remain within *Roundel*'s travel budget.
- Club Racing Chairperson will authorize travel by the Club Racing staff in accordance with the Club Racing Financial Operations Manual.
- Unless already covered by a standing authorization, the President will authorize travel by the Regional Vice Presidents for travel outside their regions or in excess of their annual budgets.
- Unless already covered by a standing authorization, the President will authorize travel by the Treasurer and Secretary.
- The President will authorize travel by the Executive Vice President for travel outside the United States or in excess of the Executive Vice President's annual travel budget.
- The Vice President and Treasurer will authorize travel by the President for travel outside the United States or in excess of the President's annual travel budget.

November 25, 2017

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: South Central RVP Pre-meeting Report / Seattle

Travel:

Completed Travel:

LaQuinta/Palm Springs Board Meeting - 9/22-9/24 - (\$671.37)

No Excuses ITS and Driving School, Tulsa - 10/12-10/14. - (\$831.22)

O'Fest New Orleans – 10/31-11/4. - (\$480.21)

Planned Travel:

Seattle Board Meeting - 12/7 - 12/11

KC and RMC visits - TBD

Other:

Worked with KC Chapter concerning resolution with returning banned member seeking leadership position on chapter board.

Spoke with Sunbelt Chapter President and worked on solutions for their newsletter issues. Options for Digital and partnering were discussed.

4th Quarter Regional Conference Call

Regional Events:

None at this point.

Discretionary Funds

None disbursed for this quarter

Respectfully,
Jeff Gomon



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

Date: November 29, 2017

Subject: South Atlantic RVP Pre-Meeting Report - 2017 BOD Mtg - Seattle

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

Travel & Expenses:

September Board Meeting in Palm Springs – 9/21 – 9/24/17 - \$853.30
Petit Le Mans – Peachtree Chapter Corral - 10/5-10/8 - \$0
NOLA O’fest – 11/1 – 11/5 – Travel expense - \$462.09
Meeting w/ Gulf Coast Chapter – 10/28/17 - 10/31/17 – Travel \$363.26
Lodging - \$1,024.02

Planned Travel:

Board Meeting – Seattle – 12/7/17 – 12/11/17 - \$469.10
Foundation Gala – 1/12 & 13, 2018 \$0
Speaker at Florida Suncoast Chapter Annual Meeting – 1/19 – 21, 2018 \$?
Daytona 24 Hour Race – 1/25 – 28, 2018 - \$0
Sebring 12 Hour Race – 3/15-18, 2018 - \$0

RVP Discretionary Funds:

- None this quarter

Newsletter Delinquencies: Working with the chapters on these.

Relevant Notes:

- Studying SA Region Chapter member count S/S for upcoming BOD meeting
- 12/6 – Conf Call with FL chapters to discuss combining all FL chapter services
- 10/5 – Discussed Peachtree membership retention & Corral costs with Matt Joos and Simone Harrison
- 10/16/17 - SA Quarterly Conf Call - Discuss – O’fest, Items learned from BOD Meeting, Submit events to Regional Calendar, Newsletters, Daytona BMW corral 2018- will there be one?
- Chapter Congress 2018- Date moved for 2018 = DEC Congress
- Financial position- YTD results and raffle update
- Membership is dropping off. Why from Chapter perspective?
- Regional consolidations. Need to consolidate services. Any input from your perspective to help the BOD help you get this done, offer those suggestions.
- Rate increase - why and what does it fund? – Delayed until 7/2018

Respectively submitted,
Dwayne Mosley

This expense report is fairly complex. I chose to drive to the 2017 O'fest in NOLA to accommodate meeting with the Gulf Coast Chapter's (GCC) Board of Directors while I was traveling in the Florida panhandle and Mobile, AL areas. I contacted Rusty Grimes (GCC President) and other board members two months in advance of my NOLA travel dates and expressed my desire to have a meet & greet with them since I had never met most of them prior to the trip. I had previously met Ashley Grant (GCC chapter member) at Daytona in 2016 and listened to him complain about no activities in the Tallahassee, FL area of the GCC, so I encouraged him to get involved to grow his area, which he did. He became VP of the GCC.

I also had several Mobile, AL area members contact me to complain about the lack of communications and activities at the GCC throughout 2016. I contacted Rusty Grimes (GCC President) several times and asked him about their concerns. He indicated that the Chapter was having activities and other stuff, and that those AL guys were just a bunch of complainers. He intended to reach out to them to be sure they felt wanted and communicated with. Looking at the GCC Facebook page, it was always filled with posts about BMW's, events and drives which seemed to be a direct contradiction to the member's complaints and testimonies. Regardless, several of the GCC members in the Mobile area moved their memberships to the Bayou chapter because they just didn't like the way Rusty ran things. The discontent continued to escalate resulting in my having several other conversations with unhappy members throughout 2016. With this constant level of complaints and discontent, I felt like it had become imperative that I meet with these two factions of people and the GCC President to really determine what was what and figure out how to get this chapter back on good footings with all of its members.

On Saturday, October 28th, I drove 469 miles to Orange Beach, AL to be ready to meet with the Gulf Coast Chapter officers in the Pensacola area on October 29th.

I expected the Sunday, October 29th meeting to be in Pensacola, which is about 20 miles from the hotel I stayed in. It turns out that the officers decided at the last minute to accommodate the VP (Ashley) who lives in Tallahassee by shortening his trip, so they moved the Sunday meeting to Fort Walton Beach which is two hours from Tallahassee and turned out to be 70 miles to the east of my hotel. Rusty advertised my presence at the meeting in a chapter email blast at the last minute resulting in my having two officers attend the meeting with all of us expecting the President (Rusty). There were 5 other members that attended the meeting. Rusty was a "no-show" and also didn't notify his fellow board members or myself to advise us of his absence. The meeting lasted about 3 hours. During this meeting, it became apparent that the Treasurer had no confidence in Rusty by indicating that Rusty always promised that he'd do this or that, and never did any of it. The VP had never met Rusty because Rusty would not attend anything anyone organized and had almost completely stopped communicating with the board members. While in this meeting, I inquired as to why the chapter didn't have a Secretary, and had not had one for several years. I was told that Rusty could never find anyone to volunteer. At that meeting, I recruited a retired military woman to become the chapter secretary. As she learned what was involved, it turned

out that she had several jobs in the military taking meeting minutes and getting them transcribed to paper. This results in having four officers for the GCC for the first time in at least three years.

I had also contacted the Mobile, AL faction of members in advance of my trip and arranged to meet with them to determine why they were unhappy. After meeting and listening to the crew in Fort Walton Beach, and with Rusty being a no-show, it was clear that Rusty was bubbling to the top as the problem.

On Monday, October 30, I drove 70 miles to meet with the Mobile, AL group at a truck stop on I-10. I met with 6 members for about 3 hours and discussed many GCC concerns and issues. One of the members was a former GCC President (Bill Smith) and one of them was the current GCC Membership Chair. They expressed similar concerns and issues to the ones I'd heard at the Fort Walton Beach meeting. They indicated that Rusty needed to resign but they were not interested in actually asking him for his resignation. The former President (Bill) was warned that Rusty was going to "punch him out" if Bill attended the Fort Walton Beach meeting. Between the threat of violence and all of the unhappiness with Rusty as the President, I volunteered to request a Tuesday meeting with Rusty, discuss all the issues, and ask him to resign his position.

On Monday afternoon, October 30th, I received a resignation email from Rusty Grimes. I had intended to contact him and ask for a Monday evening or Tuesday meeting to discuss all of this and ultimately request his resignation, but he beat me to it. Apparently someone in the chapter had tipped him off that I was going to be asking for his resignation, and that he should resign under his own terms rather than me asking him to leave.

Since I had missed the Monday checkout time and because my room in New Orleans was not expecting me until Wednesday, I stayed through Tuesday night and checked out Wednesday morning to continue the remainder of my trip to NOLA. During this time I had several more calls and email exchanges with the GCC chapter members to discuss Board staffing & replacement requirements, voting requirements, ops manuals, bylaws, newsletters, website, Facebook page, etc.

Through ongoing emails with this group while I was in NOLA, I know they had conference calls to determine if Ashley would volunteer to move from VP to President. I found out last week that Ashley had indeed assumed the position of President, is recruiting a new VP (which I met at O'fest), the existing Treasurer is staying and the lady I recruited at the Fort Walton Beach meeting is becoming the Secretary. Ashley is a solid citizen and a software guru, so I'm confident that he'll be able to move the chapter back into regular communications, newsletters, a refreshed website, clean up any bylaw issues, and get the whole thing back on track.

Looking at the Island House hotel bill, I stayed at this hotel from Saturday through Wednesday morning for two reasons. 1) I wanted to be sure I'd have enough time to

figure out and unwind whatever might be happening with the GCC during this trip without having to return again later, and 2) in my initial consideration of this strategy my reservations at the Oktoberfest hotel were not arranged to start until Wednesday.

I drove to NOLA Wednesday morning.

Best Regards,

Dwayne



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: December 6, 2017, Seattle, WA

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.

The above remains in my report as left over from September. Much of the gloom remains, but on the bright side Raffle finished better than we expected and much of our current meeting is being devoted to ways to reduce costs, reinvigorate our operations and to re-organize our business models. This is all being done prior to a final decision on a dues increase.

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.

OPERATIONS

Chris Hennezy has recently rejoined the staff and will focus on Corporate Relations and Development. Kyle van Hoften will shift his focus to Community Relations and Development. Our intent over the next year will be to test and develop new ways to strengthen our business relationships and expansion of our membership base. Utilizing the strengths of our staff we will push forward with plans to fill in the gaps where our volunteers cannot reach and to further develop and strengthen their core competencies.

RAFFLE

Rather than topping out at 7 cars, the raffle finished at 8.5. Just one-half car below budget. We will now fully concentrate on Raffle 2018.

OKTOBERFEST 2017

While this Ofest was one of the more intimate events we have hosted, it is fair to say that everyone in attendance enjoyed themselves. The closing banquet at the WW II Museum was a tremendous success and if anything should be a lesson for how we “enjoy” Ofest in the future.

OKTOBERFEST 2018

Approved and Booked
Much to discuss.

OKTOBERFEST 2019

Approved and Booked

International Council Meeting 2019

Contracted
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 2017

State of the HPDE market:

Overall, the HPDE market continues to grow. While the overall pie is growing, the pie is being divided into more pieces. There are more clubs/organizations hosting HPDE events than ever before, and as a result, it is a very competitive market. We continue to see the number of participants involved in HPDEs growing, but the average number of events per participant is declining.

Endurance racing seems to be having a big impact on the participation of the most active HPDE participants that clubs/organizers have enjoyed for years; many individuals that previously participated in 8+ HPDE events/year are now endurance racing 3-6 times/year, and their HPDE participation has dropped to <3 events/year. While this shift of active HPDE participants moving to endurance racing is somewhat concerning for the HPDE market, the dramatic growth of endurance racing is slowing significantly. It appears that endurance racing is reaching maturity, and as a result, the future growth will be more modest in the coming years.

BMW CCA Insurance Program participation:

Single-event policy sales continued to grow in 2017 - year-over-year policy count grew by 5%. Participation in multi-event policies (geared toward the most active HPDE participants doing 6+ events/year) decreased by 30%. BMW CCA participation seems to be slightly behind the trend we've seen from other organizations: other organizations started to see a drop in the most active participants over the past 2-3 years, but BMW CCA didn't see this drop until this year. We expect to see multi-event policy participation begin to stabilize in 2018, and we expect single-event policy participation continue to grow next year.

Health of Program/Rate Stability Outlook:

With new technologies and more exotic materials being utilized in modern cars, the cost to repair vehicles is increasing at a significant rate. As a result, the claim costs are increasing every year. Our overall program continues to grow at double digit rates every year which leads to reduced volatility in the underwriting performance of the program – this results in a stable and sustainable insurance program. Our 2017 average claims costs grew, and as a result, I do expect some minor increases in policy rates/premiums for 2018. These rate adjustments will most likely be applied to multi-event policies, and we expect little-to-no change in rates for single-event policies.

If you have any questions, please let me know. We value our partnership with BMW CCA and look forward to a great 2018 working together!

Regards,
Ryan Staub
VP - Motorsports Practice Leader

**BMW CCA HPDE
Insurance Production**

as of 12/5/17

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
<i>Total</i>	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
<i>Total</i>	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	621.22
Apr-17	80	331.56
May-17	98	445.22
Jun-17	177	761.34
Jul-17	87	390.2
Aug-17	81	351.9
Sep-17	216	967.34
Oct-17	107	469.12
Nov-17	52	268.68
Dec-17	1	3.38
Annual / multi-event policies	89	1,920.02
<i>Total</i>	1138	6,596.72

Current breakout of membership by term.

This data is accurate as of the end of November 2017:

Membership Term	Primary Members	Associate Members
1 Year	35,792	4,110
2 Years	8,514	1,146
3 Years	10,386	1,694
4 Years	396	65
5 Years	2,687	474
Lifetime	886	211
Total:	58,661	7,700

Grand Total: 66,361

Member Source as of 12-05-2017

Source	Total	Current	Lapsed	2013	2014	2015	2016	2017
Dealership	903	213	690	281	120	106	167	54
	1	0	1	1	0	0	0	0
Email	139	34	105	5	14	59	14	0
FAX	24	12	12	1	0	10	9	4
Gift	1,918	711	1,207	383	363	394	285	187
Mail	793	363	430	39	27	512	148	18
Phone	511	193	318	103	98	175	73	8
Renewal	19	13	6	0	0	6	12	0
Street Survival	7,068	1,114	5,954	1,255	1,419	1,037	1,277	859
Walkin	171	52	119	64	42	45	2	13
Web-Bimmer Magazine	2,087	1,024	1,063	347	275	278	279	269
Web-bimmerlife.co	28	22	6	0	0	0	7	21
Web-BMW CCA Website	6,832	3,010	3,822	975	936	977	1,024	789
Web-BMW Center	4,118	1,802	2,316	768	753	631	959	481
Web-BMW Performance Center	1,429	757	672	252	261	318	313	285
Web-BMWBlog.com	346	196	150	44	44	94	108	53
Web-BMWCAR Mag UK by Unity Media	40	18	22	16	2	1	0	1
Web-Car and Driver Magazine	533	270	263	70	80	64	78	72
Web-Classic MotorSports	58	27	31	8	15	13	10	9
Web-CPO Sample Roundel	193	88	105	28	76	15	9	10
Web-Facebook	702	386	316	61	105	178	166	190
Web-GrassRoots Magazine	243	122	121	42	34	48	43	39
Web-Independent Shop/Dealer	1,377	584	793	280	231	221	304	176
Web-Link from Another Website	1,782	800	982	299	273	294	272	219
Web-National Aftersales Conference	7	3	4	1	2	2	2	0
Web-Performance BMW Mag UK Unity	9	1	8	6	1	1	1	0
Web-Radio Ad	14	5	9	4	1	2	4	2
Web-Referred by BMW CCA Member	6,134	3,088	3,046	1,302	1,233	1,269	1,254	978
Web-Search Engine	2,436	1,148	1,288	361	399	479	449	407
Web-Sports Car Market Magazine	110	58	52	15	14	13	12	8
Web-Television Ad	13	4	9	4	3	2	1	1
Web-Word of Mouth	17,813	7,455	10,358	2,450	2,225	2,360	2,498	1832

Totals

57,851 23,573 34,278 9,465 9,046 9,604 9,780 6985

01/01/2017-12/03/2017

Since the start of the year **334** members have opted for a 3 or 4-year membership (M Color Badge) and **265** have opted for a 5-year membership (Tribute) in exchange for a promotional BMW CCA grille badge

September Lapsed Membership Offer pulled back 161 members.

Source	Member Count
Bimmer Magazine	1044
bimmerlife.co	22
BMW CCA Website	3050
BMW Center	1815
BMW Performance Center	761
BMWBlog.com	198
BMWCar Mag UK by Unity Media	18
Car and Driver Magazine	273
Classic MotorSports	29
CPO Sample Roundel	89
Facebook	388
GrassRoots Magazine	120
Independent Shop/Dealer	588
Link from Another Website	802
National Aftersales Conference	3
Performance BMW Mag UK Unity	1
Radio Ad	6
Referred by BMW CCA Member	3122
Search Engine	1157
Sports Car Market Magazine	59
Television Ad	4
Word of Mouth	7503

For quite a few years now we have discussed how our business model was a relic of not just the 1960's, but of the 1860's. Our want is to allow everyone to be a leader and rise to the top via their own creativity, ideas and efforts. During the majority of our first 50 years that was a solid plan. People were wired to be joiners, they looked for volunteer leadership roles and by and large chapters succeeded because of these talented and highly motivated individuals. Peer pressure was a useful tool to get people up and out to do things. That's no longer the case. In fact, it began not being the case about 20 years ago.

Recognizing that we have a potential problem on our hand we began this year with a Board retreat designed to address these issues. The end of September is here and to date we have not completed the vast majority of the tasks that were assigned at that retreat. Ladies and Gentlemen the clock is running out. We have so much in our favor, our new building plans are just one of those things, but the time to act is now. We need a decisive plan to move forward, and the will to see it through.

BMWCCA Advisory Council

Purpose

The BMWCCA Advisory Council will serve two purposes. First, it will allow the National Board to groom and prep potential candidates for National Officer Positions. Second it will allow the RVPs to delegate some of their responsibilities which will allow them to work with their Chapter leaders on higher-level issues, while the Advisory Council can help Chapters with compliance issues, routine problems, and other more day-to-day needs.

Membership

The Advisory Council should be comprised of two volunteers from each RVP region, or ten total. I would propose that the Advisory Council would be present on the RVP calls with the Chapter leadership, and where possible, would assist the RVPs in meeting with the Chapters. Additionally, the Advisory Council members for a given region would ensure newsletter review, timely submission of reports, and follow-up with other compliance issues related to chapter's minimum standards. They should also be in attendance at two of the four quarterly meetings of the National Board to observe, learn, and where they can, add to the discussions.

Implementation

RVPs should nominate two persons for each of their positions on the Advisory Council by January 31, 2018. They may want to have a conversation with each potential nominee before submitting their name. The National Board will then vote on each nominee, and if selected, the nominees would be notified by the National Office, and invited to attend the 1Q2018 Board Meeting. Prior to that meeting specific responsibilities and duties would need to be explicitly determined for the members of the Council.

6.1 Bylaws	5%
6.2 Meetings	20%
Every 30 days?	
Advance Notice?	
6.3 Post Office Box	5%
6.4 Newsletter	15%
Every 90 Days?	
Listing of officers and contact information?	
One automotive-related article?	
Notification of chapter event?	
Chapter Address?	
Disclaimer?	
Copy to National?	
Copy to RVP?	
6.5 Website	5%
Chapter name?	
Listing of officers and contact information?	
Current listing of Chapter events?	
Photo gallery of chapter events?	
Four recent newsletters?	
Chapter bylaws?	
Chapter Address?	
Disclaimer?	
Link to National homepage?	
Discussion forum (non-geographic)?	
6.6 Reports	10%
Chapter Officer Questionnaire?	
Annual Financial Report?	
Federal and State Tax Returns?	
Copy of Budget	
6.7 Financial Statement to Members	5%
6.8 Bank Account and EFT	15%
Balance not greater than 6 months operating expenses based on 3 prior years average	
Spending Plan for Excess Balances	
6.9 Insurance	5%
Liability?	
D&O?	

6.10 Logo?

6.11 Compliance with Driving Event Standards?

15%

Rate from 1-5

0.0 - 0.99 Revoke Charter

1.0 - 1.99 Corrective Action within 30 days; rebate forfeit until Score above 4.0

2.0 - 2.99 Minimum Compliance, rebate withheld until Score above 4.0

3.0 - 3.99 Acceptable Compliance; rebate withheld for non-compliance in areas 6.4, 6.6, 6.8, 6.11

4.0 - 5.0 Full compliance

Strategic Plan Implementation

I. Chapter Excellence

A. Standards - Identify the desired standards of excellence required of every chapter for success.

-Establish a subcommittee to establish metrics; suggest Cowan, Doran, Schlossman. Suggested metrics include membership retention, new members, balance in bank account as % of actual expenses, number of events per quarter. Please see included spreadsheet. Implementation may need to take place after consolidation contemplated in "D" below.

B. Support - Provide chapter support through templates, training, technology, and the Chapter Congress.

-Host general and specific financial, operational sessions at Chapter Congress. Continue implementation of enhanced systems. Build training programs for new chapter officers, accessible online through Chapter Admin website.

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 EVPs and chapter leaders to assess chapter strengths and weaknesses.

-Use information from Standards subcommittee for simplified chapter report card. Subcommittee should also establish compliance standards; non-compliance results in forfeiture of rebate. Move some compliance to national office. As in "A" above, see included spreadsheet.

D. Consolidation - Initiate process of consolidation of chapters to improve performance of all and to provide a consistent membership experience throughout the nation.

Work has been started on the newsletter consolidation. The next step is to consolidate chapter filings for each "region". Financials, 990 filings, and even state filings could be consolidated on the same basis while maintaining separate bank accounts.

E. Workforce - Develop a workforce combining additional staff support with trained volunteer outreach team.

Begin with an advisory board, which will serve two purposes. It will develop a pool of potential national board candidates, and this board can be used to help the RVPs execute their duties. Advisory Board members should be at the recommendation of each RVP, two from each EVP area. Target initial candidates at 4Q17 Board meeting with RVPs to have conversations with their candidates by 12/31/17 in order to implement Advisory Board meeting attendance at 1Q18 Board meeting? See included detail sheet on advisory board, purpose, role, and next steps.

III. Safe Driving Initiatives

A. Awareness - Improve awareness of the same 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

A. Leadership - Review the processes for governance, identification and nomination of leaders, accountability in accordance with governing documents, and performance assessment.

A revision to the Ops Manual is currently underway. This, combined with the Advisory Council should allow the Club to begin to revisit its governance and accountability processes at the Chapter level.

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.

Please see Section I, E above.

C. Resource Stewardship - Maintain careful oversight of association assets, ensure alignment and best use of chapter assets, and work to diversify revenue sources.

The proposed dues increase was placed on hold till July 1, 2018 pending implementation of the Chapter Consolidation Initiative and pending a fuller understanding of the drop in membership. When the dues increase is implemented, at the same time, discretionary funds should be allocated to Chapters on a request basis to incentivize them to engage in member activities.

Additionally, bank balances at Chapters should be assessed relative to annual expenses. "Rich" chapters should be encouraged to spend for chapter activities and member engagement by reducing rebate to chapters until they submit a plan and spend down balances and demonstrate increased chapter attendance at activities.

Finally, the National Office desperately needs a revision to the investment policy to maximize earnings on cash balances in CCA accounts. The Treasurer will work with the Director of Financial Operations to effect a new policy by 3/31/2018.

D. Technology - Invest in the technology and communication platforms to expand awareness and to support association functions.

Migration to a new database is nearly complete and expected to significantly enhance club and chapter capabilities. We should consider implementation of a consolidated financial system for club and chapter financials.

E. Staffing - Maintain staff level necessary to fulfill the work in the strategic plan and all responsibilities.

Current staffing levels are likely sufficient if the chapter consolidation is successful. If not, additional staff resources will be necessary.

F. Office building - Fulfill the commitment for a new association headquarters.

Currently in progress, pending negotiations with the Foundation; construction should commence by June 2018 in order to host O'Fest in South Carolina in 2019. Alternatively, the Club should begin to seek office space in other advantageous locations.

G. Brand - Protect the CCA trademarks and foster pride in the BMW marque.

Not sure what to do with this.



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

Dec 4, 2017

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

Chapters

Chapter dues being withheld for newsletters.

Boston	Hawaii	Peachtree
E30	Michiana	River City Bimmers
First Coast	Oregon	Sacramento
Gulf Coast		Sunshine Bimmers

Newsletter Status

See next page

Are all RVPs receiving hardcopies of chapter newsletters?

Driving Events Committee

Fred Bell (North Central) and Scott Meyer (South Atlantic) were nominated for DEC regional representatives. Election is normally Dec 1 through Jan 15. They are unopposed. There is no need for an election. Does Scott need to wait until the Annual Meeting to relieve April? Moving forward, will this be an appointed position in the future?

2018 DEC Conference

Something to consider. Of the 68 chapters, not all host driving schools or even autocrosses.

Ops Manual

Suggest those contributing to editing of the ops manual all work within a single version on our OneDrive. Last time the Ops Manual was edited, it was difficult combing through multiple emails and minutes.

SIGs

I will send out SIGs renewals the beginning of the year.

Chapter Rebates

May I suggest doing back to calling rebates, chapter dues?

A rebate is an amount paid by way of reduction, return, or refund on what has already been paid or contributed. Since the chapter hasn't been paid their chapter dues, it is not a rebate.

Steven Schlossman

North Atlantic	Last Issue	Days
Allegheny	10/17/2017	49
Boston	7/10/2017	138
CT Valley	11/13/2017	22
Delaware Valley	10/31/2017	35
Genesee	9/19/2017	77
Green Mountain	9/5/2017	91
Mountain State	11/15/2017	20
New Jersey	9/1/2017	95
New York	11/28/2017	7
Nittany Bimmers	11/3/2017	32
Patroon	9/29/2017	67
Pinetree	9/5/2017	91
Pocono Mountain	10/18/2017	48
White Mountain	10/19/2017	47
today	12/4/2017	

North Central	Last Issue	Days
Badger Bimmers	11/28/2017	7
Bluegrass	10/17/2017	49
Buckeye	8/30/2017	97
Hoosier	11/19/2017	16
Illini	9/2/2017	94
Iowa	11/10/2017	25
Michiana	6/27/2017	161
Motor City	10/2/2017	64
North Star	11/9/2017	26
Northern Ohio	10/5/2017	61
Old Hickory	8/1/2017	126
River City	4/7/2017	242
St. Louis	10/4/2017	62
Windy City	11/28/2017	7
today	12/4/2017	

Pacific	Last Issue	Days
Central CA	11/28/2017	7
Golden Gate	11/15/2017	20
Hawaii	2/12/2017	296
Inland Empire	8/29/2017	98
Los Angeles	12/2/2017	3
Oregon	7/3/2017	155
Puget Sound	10/17/2017	49
-	-	-
Roadrunner	10/20/2017	46
Sacramento	11/29/2017	6
San Diego	11/9/2017	26
Sierra	10/19/2017	47
Sin City	10/23/2017	43
Sonora	9/16/2017	80
today	12/4/2017	

South Atlantic	Last Issue	Days
Bayou	11/29/2017	6
Blue Ridge	9/19/2017	77
Choo-Choo	8/3/2017	124
Everglades	11/27/2017	8
First Coast	4/17/2017	232
Gulf Coast	7/4/2017	154
Heart of Dixie	10/17/2017	49
National Capital	11/9/2017	26
Peachtree	6/27/2017	161
Puerto Rico	1/31/2017	308
Sandlapper	9/12/2017	84
Smoky Mountain	9/22/2017	74
Suncoast	10/4/2017	62
Sunshine	6/4/2017	184
Tarheel	11/29/2017	6
Tidewater	11/19/2017	16
today	12/4/2017	

South Central	Last Issue	Days
Houston	6/5/2017	183
Kansas City	9/19/2017	77
Lone Star	11/16/2017	19
Great Plains	9/11/2017	85
New Mexico	10/3/2017	63
Rocky Mountain	10/17/2017	49
Sunbelt	8/25/2017	102
Tejas	11/9/2017	26
Wasatch	10/19/2017	47
today	12/4/2017	

Non-Geo	Last Issue	Days
E31	11/9/2017	26
E30	7/21/2017	137
today	12/4/2017	



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Marketing Report, December 9-10, 2017 Board Meeting

The first nine months summary

Priorities/accomplishments have included:

- Legends and Festorics
 - Adding new partners and sponsors for Legends
 - Created/added new concours category—second highest entrants
 - Led to incremental partners and new members
 - 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
 - Learning about the event
 - Sponsor acquisition and management
 - Event promotion
 - The event itself
 - Post-event follow-up with members, with partners and with content
- Roundel Weekly
- PVGP
- Bimmerfest
 - We doubled member acquisition
- Member engagement
- General partner acquisition/maintenance/expansion
- Supporting articles in *Roundel*
- Evolving overall marketing plan
- Evolving social media plan and efforts
- Learn processes, including who is who and where to find data
- And now...a new job role

48th Annual O’Fest -- Update

We ended with 400 people for O’Fest. We followed with a survey that yielded more than individual comments on the event, some were location and facility-specific, others were productive, and some were less productive (not necessarily negative, like, “Great event!”)

Top reasons given/heard for lower attendance included: 1) sandwiched between Monterey and the presumably large Pittsburgh/PVGP combo; 2) lack of a “destination” track; and 3) the combination of an early New Orleans date and the date change.

Sponsors and partners were down this year primarily due to the conflict with one of the automotive industry’s largest domestic event, SEMA, and to our concern that if we oversold a smaller event, we might disappoint partners who would then not be as inclined to participate in future opportunities. Many that we had lined up have had to back out:

- Dinan
- Pirelli
- KW Suspension
- XPEL
- Atturo

Other interested/potential sponsors and partners had the same conflict as well.

Sponsors included:

- Bridgestone (autocross)
- Michelin (presenting, Driving experience)
- Shell (Shell-o-ween opening night event, Shell Tour pre-event, Fun Rally, TSD Rally)
- Griot’s (Car Wash Corral)
- Hagerty

Tech Talks included:

- Michelin (2)
- Bridgestone
- Griot’s Car Care Clinic
- Shell (Performance Panel)
- Hagerty Valuation Seminar

Quotes from partners after the event:

- “O’Fest was successful for Hagerty for many reasons: first, face-to-face time with Kyle, Frank, Steve and Lindsey is priceless; second, our executives saw the social media posts, loved them and immediately forwarded them to the Hagerty Executive team; and third, BMW CCA members subscribed to the Hagerty Newsletter—this is critical as that will be the gateway to membership in 2018.” – Cris Vanderburg, Hagerty
- “Michelin congratulates the BMW CCA on another successful Oktoberfest in New Orleans, LA. We were excited to once again sponsor and engage with members from across the country. From the social media pre-event coverage, to the conversations and questions at the Vendor Hall and Tech Talks, and finally the first-hand experience members had on the new Michelin Pilot Sport 4S at the Drive and Compare, we will take the feedback to ensure we provide more unique experiences to BMW CCA members in the future.” – Johnny Valencia, Michelin
- “This year’s O’Fest in New Orleans was very successful for Shell. We were able to engage members about our new Fuel Rewards Instant Gold loyalty program and sign up over 100 members at our booth.

The social media lead in and follow up has been great as well. Kyle and Frank provided Shell the rights to the Rallies, which is a big value add for us since it involves driving and we needed an asset like the rally. And of course, the Shell-O-Ween opening dinner party was fantastic!" -- Ron Schneider, Shell

Communication to promote attendance and engage sponsors included:

- 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.

49th Annual O’Fest –Early Peek

Early engagement for O’Fest 2018 (just under eight months away) is already underway. Follow-up conducted with partners attending—and not attending—O’Fest 2017 and coordination begun to leverage the 50th Anniversary of the 2002 model. With the same emphasis at The Vintage two months prior, we’ll need to get promotion started early and capitalize on that to continue the energy from The Vintage.

We are also posting weekly 2002-model pictures in social media channels, already hearing public commitments from 2002 owners as well as others encouraging other members to make the journey. Early discussions already under way to develop perhaps an informal 2002 Drive to Pittsburgh with partners in multiple geographies already confirming interest and support.

Bimmerfest West 2018

It’s certainly early to get bogged down with Bimmerfest, but we should be able to continue our success and return from our participation with early awareness. Support by Griot’s at our actual booth was instrumental to our success in 2017. Griot’s is likely to have their own booth this time, but we have been anticipating partnering with them to have some of their wares at our booth and have them drive memberships...either at their booth or at ours. We will be looking to find another in-booth partnership, if feasible, to continue this approach.

We should look to having new product launched at/for the event and do a membership promo with local chapters ahead of the event. The LA and SD Chapters social media presence will be instrumental (or limiting) in this process. We also can capitalize on the modest increase in volunteer activity from 2017 and grow that support for 2018.

Corporate Partnership Update

We have been expanding partnership opportunities to support membership engagement and membership drives, soon to be including Shell, for example, in a weekly “Fill-up Friday” program through Instagram and others for weekly engagement through Facebook, Instagram and more. Partners are confirming the allure of social media success. The engagement the BMW CCA can provide—not just through our membership, but through our followers—draws additional potential partners in to more traditional and integrated partnerships as well as expand the revenue potential from partners. Just as we need an integrated marketing approach to our marketing, we will expand our sponsors and the money they can target for us if we provide them value on multiple platforms through multiple channels for the short and long term.

For me, the first eight months have been helpful learning about the partners we do have, starting to meet more of them (meeting for the first time at O’Fest folks like Chris Welty, Cris Vanderburg, Ron Schneider, and more. Similarly, this learning curve has been helpful in seeing how we engage—and don’t engage—with partners and how that fits with our calendar. I left O’Fest eager to apply this to a full year’s opportunity ahead of our events and annual partnership opportunities. In process and updated from the beginning of the month, this informal tracking file shows what’s been in the works with sponsors and partners.

Partner	Status
2002AD	Met with him this past week at this shop and talked ideas to grow attendance at O’Fest 2018 around 2002s and having 2002AD sponsor a drive to O’Fest and more
aFe	Had a great meeting at their HQ. They wanted involvement in the raffle, on the discount page and events. And then more with events, but then they dropped off. Will try to reengage.
Atturo	Would have done O’Fest this year except for SEMA. Talked with George in New Orleans. He needs to show his boss numbers that indicate club members drive SUVs. We know anecdotally that’s the case, but need to either do a database update drive for car info and/or member survey (with Atturo prize). Then O’Fest and possibly other involvement.
BBS	Would have done O’Fest this year except for SEMA. In talks with Jesse about event support. Talked at Bimmerfest and said they’d like to, especially since right now, no wheel sponsor. Had been hoping to put their wheel images on plates for Legends lunch. Scheduled to talk week of 12/4.
Bilstein	Talked at Bimmerfest with Trevor Anderson and targeted November to re-engage for planning purposes.
Bimmerworld	Looking to capitalize on their \$1000 contribution for the raffle into event support and membership drive support.
Bridgestone	Working on plan for annual agreement for 2018 events as well as Autocross—have chapters lining up and looking at either expanding number of autocrosses and/or dollars.
Bring a Trailer	In talks with Randy there to do more with us to capitalize on what they said was a great Legends. Thinking Festorics, Roundel Weekly, social media and membership drive contests/support.
Cox Auto	Met with Chris, Director of Community Engagement, and have a meeting planned for after Thanksgiving.
CustomEuroPlates	Had off and on meetings and discussions with them about getting them involved in O’Fest 2018 and social media member engagement.
Dinan	I have a call scheduled with them to look at an annual contract for events, membership support and raffle. Would have done O’Fest this year except for SEMA.
DXO	Were close to sponsoring the photo contest at O’Fest...still very likely for events or recurring support through social engagement. Planning on following up with Demarcus there shortly.
Eastman	They brought an entire team to O’Fest, led by their PR agency, to talk about engagement. They’re interested in becoming an exclusive for their market (like XPEL). Follow-up discussions coming after Thanksgiving.
ECS/Turner	Their majority owner told me last month they’ll get involved. They had a good 2017, have seen our member and broader audience engagement and are interested.
Forgeline	Reached out to talk about doing more than just race numbers...looking at events, social media++

Griots	Still on contract one more year, but also need to differentiate two of their three events as PVGP and O'Fest overlap. Also working on engagement and incorporating prizes for membership drive and contests. We should be able to get some involvement—even if it's only prizes or minor sponsorship—for Festorics.
Hagerty	Backed them into O'Fest and they said they liked it and liked our social media hype for them. Met with folks from Hagerty this weekend and talked about more opportunities. They've been asking to get "us" out to Traverse City for strategic, longer-term discussions around events, longer term contracts, etc.
HRE (and Akropovic)	They said they didn't get anything in the past but they're starting to see new potential as we show them how many members are riding HRE wheels. Also leaning on Michelin to nudge them in the right direction.
Intercity lines	Dean Wilson and I talked extremely informally about partnering back in early October. Would be looking to possibly establish them as the automotive carrier for the BMW CCA. Ideally, we should have info on how many people ship cars not only to events but from purchases. Tried to connect a few times later in October...need to fire it up again.
KW	Would have done O'Fest this year except for SEMA. They sponsored the Tuner class at Legends and the Display class and said they liked it. Doing more with social media with them and looking at an annual contract—will be tough—but event sponsorship for O'Fest, Legends and maybe more should be feasible.
Michelin	Still on contract, but working to represent more through additional channels.
Misc - Festorics	Also working on a program to engage more local partners for Festorics, likely setting up a smaller tier and a national tier.
Odometer Gears	Had a conflict with the new O'Fest dates this year but we should be able to get them back on board for this year.
Pirelli	Met with them at their HQ and talked chapter engagement and event-specific support for chapters. Also talking with them about more event sponsorship (different group). Would have done O'Fest this year except for SEMA
Renown	Talked with Scott (owner) about event sponsorship, membership drive support and advertising in Roundel and Roundel Weekly
Shell	Working on new agreement and also incorporating in membership drive/recruitment/retention efforts through contributions/prizes for contests as well as raffle again.
Spaten	Seems like a convoluted gig now and the new guard seems reluctant and did not seem impressed with the return from Legends (which we did not do a great job of promoting, largely because they didn't provide much). Might need to find another beer sponsor...I'm thinking Ballast Point and have marginal connections there.
Wagner Tuning	Talked briefly at Bimmerfest and seemed to have some interest. They know our members buy their products; might be good for race peeps.
Waylens	Michael mentioned Waylens might be a good partner/sponsor for track events//autocrosses. Talked with them briefly and they're interested. Should have a call with them after Thanksgiving.
XPEL	Had a good Legends and sound like they'd be on board for Legends and possibly O'Fest. Might contribute for Festorics but they have a big track presence. Would have done O'Fest this year except for SEMA.
Yokohama	Had their rep attend O'Fest. Her office is 10 min from my house...looking to talk again Nov 30 via phone with Frank to follow-up on her thoughts.

Raffle 2017: Summary

The raffle was coming to a close at the time of our last Board meeting. Below is an update of the prize recipients and numbers.

Prize Date Range	Prize Description	Winner
June 1 - 30	\$1,000 Tire Rack Gift Certificate	James Prete, Windy City Chapter
July 1 - 22	\$1,200 Michelin Tire Certificate	Paul Ruchtie, Northern Ohio Chapter
August 3	Flash Drawing - Apple TV	Shehzad Mevawalla, Puget Sound Chapter
July 23 - August 10	\$1,000 in Shell V-Power® NiTRO+ Gas Cards	Michael Webb, National Capital Chapter
August 18	Flash Drawing - BMW Luggage Set	Michael L. Heller, Golden Gate Chapter
August 23 - August 25	Flash Drawing - Griot's Gift Certificate	David Bovee, Puget Sound Chapter
August 11 - September 2	\$1,000 Amazon Gift Card	John McCormac, Rocky Mountain Chapter
September 3 - 15	\$1,000 AMEX Gift Card	James B. Hawes, National Capital Chapter
September 11 - 12	Flash Drawing - Sparta Brake Pads Set	Carl Martin, New York Chapter
September 18 - 20	Flash Drawing - Bose Headphones	Alan Dimisko, Patroon Chapter
September 20 - 23	Flash Drawing - \$1,000 BimmerWorld Gift Certificate	Michael Weisbarth, Northern Ohio Chapter
September 25 - 29	Flash Drawing - \$1,000 Dinan Gift Certificate	Michael Pizutti, Allegheny Chapter
September 29 - October 2	Flash Drawing - one-day M School	Ignacio Barragan, San Diego Chapter

Prize	Winner	Chapter
Grand Prize	Bob Vaughn	Sacramento Valley Chapter
First Prize	Jim Howe	North Star Chapter
Main Prize	Paul Hendrickson	St Louis BMW Club
Main Prize	Chris L Benton	Lone Star Chapter
Main Prize	Pierre Chevray	Houston Chapter
Main Prize	James Pichardo	New York Chapter
Main Prize	Nancy Reed	National Capital Chapter
Main Prize	Gregoire Gasparini	Blue Ridge Chapter
Partial Prize	Joseph Lubeck	Everglades Chapter

Final raffle numbers—using about two weeks longer sales time—generated a total of 42,523 ticket, putting 2017 ahead of 2014 and 2,884 below 2013. The initial deadline was Sept 29 but we extended it through Oct 2, using that time to pass the 40,000 mark.

RAFFLE HISTORY				
Historical ticket sales from the start of raffle to the current raffle sales day.				
2013	2014	2015	2016	2017
45407	41227	48790	48024	42523

One addition we did, above securing new prize donations from Dinan, Bimmerworld, Sparta Brakes and Griot's, was interviewing Special Drawing and Flash Drawing winners and repurposing those testimonials in raffle emails and RW stories. We launched this halfway through and can capitalize on it further in subsequent years. It puts a sense of "I can win, too" into the audience.

Membership

We have seen increases in member attrition and decreases in acquisition. Studies indicate that associations thrive when peer-to-peer interaction is highest and volunteerism is highest and most immediate. We are addressing our member ingress communication, member and chapter engagement, pre-renewal communication at member levels. We need to educate chapters on their roles and opportunities with enabling members to get involved. Concurrently, we need to educate new (and existing members) as to the Member Journey through the Volunteer Path immediately upon joining.

Programs for this will include:

- Increased member engagement on a micro and macro level through multiple channels and processes;
- Incorporating partners in the member engagement process yielding increased member engagement, prospective member intrigue, partner satisfaction and continued partner growth.
- Chapter education resources, including Webinars, newsletters and emails;
- Member education around structure of the organization and awareness of opportunities;
- Earlier and consistent communication well before the final month of the membership term
- An annual Membership Drive that also focuses on short-term (psychologically more attainable) goals and rewards for individuals and chapters;
- Revising the lapsed members communication with incorporating examples of benefits (testimonials) and upcoming events (possibly localized) as well as asking them how the club could better serve them;
- An improved/revised Dealership Engagement Program;
- Specific examples include:
 - *Fill-up Friday with Shell* (Instagram with Facebook integration) through which members find more recurring value (\$25 gas card every week)
 - *Member Monday* that profiles on Instagram and Facebook a picture of a member's car each Monday, creating member intrigue and prospective members' desire for inclusion. This will also give us an opportunity to continually show members, prospective-members, partners and BMW NA that we do cater to ALL BMW interests, as posts intend to alternate through various models, geographies, and chapters.
 - *Chassis Olympics* (Facebook with multiple channel support), a daily post of a member's model of each chassis that will drive members and non-members to a pattern of coming to the club consistently.
 - *Instagram Member Campaign*—The first foray into overtly beginning to convert Instagram energy into memberships, a one-week discounted "join through Instagram at [special link]"

with [special code]” for discounted rate.” Working with a partner to provide a “everyone who joins will be entered into a drawing for a \$250 value gift from [partner],” thereby enabling the partner to rally its influencers to help promote the program, too.

This and more will be included as we finish a revised membership program this month that will also have an updated analysis of chapter-by-chapter trends over the years. This will help address whether our membership trends are regional and/or focused on specific chapters as well as give us a baseline for measurable membership drive programs.

Social Media

Any marketing campaign needs to have an audience to target. We have been expanding our Instagram audience at an increasing rate, now with more than 26,000 Instagram followers now, up from 25,000 three months ago and 23,000 five months ago. Consistent with the broader Facebook trend, our Facebook followers are down slightly to 40,600. Twitter remains at 18,000. These audiences are essential in the membership efforts.

Our high-level social media objectives are to use the channels to:


- Increase member engagement (increases retention);
- Increase community (target audience) engagement;
- Generate “soft leads” in that process (warm the market);
- Create viral content enabling and facilitating community support and distribution (let them share our message);
- Support and demonstrate value for our partners and potential partners; and
- Convert new members.

The integrated marketing approach presented in the last board report mentioned multiple channels to go to market. All are important and all matter. Roundel matters, Roundel Weekly (or its next iteration) matters, Facebook matters, Twitter matters, Instagram matters, direct emails matter, events matter, personal interactions matter, and direct mail matters. Additional channels include external audiences and media, including acquired lists, dealerships, event attendees and other publications (BMW Blog, etc.). Multiple touch points matter, as the likelihood of action, and therefore positive action, increases from 2% to 4% to 8% to 11% to 88% at the first, second, third, fourth and fifth touch points. All five (or more) do not have to be—and should not be—the same channel.

Social media also enables integrated campaigns that create exponential exposure that increases scale of traditional programs, or when done in conjunction with traditional channels, create even more benefits. This can lead to increases in partner satisfaction, merchandise sales, retention, acquisition, program promotion and market penetration and expansion. Our partners have asked specifically for social media metrics following events. Some participated in events due to estimates of social media exposure. We have secured and expanded partners at multiple levels specifically due to our social media impressions, reach, engagement, approach and style. Social media integration will continue to evolve, but it will also continue to facilitate growth in all facets of the organization.

(The following four pages contain examples of social media posts. If you’d like to skip them, please turn to page 12 for the last section, National Communications.)

One intent of our social media is to compel members and even prospective members to mention us, our benefits and our partners on their own—revealing the scale that continues without our effort, time or money. Although these people were engaged individually, now they are ambassadors, improving retention, extending our brand and supporting conversion opportunities.



Liked by [bmwfestorics](#), [ggcbmwcca](#) and 62 others

[m2nurse](#) @bmwcca Can't wait for #raffle deadline. Maybe my #bmwM2 will have a twin? 🤔 #b2m2 #bmwm2f87 #bmwnation #bmwmpower #bimmergirl #bmwclubofamerica #carofmydreams #bestMcar #bmwlifestyle

[tonyasquires00](#) ...yeah maybe. 🙌🙌🙌

[bmwcca](#) Power of positive thinking! And good post karma, too, of course. 🙌

OCTOBER 2

Replies to [bmwcca](#)

[bmwcca](#) Pennsylvania! BMW CCA O'Fest '18 will be in Pittsburgh and will be celebrating the 50th anniversary of the 2002! See you there?! 🙌

3w 1 like Reply

[omartinez4](#) @bmwcca is there a date yet?

3w 1 like Reply

[bmwcca](#) @omartinez4 Yep! July 9-14! Registration won't be a few more months. This will overlay with Pittsburgh Vintage Grand Prix.

3w Reply

[omartinez4](#) @bmwcca awesome, thanks....


3w 1 like Reply

[twothousandtwo](#) @bmwcca @omartinez4 hi! I'm located in Pittsburgh and just recently got a 2002. Where can I find out more information about this? I am a novice and want to learn more and get involved in any community in this area!

3w Reply

[omartinez4](#) @twothousandtwo join the Bmw Car club bro....


FUN AT THE BMW CCA FESTORICS



4 likes

[mainanddivision](#) Bug got a really big surprise this week. She is in the Nov. issue of @bmwcca ROUNDEL Magazine. The article is about her adventures @bmwfestorics, with @nick.mainanddivision & @kim.mainanddivision. We camped at @mazaracewaylagunaseca Bug's first time camping ever, as part of our Monterey Car Week fun. Thank you @kvanhoften for everything and then [carmal](#) Bug had such a great time and still talks about it.

Members begin supporting our partners, which make our partners more confident they are seeing real engagement and real results from their partnership with the BMW CCA.




Liked by [benkt.kolnes](#) and 489 others

[rarecarcollector](#) 1980 BMW 535i (e28) with Porsche "can can" red leather interior - fully built m30 engine , with 310 HP to the wheels! 5 speed manual transmission, this 1st generation 5 series is a beast! Also love the ghost Alpina stripe!! #bmw #euro #custom #bmwclassic #bmwe12

View all 14 comments


[rarecarcollector](#) @thesandboxcave it could - but I like the low profile tires!

[mikezollo](#) Holy crap... details on that engine build @y chance??



Liked by [e36_owners](#), [leftcoastcars](#) and 310 others


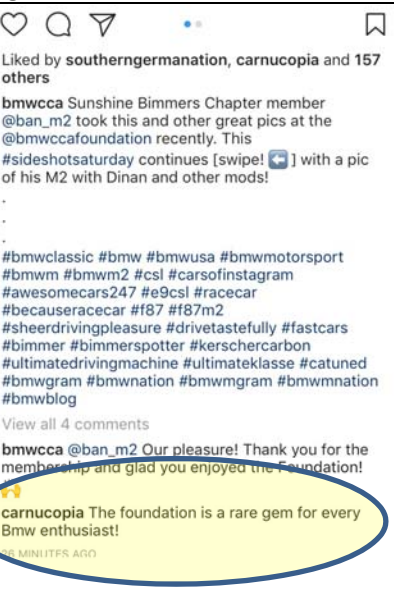
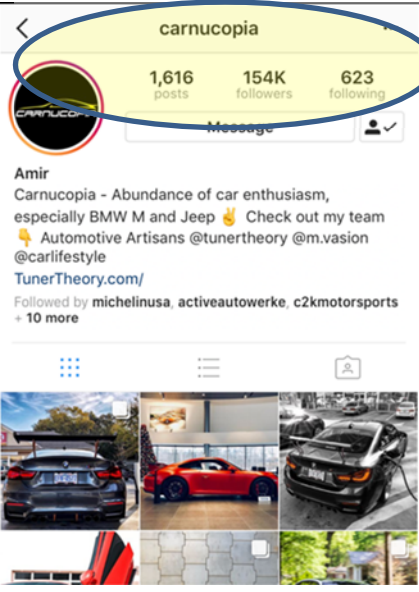
[kvanhoften](#) Been hitting @shell_ontheroad a lot more since picking up a @shell \$25 gas card at the @bmwcca O'Fest a couple weeks ago. Signed up for @fuelrewards and now #thirstthursdays



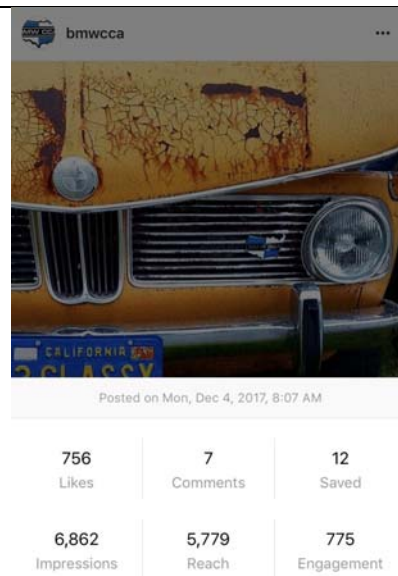
Liked by [southerngermanation](#), [tunertheory](#) and 4,075 others

[darksidem4](#) Drinking early to dull the pain 🍷 and wearing sunglasses 🕶 in the office all day, is it

More examples of the market speaking on our behalf and what it creates:

 <p>ban_m2</p> <p>Liked by turnermotorsport and 19 others</p> <p>ban_m2 Thanks BMWCCA for sharing one of my BMWCCA Foundation visit pics! If you are in SC don't miss checking out the Heroes of Bavaria Exhibition!!! #Repost @bmwcca (@get_repost)</p> <p>Sunshine Bimmers Chapter member @ban_m2 took this and other great pics at the @bmwccafoundation recently. This #sideshotsaturday continues (swipe! 📱) with a pic of his M2 with Dinan and other mods!</p>	 <p>Liked by southerngermanation, carnucopia and 157 others</p> <p>bmwcca Sunshine Bimmers Chapter member @ban_m2 took this and other great pics at the @bmwccafoundation recently. This #sideshotsaturday continues (swipe! 📱) with a pic of his M2 with Dinan and other mods!</p> <p>#bmwclassic #bmw #bmwusa #bmwmotorsport #bmwm #bmwm2 #csl #carsofinstagram #awesomecars247 #e9csl #racecar #becauseacecar #f87 #f87m2 #sheerdrivingpleasure #drivetastefully #fastcars #bimmer #bimmerspotter #kerschercarbon #ultimatedrivingmachine #ultimateklasse #catuned #bmwgram #bmwnation #bmwmgram #bmwmnation #bmwblog</p> <p>View all 4 comments</p> <p>bmwcca @ban_m2 Our pleasure! Thank you for the membership and glad you enjoyed the Foundation!</p> <p>carnucopia The foundation is a rare gem for every Bmw enthusiast!</p>	 <p>carnucopia</p> <p>1,616 posts 154K followers 623 following</p> <p>Amir</p> <p>Carnucopia - Abundance of car enthusiasm, especially BMW M and Jeep 🙌 Check out my team 🛠 Automotive Artisans @tunertheory @m.vasion @carlifestyle</p> <p>TunerTheory.com/</p> <p>Followed by michelinusa, activeautowerke, c2kmotorsports + 10 more</p>
<p>He went to the Foundation. We posted a pic he took and a picture of his car. He loved it and reposted it, singing our praises and those of the Foundation. We also incorporated partners.</p>	<p>Other members are chiming in, supporting his post.</p>	<p>And he has more than 150,000 followers and averages 2,500 likes per post. Good to have him as an advocate.</p>

Member Monday posts are designed to spur functions of the club: membership interest, partner interest, partner support, raffle, event awareness and attendance, merchandise and more. Here we referenced a Legends of the Autobahn presented by Michelin award-winner and a member chimed in with an ideal post about purchasing grille badges for Christmas. Post also referenced Michelin and Hagerty as event and award sponsors—in December—showing partners they get more than just at-event promotion with us.



rarecarcollector Love the patina!!! Also , where/how can I get one of those sweet BMW CCA grille badges?!

2h 1 like Reply




bmwcca @rarecarcollector We can help with that! Members can buy them at the BMW CCA store (www.bmwcca.org/store). NINE styles to choose from! 🛠

2h 1 like Reply


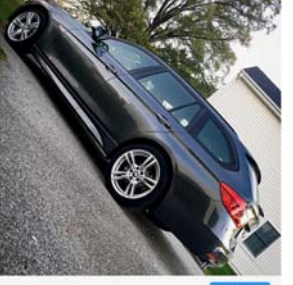

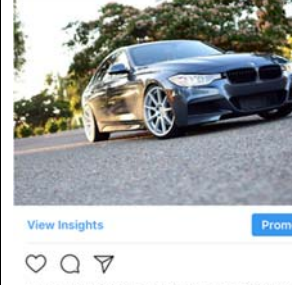
rarecarcollector @bmwcca perfect, I will check out the website now! (Just in time for Christmas!) 🙌

2m 1 like Reply










More partner-support, this program was designed to generate more engagement with Instagram audiences through the BMW CCA to demonstrate the value Michelin can derive through our partnership. This came at a critical time as Michelin just hosted an Influencer Summit in New York for 20 of its influencers they flew in for a three-day conference. Below shows engagement that gives Michelin real market feedback through the BMW CCA, as well as shows the BMW CCA as connected in the market and industry and a page to which they should be returning for these sought-after and incredibly unique insights only the BMW CCA will be providing.

 <p>This post is doing better than 95% of your recent posts. Promote it to reach a wider audience. View Insights Promote</p> <p>Liked by bouchezhphotography, aem708 and 1,334 others</p> <p>bmwcca We have some cool announcements coming up relative to this model... @michelinusa @michelin</p>	 <p>Posted on Tue, Dec 5, 2017, 3:57 AM</p> <table border="1"> <tr> <td>1,336 Likes</td> <td>17 Comments</td> <td>19 Saved</td> </tr> <tr> <td>10,421 Impressions</td> <td>8,493 Reach</td> <td>1,372 Engagement</td> </tr> </table>	1,336 Likes	17 Comments	19 Saved	10,421 Impressions	8,493 Reach	1,372 Engagement	<p>Comments</p> <ul style="list-style-type: none"> classicbmw.sergio 10h 1 like Reply southerngermanation Can't wait to see this 9h 1 like Reply bmwfinest E36 peeking sounds like something cool is coming! 8h 1 like Reply bmwcca @bmwfinest Oh yes... 8h Reply whatsvanos ANNOUNCE! 8h 1 like Reply bmwcca @whatsvanos More coming soon... 8h Reply jsquared1013 E36 news?! I'm all ears 7h 2 likes Reply uhhhmeeer Soil the beans! 7h Reply 	<p>Comments</p> <ul style="list-style-type: none"> _m3gusta 6h 1 like Reply iblimited Can't wait. We have two E36 M3's in our collection- Estriol blue car with 23k miles and a LTW so needless to say we are excited to hear this news! 6h 1 like Reply bmwcca @iblimited Wow now THAT sounds good! We are confident you won't...TIRE of this news.... 5h 1 like Reply t2blade Ok tell us already!!!! 4h 1 like Reply estoril_blau I like the...everything...of that 4h 2 likes Reply holy_chit_meng Is it thatlightweight tire test mule? 4h Reply
1,336 Likes	17 Comments	19 Saved							
10,421 Impressions	8,493 Reach	1,372 Engagement							
 <p>View Insights Promote</p> <p>Liked by southerngermanation, blaeflock and 476 others</p> <p>bmwcca If you like @michelinusa PS4S tires, but they aren't available for your #e36 M3 just yet...stay tuned for some great news and BMW CCA member test reviews!</p>	<p>Comments</p> <ul style="list-style-type: none"> jsquared1013 E36 news?! I'm all ears 10h 2 likes Reply uhhhmeeer Spill the beans! 10h 1 like Reply bmwcca @uhhhmeeer More beans to be spilled this week! 10h 1 like Reply _m3gusta 10h 1 like Reply iblimited Can't wait. We have two E36 M3's in our collection- Estriol blue car with 23k miles and a LTW so needless to say we are excited to hear this news! 17h 2 likes Reply bmwcca @iblimited Wow now THAT sounds good! We are confident you won't...TIRE of this news.... 17h 1 like Reply t2blade Ok tell us already!!!! 17h Reply 	<p>Comments</p> <ul style="list-style-type: none"> real_estate Great Stuff! 8h 1 like Reply jls_397k Weren't the 4S design to replace PSS for 19inche and bigger wheels? 8h Reply maurici_lio Does this mean 245/40/17? I think that's stock on e36m3. 8h 3 likes Reply bmwcca @maurici_lio Yes. Those are the stock rears; fronts are 225/45/17. 3m Reply beroundup_gerard 8h Reply whatsvanos YES THE EXACT NEWS I WANTED!!!! 8h 3 likes Reply 	<p>Comments</p> <ul style="list-style-type: none"> real_estate Great Stuff! 8h 1 like Reply jls_397k Weren't the 4S design to replace PSS for 19inche and bigger wheels? 8h Reply maurici_lio Does this mean 245/40/17? I think that's stock on e36m3. 8h 3 likes Reply bmwcca @maurici_lio Yes. Those are the stock rears; fronts are 225/45/17. 3m Reply beroundup_gerard 8h Reply whatsvanos YES THE EXACT NEWS I WANTED!!!! 8h 3 likes Reply 						

Hey BMW NA, our members buy new cars! And Instagram likes it! These are our posts as part of our Member Monday program. We have 14 Member Monday posts representing a wide range of models and chapters.

 <p>View Insights Promote</p> <p>1,102 likes</p> <p>bmwcca Hello, Member Monday, and hello, Tarheel Chapter member @carnucopia and his M4 GT3...</p>	 <p>View Insights Promote</p> <p>Liked by kvanhoften, c2kmotorsports and 545 others</p> <p>bmwcca This week's Member Monday is National Capital Chapter member @c2kmotorsports and his brand new F31 Touring...</p>	 <p>View Insights Promote</p> <p>878 likes</p> <p>bmwcca Happy Member Monday! Today, @gsnyder71 and @js40626 bring us their 2017 30 Jahre M3 --one of only 150 in the US! They...</p>	 <p>View Insights Promote</p> <p>Liked by kvanhoften, carnucopia and 337 others</p> <p>bmwcca Member Monday is here and so is Los Angeles Chapter member @ericaraine and her 2013 F30 328i, rocking Velgen wheels, colovers...</p>
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In addition to reposting BMW news and information (still important), Facebook posts have supported O'Fest, promoted the next O'Fest, promoted the Member Mondays, promoted sponsors and more. These posts that engage members by showing diverse models of cars, sharing member activity and promoting dialogue/online interaction routinely generate higher Facebook Reach and comments.

<p>One lucky member is holding on for the ride of her or his life while Bill Auberlen drives the Z4 GTLM car around NOLA Motorsports Park at the 2017 O'Fest presented by Michelin. Thank you to BMW and the BMW CCA Foundation for arranging these charity rides. O'Fest 2018 will be in Pittsburgh July 9-15!</p>  <p>35 1 Comment 7 Shares</p> <p>Like Comment Share</p> <p>25,258 people reached > Boost Post</p>	<p>This week's Member Monday is Kyle Gallun of the New Jersey chapter and his 1989 E30 325iS. He's put a lot of work into and it shows! Thank you for your membership, Kyle!</p>  <p>70 2 Comments 6 Shares</p> <p>Like Comment Share</p> <p>3,054 people reached > Boost Post</p>	<p>It might look like a Throwback Thursday, but we expect to have more than 200 02s join us next July at the 49th BMW CCA Oktoberfest in Pittsburgh! Happy Anniversary, 2002! (Yeah, we're already looking forward to it. Maybe ThrowforwardThursday?)</p>  <p>56 7 Comments 7 Shares</p> <p>Like Comment Share</p> <p>3,173 people reached > Boost Post</p>
<p>A little Front-end Friday of Mark and Darlene Doran's 1M...with a bonus photo of Mark ripping around the NOLA Motorsports Park track at O'Fest presented by Michelin. Thanks for bringing that beast all the way to New Orleans from Colorado!</p>  <p>4,307 people reached > Boost Post</p>	<p>BMW Car Club of America's Post</p> <p>Kenneth Tullar As always, Allegheny Chapter will welcome you with open arms!</p> <p>3w Like Reply Message 2</p> <p>Michael Brill What a great car! I kept mine for 30+ years and it is still on the road.</p>  <p>3w Like Reply Message 2</p> <p>Dirk's Garage Looking forward to it!</p> <p>3w Like Reply 1</p> <p>John Callahan Road trip</p>	<p>Both Mike Washington from the Smokey Mountain Chapter and Andre Noel of the New York Chapter shared Mike's E36 at O'Fest presented by Michelin in New Orleans and BOTH will certainly tell they were the faster one...right?</p>  <p>50 8 Comments 2 Shares</p> <p>Like Comment Share</p> <p>2,959 people reached > Boost Post</p>
<p>Peachtree Chapter member Jeff Bowser brought--and autocrossed!--his S14-powered '73 02 to O'Fest presented by Michelin in New Orleans. But rumor has it he's bringing THREE 02s to O'Fest 2018 in July in Pittsburgh where we'll celebrate 50 years of the 2002! Thanks, Jeff!</p>  <p>48 9 Comments 1 Share</p> <p>Like Comment Share</p> <p>3,122 people reached > Boost Post</p>	<p>BMW Car Club of America</p> <p>Posted by Kyle van Hoften November 6 · 🌐</p> <p>With the 48th O'Fest presented by Michelin now complete, what was your favorite O'Fest moment or experience?</p>  <p>52 16 Comments 2 Shares</p> <p>Like Comment Share</p> <p>2,304 people reached > Boost Post</p>	<p>November 15 at 2:08 PM · 🌐</p> <p>A three generation M3 foursome from O'Fest presented by Michelin: Iowa Chapter member Don Van Lengen waving, then in the F80, Bayou Chapter member Bruce Thomas, and behind him is NY Chapter member Keith Cunningham and then hardly last, we have Sandlapper Chapter member Tom Lappin!</p>  <p>40 2 Comments 4 Shares</p> <p>Like Comment Share</p> <p>3,122 people reached > Boost Post</p>

National Communication

Message	Last Sent	Sent	Delivered%	Opened%	Clicked%	Bounced%
10 Day Renewal Notice 10-20-2017	10/20/2017	1228	99.51%	38.79%	7.04%	0.49%
10 Day Renewal Notice 11-20-2017	11/20/2017	1000	99.60%	38.05%	7.93%	0.40%
10 Day Renewal Notice 9-20-2017	9/20/2017	1620	99.63%	37.73%	8.36%	0.37%
3 Day Renewal Notice 10-27-2017	10/27/2017	1050	99.62%	33.94%	9.56%	0.38%
3 Day Renewal Notice 11-27-2017	11/27/2017	857	99.42%	32.39%	7.98%	0.58%
3 Day Renewal Notice 9-27-2017	9/27/2017	1373	99.64%	31.65%	7.31%	0.36%
5 Day Renewal Notice 10-25-2017	10/25/2017	1112	99.37%	37.29%	6.79%	0.63%
5 Day Renewal Notice 11-24-2017	11/24/2017	903	99.45%	33.07%	7.13%	0.55%
5 Day Renewal Notice 9-25-2017	9/25/2017	1476	99.73%	34.10%	7.27%	0.27%
Final Renewal Notice 10-31-2017	10/30/2017	970	99.59%	36.34%	12.01%	0.41%
Final Renewal Notice 11-29-2017	11/29/2017	793	99.50%	31.43%	8.75%	0.50%
Final Renewal Notice 9-29-2017	9/29/2017	1301	99.62%	32.95%	10.34%	0.38%
Foundation 11-16-2017	11/9/2017	2	100%	100%	50%	0%
Happy Holidays Option One 2017	11/28/2017	2	100%	50%	0%	0%
Happy Holidays Option Two 2017	11/28/2017	2	100%	100%	0%	0%
Holiday Cyber Monday Preview 11-24-17	11/24/2017	37289	99.48%	33.97%	3.08%	0.52%
Holiday Cyber Monday Sale 11-27-2017	11/27/2017	37286	99.49%	31.19%	3.37%	0.51%
Holiday Cyber Monday Sale Reminder 11-27-17	11/27/2017	37281	99.49%	32.58%	3.08%	0.51%
Lapsed Member Monday 9-25-2017	9/25/2017	31330	98.19%	22.81%	1.34%	1.81%
Lapsed Member Thursday 9-28-2017	9/28/2017	31299	98.32%	20.29%	1.16%	1.68%
Michelin Tire Promo 11-20-2017	11/20/2017	37271	99.47%	37.49%	1.26%	0.53%
Michelin Tire Promo Opt In 11-28-2017	11/28/2017	136	100%	72.06%	48.53%	0%
Michelin Tire Promo Reminder 11-23-2017	11/23/2017	37284	99.49%	31.15%	0.63%	0.51%
News From National 12-2017	11/29/2017	2	100%	100%	0%	0%
North Atlantic REN 10-5-2017	10/5/2017	9516	99.58%	36.43%	2.60%	0.42%
North Atlantic REN Reminder 09-21-2017	9/21/2017	110	100%	51.82%	3.64%	0%
North Central REN 10-12-2017	10/12/2017	5799	99.52%	38.61%	2.53%	0.48%
North Central REN Reminder 9-28-2017	9/28/2017	130	99.23%	47.29%	3.10%	0.77%
OFest - Americares 10-27-2017	11/1/2017	341	98.53%	57.14%	6.55%	1.47%
OFest 2017 - Email 14 9-4-2017	9/4/2017	50476	99.58%	36.25%	0.63%	0.42%
OFest 2017 - Email 15 9-7-2017	9/7/2017	50455	99.57%	38.47%	0.52%	0.43%
OFest 2017 - Email 16 9-13-2017	9/13/2017	2	100%	100%	0%	0%
OFest 2017 - Email 17 9-21-2017	9/21/2017	50754	99.51%	34.02%	0.38%	0.49%
OFest 2017 - Email 18 9-23-2017	9/24/2017	50739	99.60%	33.56%	0.54%	0.40%
OFest 2017 - Email 19 10-13-2017	10/13/2017	248	100%	49.60%	5.65%	0%
OFest 2017 - Email 20 10-19-2017	10/19/2017	85	100%	71.76%	12.94%	0%
Pacific REN 10-19-2017	10/19/2017	7944	99.51%	40.82%	4.26%	0.49%
Pacific REN Reminder 10-5-2017	10/5/2017	105	100%	52.38%	3.81%	0%
Raffle #23 Two Tickets and a Lanyard 9-2-17	9/1/2017	51453	99.57%	30.37%	0.98%	0.43%
Raffle #24 10 Tickets LPF 9-6-2017	9/6/2017	50546	99.39%	40.65%	1.17%	0.61%
Raffle #25 10 Tickets LPF 9-8-2017	9/8/2017	50542	99.57%	34.32%	0.94%	0.43%
Raffle #26 Sparta Brakes Flash Promo 9-11-17	9/11/2017	50605	99.56%	39.31%	0.98%	0.44%
Raffle #27 Sparta Brakes Reminder 9-12-17	9/12/2017	50627	99.57%	34.96%	0.65%	0.43%

Raffle #28 AMEX plus OFEST 9-14-2017	9/14/2017	50649	99.59%	34.07%	0.87%	0.41%
Raffle #29 AMEX Reminder 9-15-2017	9/15/2017	50668	99.59%	30.05%	0.84%	0.41%
Raffle #30 Bose & Segmented Tix 9-18-2017	9/18/2017	50714	99.48%	37.71%	0.96%	0.52%
Raffle #31 Bimmerworld Flash Drawing 9-20-17	9/20/2017	50732	99.59%	35.05%	0.75%	0.39%
Raffle #32 BimmerWorld Flash Drawing 9-22-17	9/22/2017	50728	99.59%	32.60%	0.63%	0.41%
Raffle #33 Hat with Ten Tix 9-23-2017	9/23/2017	50744	99.58%	35.23%	1.03%	0.42%
Raffle #34 Dinan Flash Drawing 9-25-2017	9/25/2017	50790	99.57%	33.34%	1.13%	0.43%
Raffle #35 5 Tix for CCA Bucks 9-29-2017	9/29/2017	50873	99.58%	31.44%	1.17%	0.42%
Raffle #35 Dinan Reminder Drawing 9-28-2017	9/28/2017	50467	99.57%	31.17%	0.91%	0.42%
Raffle #37 Raffle Extended - MSchool 9-29-17	9/29/2017	50920	99.57%	37.18%	1.10%	0.43%
Raffle #38 Raffle MSchool Profile 9-30-2017	9/30/2017	50908	99.57%	35.37%	1.09%	0.43%
Raffle #39 Raffle MSchool One Day 10-1-2017	10/1/2017	47357	99.57%	36.76%	1.33%	0.43%
Raffle #40 Raffle LAST DAY 10-2-2017	10/2/2017	47350	99.61%	31.27%	1.53%	0.39%
Raffle #41 Raffle Final extension 10-2-2017	10/2/2017	49868	99.58%	35.79%	1.85%	0.42%
Roundel Weekly 09-05-17	9/5/2017	35893	99.49%	35.33%	10.22%	0.51%
Roundel Weekly 09-12-17	9/12/2017	35921	99.48%	31.94%	7.10%	0.52%
Roundel Weekly 09-19-17	9/19/2017	35944	99.51%	32.21%	7.69%	0.49%
Roundel Weekly 09-26-17	9/26/2017	36008	99.50%	34.78%	9.87%	0.50%
Roundel Weekly 10-03-17	10/3/2017	35410	99.52%	33.04%	8.10%	0.48%
Roundel Weekly 10-10-17	10/13/2017	35455	99.48%	33.65%	7.62%	0.52%
Roundel Weekly 10-17-17	10/17/2017	35561	99.48%	33.80%	9.46%	0.52%
Roundel Weekly 10-24-17	10/24/2017	35561	99.47%	33.13%	7.55%	0.53%
Roundel Weekly 10-31-17	10/31/2017	35684	99.47%	36.14%	13.03%	0.53%
Roundel Weekly 11-07-17	11/7/2017	35213	99.47%	37.97%	12.87%	0.53%
Roundel Weekly 11-14-17	11/14/2017	35257	99.47%	24.29%	10.14%	0.53%
Roundel Weekly 11-21-17	11/21/2017	35315	99.45%	31.59%	7.49%	0.55%
Roundel Weekly 11-28-17	11/28/2017	35316	99.47%	29.22%	7.61%	0.53%
SBE - Dynamic Content Test	9/15/2017	2	100%	100%	0%	0%
Shell Fuel Rewards Email #1 9-25-2017	10/3/2017	10	100%	100%	10%	0%
South Atlantic REN 10-26-2017	10/26/2017	9736	99.51%	38.46%	2.49%	0.49%
South Atlantic REN Reminder 10-12-2016	10/12/2017	128	100%	59.38%	3.91%	0%
South Central REN 11-2-2017	11/2/2017	3794	99.39%	36.81%	2.31%	0.61%
South Central REN Reminder 10-19-2017	10/19/2017	69	98.55%	61.76%	7.35%	1.45%

Observations

- Our renewal electronic communication process consists of emails sent 10 days, 5 days and 3 days (and final notice) before expiration. The open rate is ~35%, which is good industry-wide, but means that our renewal chances through electronic means are starting at a deficit.
 - The click through rate remains below 10% (final notice is 12%). We are reviewing and revising the content and frequency of these emails.
- The more targeted the email, the higher the open rate.
 - More market segmentation, even in raffle, O'Fest, Legends, Festorics, etc., emails, will yield more opens, more clicks, more engagement, more attendance, more revenue and more partner satisfaction.

- Raffle click through rates averaged around 1% with open rates hovering between 31% and 37%. Although we're aware of and sensitive to email fatigue, the final days of the raffle saw their usual increases in open rates, increasing through the last day (the last-last day).
- The two highest open rates for raffle emails were the first "purchase ten tickets and get a license plate frame" (40.65%) and the win a free set of Sparta Brakes (39.31%).

Kyle van Hoften
Director of ~~Marketing & Corporate Partnerships~~ Community Relations
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Re: December 2017 Board Meeting

IT Update

Summary

This report is a little shorter than usual because of the small amount of time that has passed since the last report, and my vacation time at Thanksgiving.

AssociationAnywhere Implementation

Integration with Chase Paymentech has put staff training and go-live on hold. Chase requires their service providers to be PCI compliant, and certified by a third-party assessor. ACGI is PCI compliant, but given their amount of transactions, they are only required to assess themselves. ACGI already had an interest in having a third party assess them, but the project didn't take a high priority. Now that it is required by Chase, ACGI has identified the assessor and will establish a project timeline this week.

Once ACGI has been certified PCI compliant by the third party, they may proceed with implementing an interface with Chase Paymentech.

Other aspects of the implementation will proceed so that when the Chase Paymentech interface has been completed, tested, and certified, we may conduct staff training and then go live a few weeks later.

BMW CCA App

An updated version of the app will be launched in December. 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.

BimmerLife

Key staff met to discuss the bimmerlife website and the weekly newsletter. The IT Department will complete a development project internally to customize and automate the creation of the weekly newsletter. The plan is to send two emails: one to members, and the other to non-members. Each will have specific tracking links so that we know how successful the emails are to driving traffic to the site.

The transition from bimmerlife.co to bimmerlife.com is currently underway.

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,



Stephen Elliott
Director of Information Technology
BMW Car Club of America

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

December 2017 Pre-Board-Meeting Report

First of all, this will be short, as we are in the middle of putting together the February issue, but we are also still assembling the January issue because I wanted to have the first print coverage of the new M5, and Len Rayburn is busting his butt trying to make it happen.

Advertising: The slide continues through a second year of declining revenues. We like anything above 30%; we love anything above 35%.

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%
November	132	37.08	28.09%
December	132	39.5	29.92%

We are excited about our new online initiatives and have at least three new regular voices ready to speak as the personality openers of our weekly digest. I understand that this version will now be available to non-members so that we can use it as a recruiting tool.

Before the year ends, I want to give a shout-out to our proofers, John Bigay and Valerie Doersen, who worked absurd hours to make our magazine as close to perfect as possible, often on short notice with insane deadlines (including this month). They prevented several embarrassing major errors.

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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November 2017 Report of the Creative Director

Since my last report in September we've completed the 2017 Raffle and had the 2017 Oktoberfest in New Orleans.

Roundel

The magazine continues to be produced on time and takes advantage of Quad's two million piece co-mail pool to get the best postage rates possible. Advertising quantity has dropped in comparison to prior years. However, Michael Slaff has raised rates for 2018, minimizing the impact on ad revenue..

Events

Oktoberfest

We completed a successful Oktoberfest in New Orleans. Programs, signage, backdrops, posters, t-shirts, banners, awards and more were produced for the event

Raffle

Utilizing the advanced tracking of "Facebook Pixel," which allows us to track the performance of paid ads and boosted posts from viewing to final sale, we finished the 2017 Raffle with directly-tracked Facebook ad sales of \$38,270 from an ad purchase of \$4,485.94. According to FB's reports, our ads reached 111,919 people.

Of the 19 different ad sets (some with multiple ads), our series of entertaining "Odds" ads pulled in the most, bringing in \$10,755 from an ad spend of \$875.

Our single-most successful ad, however, was one touting the M2 as our First Prize. It also achieved our highest FB "relevance" score for

our targeted audiences, which means FB showed it to more people with an interest in BMW. Key to this ad was mentioning that the winner could order a DCT or Manual transmission model of the M2. This single ad cost \$716.72 to run and brought in \$8,700, reaching 32,834 people.

While there was a delay in receiving promotional materials from ALPINA, we didn't see as much response to ALPINA-oriented ads on Facebook. The primary ALPINA ad set

we used had 4 ads that ranged from a description of the ALPINA to emphasizing the MotorTrend quote that it was “Better than the M6.” We spent \$932.30 on those ads, with a return of \$2750.

Additional detailed reports, including demographic breakdowns, time of purchase, and other details, will be utilized in planning FB, Instagram and Twitter advertising and related posts for the 2018 Raffle.

App

The new App will be launched within the next week. The new design and flexibility should allow us to take better advantage of the mobile audience.

BimmerLife

We are about to begin the transition to utilizing BimmerLife for member and general public outreach via original news postings, aggregated news postings, and sponsored posts. David Rose and Nick Parente will be managing this and a significant portion of our related social media outreach. The goals include reaching a larger and more mobile/social media oriented audience and leveraging the new site to drive interest and membership. We will be redesigning the site, and further detailing its content and workflow within the next week.

Web Site, Marketing, and 2018

With both Kyle van Hoften and Chris Hennecy tackling club marketing from different angles, I expect to receive additional requests for materials design in support of renewed efforts for different audiences and events.

Additionally, we are beginning the planning of a website redesign that will include marketing planning, emphasis on mobile functionality, integration of services from new database, and finding ways to streamline the user-experience for different user audiences (i.e. members, prospective members, sponsors, chapter officers, etc.)

Thank You!

W. Len Rayburn

BMW CCA Creative Director

2018 BMW CCA CLUB RACING BUDGET

INCOME

Race Licensing	25,000.00
Merchandise Sales	5,000.00
Sponsorship	91,500.00
Other	<u>1,000.00</u>
-	122,500.00

EXPENSES

Administrative-Salary	25,500.00
Payroll Tax	1,900.00
401K Match	1,420.00
Web Services	10,000.00
Postage	3,000.00
Printing	1,800.00
Office Supplies	4,000.00
Dues	600.00
Chapter Support	3,000.00
Event Expense	4,000.00
CRS Advertising/ Promotion	12,000.00
Depreciation	2,000.00
Trophies/ Awards	4,000.00
Travel/ Entertainment	<u>40,000.00</u>
	113,220.00

Gary Davis
National Chairman, BMW CCA Club Racing

