

**BMW Car Club of America
Board Conference Call
March 7, 2018**

Wednesday, March 7, 2018

1. Call to Order

The conference call was called to order by Executive Vice President Eddy Funahashi at 7:04 EST.

2. Attendees

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

Absent: Steve Johnson, President and Brian Thomason, Treasurer

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

Chairpersons: Steve Stepanian, DEC

3. Updates

Frank Patek reports the State of South Carolina is challenging our rights to conduct the raffle in South Carolina. Have been able to get BMW NA on board with this challenge and they are willing to help. Worst case would be that BMW CCA would be prohibited from marketing to members in South Carolina. This ride could get bumpy.

Oktoberfest registration launches on Thursday, March 8, 2018. Legends registration launched today, March 7, 2018.

In the Letters section of the February issue of *Roundel*, an offhanded comment was made that called into question the efficacy of programs like Street Survival. There would seem to be no upside to attacking a program that we all know, love and support. Moreover, we know it works. One of Roundel's largest advertisers is Tire Rack, who also happens to be the main sponsor of Street Survival. The Board will need to have a discussion as to what responsibly the writers in the *Roundel* have to the BMW CCA.

Frank reported that Steven Schlossman has been in contact with Michael Feldpusch regarding the autocross rules for Oktoberfest. Steve Stepanian has articulated to Michael Feldpusch to make this system as simple as possible so that participants can just enjoy the event and have fun.

Steve Stepanian reports that he is awaiting direction from Alex Schmuck at BMW NA regarding turning off controls during an HPDE. Steve is looking for the proper procedures for disabling the collision control for HPDE.

**BMW Car Club of America
Board Conference Call
March 7, 2018**

Frank Patek reports that we need to look toward the Annual Meeting as our best opportunity to continue the discussions begun at our February meeting. The RVP's will need to begin looking at dates for us as a group to sit down and talk to each of the regions about making changes in the BMW CCA. We will need to speak with the chapter officers to explain and get their help with the changes. We need to get conference calls lined up with all regions to get the chapters prepped for the changes. Smaller groups might be viable as to regions that have many different time zones. We need to reiterate to them and to be actively involved with the member recruitment and retention of the CCA.

Frank will be making a trip to BMW NA in New Jersey. Frank would like to encourage BMW NA to modernize the Rebate Program. All other rebates out there are instantaneous. It's allowing all other rebate programs the ability to get in front of BMW NA's program. We had over 1,000 individuals denied their rebate this past year primarily due to receiving some other rebate they weren't aware they were receiving, mostly through USAA.

Our building plans are out to three (3) different contractors and have had a couple of questions as to CCA being part of BMW as there are suppliers and services that are protocol for BMW.

4. Adjourn at 8:01 PM EST

Motion: Lou Ann Shirk made a motion to adjourn the conference call at 8:01 EST. Darlene Doran seconded the motion. Motion passes

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

Saturday, April 21, 2018

1. Call to Order

The meeting was called to order by President Steve Johnson at 8:34 AM 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; 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; Chris Hennecy, Director of Corporate Relations; Stephen Elliott, Director of IT; Edward Tamsberg, IT; Steven Schlossman, Member Services; Heather Tollison, Controller; Michael Slaff, Roundel Advertising and Satch Carlson, Roundel Editor-in-Chief.

BimmerLife: Nick Parente and David Rose

Guests: Ian Branston, Sandlapper Chapter

3. Minutes

The minutes of the March 7, 2018 Conference Call were approved by vote during the April 21, 2018 Board Meeting. Reading of the minutes will be waived.

Affirmation of votes on conference calls since last Board Meeting.

Motion: Lou Ann Shirk made a motion on January 17, 2018 to extend the deadline for the 2017 submissions until March 16, 2018. Steve Johnson seconded the motion. Motion passes 8-1 absent

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

4. Reports

4.1 President

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

4.2 Executive Vice President

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

4.3 Secretary

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

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 had nothing to add to his pre-meeting report.

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 added to his pre-meeting report that while attending the Peachtree ITS they came across a vehicle which had been on track several sessions and turned out to be a hardtop convertible. Tim spoke with the Chief Instructor and indicated to him convertibles weren't allowed on track, as they are prohibited under our HPDE policy.. The Chief Instructor spoke with the individual and indicated he would not be allowed back on the track. The DEC Committee is making sure that everyone is aware no hardtop convertibles are permitted at our events.

4.10 *Executive Director*

Frank Patek had nothing to added to his pre-meeting report that Lockton has increased their participation with BMW CCA for Oktoberfest and other events. Ryan Staub is working closely with Steve Stepanian our new DEC Chair. They have identified ways to better manage risk associated with driving events.

4.11 *Roundel*

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

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

6. Discussion Topics

6.1 *National Events*

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

6.1.1 Oktoberfest 2018

Frank Patek reports the host hotel is eighty (80%) percent sold out for the event. Registration is currently 525 including PVGP. Frank feels we will meet all our minimum numbers. 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 we have Bruce Gezon as the chair of the event, we will also have gymkhana, there is also in the late afternoon a car show on the river in Homestead; Wednesday Concours and PVGP car show; The Concours will be held at Heinz Field. We should be done by 2:00 PM, Currently 25 participants are for Judged and 84 for display. Pirates will be playing every day during Oktoberfest. There is a club race the weekend before July 6-8, 2018. Thursday is an entire day at the track. We have HPDE, Autocross, Michelin Drive & Compare, Car Control Clinic, Hot Laps, we will also have karting and lunch at the track. Thursday evening, we will be at the Pittsburgh Science Center which is a hands-on facility, strolling dinner with frozen nitro drinks. Friday, we have HPDE and in the evening a themed Robber Baron's dinner at the Grand Concours. Saturday evening marks our closing banquet, not sure who BMW NA will be bring as a speaker. Saturday and Sunday will be PVGP at Schenley Park, currently we have 226 cars registered for the event. Frank feels we will have over 500 cars on the hill. The locals haven't started to register as of yet. Our area of the park, known as German Hill, will feature our lunch tent, beer garden and a traditional German band.

6.1.2 Oktoberfest 2019

Frank Patek reports the finishing touches have been made for this event, we need to work on the next one. Johnny Valentia of Michelin indicated they would be willing to do factory tours and feels he may be able to provide 48 tours instead of the normal 24. A big question right now is whether the City of Greenville will permit the closing of a portion of Main Street for a car show. Would like to do a concert on the River and utilizing the Wyche Pavilion. There is a possibility of using the Stadium for our closing dinner, so we can shoot off fireworks.

6.1.3 Oktoberfest 2020

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

6.1.4 Chapter Congress 2018

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

7. Regional Events

7.1 *Updates*

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

7.1.1 The Vintage

Frank Patek reports this event is scheduled for May 19-20, 2018.

7.1.2 Bimmerfest West

Frank Patek reports this event is scheduled for May 26-27, 2018.

7.1.3 Pittsburgh Vintage Grand Prix

Frank Patek reports this event is scheduled for July 14-15, 2018

7.1.4 Monterey Legends / Festorics Weekend

Frank Patek reports this event is scheduled for August 23-26, 2018

8. National Programs and Services

8.1 Updates

8.1.1 IT

Stephen Elliott reports CCA was hung up on an issue with integrating our payment processor with AssociationAnywhere using Chase Paymentech. Stephen has solved the problem with Chase Paymentech as the client and ACGI as the developer. Training will begin July 18-20, 2018 with a tentative go-live date of August 6, 2018.

BMW CCA App

In the process of adding Oktoberfest and LOTA pages to the app. This app looks and feels much better.

We have new themes for the Oktoberfest and LOTA websites. A more modern design has been applied, and both sites are fully responsive, meaning they look good on any device. We have more information on the homepage to help with organization.

Stephen Elliott has included a few new reports demonstrating how far a potential/new member makes it through the joining process. The report shows the number of membership join sessions and how many actually complete the process. Additionally, he has also added a report for renewing members which indicates how many renew with changes vs how many renew without changes. Stephen has also provided a pie chart showing the percentage of renewals via. Website, US Mail and telephone.

8.1.2 Club Racing

Steve Johnson reports Club Racing has requested CCA to authorize the purchase of an additional \$5,000,000.00 liability policy to cover joint CCA Club Racing/NASA sponsored events. Club Racing needs this additional policy, so they can participate with other groups. Brian Thomason will be contacting

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

Gary Davis regarding the financial losses for the last few years. Steve Johnson has tabled this discussion.

8.1.3 Driving Events Committee

Steve Stepanian's report indicated the committee is currently in the process of separating the DE and Autocross portions of the Operations Manual and freeing them from errors and/or contradictions. Revising Incident Forms and the Agenda for the DEC Congress in November.

8.1.4 Charity Matching Funds – Nothing at this time.

8.1.5 Raffle

Frank Patek reports the Raffle will be announced soon. The raffle will focus on the Ultimate Driving Machine and our partnership with BMW NA. The intent is to purchase the cars from the dealer in Georgia where we have our drawing. An option would be to do the drawing on a Saturday evening for a greater attendance and make the drawing more of an evening.

8.1.6 SIG's – Nothing at this time.

8.1.7 Roundel

Frank Patek requested that Satch Carlson draft a letter to all writers reinforcing what the expectations and policies are for *Roundel*. Satch will have each writer sign this letter confirming their understanding of these expectations.

Frank Patek reports that printing costs will increase.. The increase will be in the neighborhood of eight (8) percent. Our contract with Quad is coming up for renewal and we will discuss the option of remaining with them or moving to another company. Quad has the largest co-mail pool in the country. Quad's services have been on the decline as they have managed to mess up something on every mailing/printing for the last six (6) months. Somehow they managed to send our magazine to non-members..

Michael Slaff reports that BimmerLife is alive and doing well. The online publication is producing some revenue in the amount of \$60,000.00 per year. Roundel is the victim of two (2) things one of our own making, we are an aging group of people. The other issue is we are victims of surveillance advertising now. We are up for the last three (3) issues which is huge. Michael feels *Roundel* can wait out the social media trend. Michael is going to embark on advertisers who had advertised with us over the last ten (10) years and try to increase advertising revenue. Currently, we have 12,000 individuals who regularly "open and click through" BimmerLife, which isn't huge. January and February are dead to the automotive and advertising world, which creates a problem for revenue.

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

BimmerLife

Nick Parente and David Rose reported they will be posting BimmerLife articles to the BMW CCA social media channels, rather than creating a BimmerLife channel.

8.1.8 National Office

8.1.8.1 BMW CCA Future /Growth

Frank Patek reports that the board consensus is that shared services is the method of choice by which we will move the club forward. In the near future it is feasible that we could have a regional coordinator for each region. This person would be a paid to coordinate events, social media and much more. This person will not need to be in the region they are working in. We need to be more responsive to our members and more customer driven. We need to invest in BMW CCA. Our target is to roll this program out by the end of the third (3rd) quarter 2018. Those chapters preferring to opt out of the shared services proposal should be permitted to do so, as long as they are able to meet the higher standards being set by the club. In order to move forward we will plan to meet with each region on the following schedule:

Target dates for each region are as follows:

South Central, May 19, Dallas, TX

South Atlantic, June 2, Atlanta, GA

Pacific, June 9, Los Angeles, CA

North Atlantic, August 4, Hartford, CT

North Central, September 29, French Lick, IN

BMW CCA will pay up to \$500 for one chapter officer including travel, food and hotel. If a chapter wants more individual attending the cost is on the chapter.

Agenda ideas for meeting

Historical Perspective

How our money gets spent

State of Volunteerism

We hear you

Media Strategy

New Events

Renewed Partner with BMW NA

Strength

Regionalizing the Club to better serve our Membership and Chapter Leadership

Improving leadership experience

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

Motion: Steve Johnson made a motion that all Tennessee chapters be consolidated into the South Atlantic Region. Jeff Gomon seconded the motion. Motion passes 9-0

8.1.9 Member Committees

8.1.9.1 Recognition Program Committee

Lou Ann Shirk reports the board was going to going to look at all the NSO members and at the annual meeting the board would review these committee members and if a change was necessary that would be the time to make a change. The 2017 nominations and scoring are completed. There is one (1) BMW Center Award and one (1) Independent Business Award. There were four (4) individuals who will be awarded Friend of BMW CCA via nomination. Outstanding Officer goes to three (3) individuals by nomination. Outstanding Volunteer we had three (3) individuals by nomination. There were many incomplete nominations and thus changes will be suggested to the committee to contact nominators that more info is needed to complete the nomination.

8.1.9.2 Technology Committee – see attached report.

9. Policy and Administration

9.1 Ombudsman – Nothing at this time.

9.2 Benefits Update – None at this time.

9.3 BMW Clubs International

Frank Patek reports the council meeting will be in Palm Springs, CA in 2019. A consideration would be to have Pazifik Eskapade during the same time for a pleasant way to greet the Council.

9.4 Operations Manual

Darlene Doran reports she has Tim Beechuk and Lou Ann Shirk assisting with the finalization the Operations Manual. Hope to have a new document out before the next board meeting.

10. Foundation – Nothing at this time.

11. Financial

11.1 2017 Status

Brian Thomason and Lindsey Branston reported BMW CCA didn't have a great year. We have been living on more than membership revenue for many years.

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

Our 2017 funds available to be Set Aside for charitable, religious scientific, literary and educational purposes, in accordance with the IRS rules is, \$80,625.00.

Motion: Steve Johnson made a motion to designate \$80,625.00 of 2017 revenue for IRS Set Aside purposes. Darlene Doran seconded the motion. Motion passes 9-0

Motion: Steve Johnson made a motion to approve the 2018 budget that was submitted. Jeff Gomon seconded the motion. Motion passes 9-0

12. Chapter Issues

- 12.1 RVP Conference Call schedule for 2018 are listed in the February Board Meeting Minutes.
- 12.2 RVP Chapter Visitation schedule for 2018 are listed in the February Board Meeting Minutes.
- 12.3 Chapter Probation Report
Central California, Sacramento, Hawaii, Inland Empire and First Coast
- 12.4 Chapter Requests
Dwayne Mosley reports that the National Capital Chapter has requested that at Summit Point during Chapter Fest Mike Renner be allowed to have three (3) passengers in his vehicle during the Instructor Group. The chapter wanted to use this as an opportunity to let people see what can be done at a BMW CCA HPDE and the Performance Center. Several ideas were given as a possibility for the request. Dwayne will go back to National Capital and deliver said options.
- 12.4 Jeff Cowan reports the decision to pull the Hawaii Charter. The current President will not contact any of the members of the chapter to ask for volunteers to keep the chapter live.

Motion: Jeff Cowan made a motion to pull the Hawaii Chapter Charter on grounds of lack of compliance with newsletters, website and financial statements. Steve Johnson seconded the motion. Motion passes 8-1 absent

Motion: Jeff Cowan made a motion of pulling the Hawaii Chapter Charter in abeyance until further notice. Steve Johnson seconded the motion. Motion passes 8-1 absent

13. Membership

- 13.1 Sponsorship and Marketing
Chris Hennecy reports he has spoken with Mike Renner at the Performance Center regarding a soft launch of the October Greenville event. National

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
April 21, 2018**

Capital Chapter has a 2-day M School planned for October 20, 2018 and would like to tie in a Cars & Coffee at their event on Saturday morning. Would have Mike Renner and some of his instructors offer hot laps during lunch time. BMW CCA shall be present at most events that are on the books now.

14. BMW NA

Frank Patek reports that BMW NA has revised the Membership Reward Rebate Program, which is very exciting for our membership.

15. New Business

16. Future Meetings

16.1 Board Meetings

September 29, 2018 – French Lick, IN
November 2-4, 2018- Dallas, TX

16.2 Conference Calls

May 9
June 13
August 8
October 17

17. Adjourn

Motion: Tim Beechuk made a motion to adjourn at 4:35 PM EST. Darlene Doran seconded the motion. Motion passes 8–1 absent

BMW CCA
Board of Directors Meeting
April 21, 2018
Hyatt Regency
Greenville, SC

BMW Car Club
of America



BMW CCA ANNUAL Meeting
Dallas, Texas
Friday, March 24, 2017

Minutes

1. Call to Order

The meeting was called to order by President Steve Johnson at 6:07 PM CST.

2. Attendees

There was a quorum with the following in attendance;

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

Chairs: Gary Davis, Club Racing

National Office and Roundel: Frank Patek, Executive Director; Lindsey Branston, Director of Financial Operations; Stephen Elliott, Director of IT; Edward Trammel, IT; Steven Schlossman, Chapter Services; Heather Tollison, Controller; Trisha Williams, Club Racing; and Kyle van Hoften, Marketing; Satch Carlson, *Roundel Editor in Chief* and Michael Slaff, *Roundel Advertising*.

BMW CCA Foundation: Bruce Smith; and Bill Wade

Others in Attendance: Rick Larsen, Illini Chapter; Fred Krieger, Oregon Chapter; Chris Finley, Roadrunner Chapter; Adam Tharp, Roadrunner Chapter; Quentin Peterson, Sonora Chapter; Dave Flogaus Delaware Valley Chapter; Ali Sakun, NEO; David Penasa, New Mexico Chapter; Jonathan van Arsdel, New Mexico Chapter; Art Magitman, E30 Chapter; Chris Chappell, E30 Chapter; Matt Dashiell, Lone Star Chapter; Franco Maras, Lone Star Chapter; Raymond Mimick, Lone Star Chapter; Steve Jackson, Sunbelt Chapter; Richard Stouder, Smoky Mountain Chapter; Norm Durfee, Smoky Mountain Chapter; Paul Dunlevy, Tarheel Chapter; Brenda Dunlevy, Tarheel Chapter; Gordon Welch, Sacramento Chapter; Nick Schumacher, Buckeye Chapter; Albert Ayars, Inland Empire Chapter; Shane Brosius, Inland Empire Chapter; Sean Hayes, Illini Chapter; Mark & Amy Rutenberg, Sunshine Bimmers Chapter; John Oglesby, Boston Chapter; Jeff Lavery, Boston Chapter; Jerri Wiley, Connecticut Valley Chapter; Andrew Wilson, Pine Tree Chapter; Kathy Felter, Kansas City Chapter; Angel Hall, Kansas City Chapter; Mike Staub, Kansas City Chapter; Michaelá Reid, Los Angeles Chapter; Jennifer Cummins-Askew, Choo-Choo Bimmers Chapter; Charles Davis, Sonora Chapter; Darin Kwasniewski, Tidewater Chapter; Shawn Halsey, Tidewater Chapter; Tim Askew, Choo-Choo Bimmers Chapter; Tom Lappin, Sandlapper Chapter; Tim Dennison, Sandlapper Chapter; James Itabashi, First Coast Chapter; Terry Eidson, Central California Chapter; Wayne Wundram, Central California Chapter; Troy Wesson,

Heart of Dixie Chapter; Greg Uhler, San Diego Chapter; Brett Litoff, San Diego Chapter; Jeff Jones, Motor City Chapter; Phil Taylor, Motor City Chapter; Jon Stupar, Northern Ohio Chapter; Richard Gaitley, Hawaii Chapter; Mart Jaama, Sierra Chapter; Darlene Lipovsek, Allegheny Chapter; Darinda Sutton, Allegheny Chapter; George Snyder, Allegheny Chapter; Margaret Mitchell, Everglades Chapter; Charlotte Braddy, Windy City Chapter; Thomas Nelson, Genesee Valley Chapter; Carol Gardner, St. Louis Chapter; Bob Marsh, St. Louis Chapter; John Noce, St. Louis Chapter; Allan Simpson, Bayou Chapter; Mike Myers, Iowa Chapter; Michael Dion, Delaware Valley Chapter; Tom Lawell, North Star Chapter; Tanya Carter, Buckeye Chapter; Bill Krupowioz, Houston Chapter; Ron Nicasio, Sierra Chapter; Darice Yench, Badger Bimmers Chapter; Jeff Fait, Badger Bimmers Chapter; Bobbi Treen, Everglades, Chapter; Shannon Wadsworth, Everglades Chapter; Chris Dunlap, Hoosier Chapter; Daren Morales, Rocky Mountain Chapter; Robin Willett, Sin City Chapter; Chris Willett, Sin City Chapter; Al Mackay, First Coast Chapter; Bruce Bergeron, White Mountain Chapter; Paul Lillios, White Mountain Chapter; Devin Madonna, Nittany Bimmers Chapter; Stephen Atkins, Nittany Bimmers Chapter; Nick Frye, Blue Ridge Chapter; Paul Seto, National Capital Chapter; Orlando Taylor, National Capital Chapter; Doug Verner, National Capital Chapter; Anna Maripau, National Capital Chapter; Abby Gonzalez, National Capital Chapter; Gina Hector, National Capital Chapter; Rick Kemp, National Capital Chapter and James Laws, National Capital Chapter.

3. Minutes

The minutes of the 2016 Annual Meeting were approved at the Annual Board Meeting on March 24, 2017.

Motion: Steve Johnson made a motion to approve the 2016 Annual Meeting minutes, and Eddy Funahashi seconded the motion. Motion passes unanimously.

4. Treasurer's Report

Brian Thomason presented the Report of Treasury and reported 2016 ended with \$ 368,795.00 income in excess of expenses and Member Equity of \$1,838,376.00.

5. Membership Report

Frank Patek, II BMW CCA Executive Director reported that membership as of the end of February was 69,055.

6. President's Report

- President Steve Johnson reports
 - ◆ BMW CCA is financially sound and membership is stable
 - ◆ 2016 we had modest revenue numbers
 - ◆ We are very fortunate to have the hard working and dedicated staff at our National office and we sincerely thank them all.

7. Certification of National Election Results

Executive Vice President

Eddy Funahashi – Uncontested vote

Secretary

Darlene Doran – Uncontested vote

South Central Regional Vice President

Jeff Gomon - Uncontested vote

8. Installation of New Officers

President Steve Johnson congratulated Jeff Gomon, South Central RVP and welcomed back Eddy Funahashi, EVP; and Darlene Doran, Secretary of the BMW CCA.

9. Appointment of National Service Officers

President Steve Johnson announced the appointment of the 2017 National Service Officers as follows:

Technical Service Officers

Carl O. Nelson - Chair
Brett Hurless
Jennifer Morgan
Dan Patzer
Robert Charlson
Oscar Velez
Paul Muskopf

BMW CCA Ombudsmen

John Gamel - Chair
Barry Kleckner
David Levin

Driving Events Committee

Jack Joyner – Chair
Steve Stepanian
April Curtis
Bill O'Neill
Bruce Heersink
Fred Bell
William A. Wade III

Recognition Committee

Darinda Sutton – Chair
Delight Lucas
ML Hillard
Paul Ngai
Leslie Moyer
Lou Ann Shirk – Board Liason

Tech Committee

Ian Dunn- Chair
Josh Butts
Athena Brekke
Alex Casey

Motion: Darlene Doran moved to approve the appointment of the 2017 National Service Officers. Motion was seconded by Brian Thomason. Motion passes unanimously.

10. Resolution to change bank records to reflect current officers (if applicable)

None Required

11. Designation of location and time for 2018 Annual Meeting

March 2018 – with no specific date or location

12. Adjournment at 6:30 PM CST

Motion: Tim Beechuk moved to adjourn the Annual Meeting and Jeff Gomon seconded the motion. Motion passes unanimously.

BMW Car Club of America
Board Meeting
Greenville, SC
April 21, 2018

Agenda

Saturday, April 21

08:30am 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 Lunch

5:00pm Adjourn

Discussion Topics

1. Review Action Items

2. National Events

Oktoberfest

- 2018
- 2019
- 2020

3. National/Regional Events

- The Vintage, May 2018
- Bimmerfest West, May 2018
- Pittsburgh Vintage Grand Prix, July 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

5. Policy and Administration

Ombudsman update

BMW Car Club of America
Board Meeting
Greenville, SC
April 21, 2018

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:

Reorganization and Regionalization

12. Future Meetings

Future Meetings
Conference Calls



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

April 3, 2018

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

CCA board/general Meeting, Greenville SC, 4/18 – 4/23. \$979.99

Past Travel:

3/26 – 3/28, Los Angeles CA. Meeting with the ED about staff. \$496.99

2/23 – 3/1, San Francisco, Monterey with BMW CCA..Foundation meeting,
Legends of the Autobahn meeting. \$540.40

Discussion:

Next steps regarding the new CCA HQ

New campus discussion regarding new estimates and new RFQ

Discussion of implementing a better business arraignment with the
Foundation.

Regional newsletter progress

Discussion of new business plan (use of funds)

Respectfully Submitted,

Steve Johnson
President, BMW CCA



Pre meeting report

February 2018 through current (February – 1st week April 2018)

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:

February 9th -11th Los Angeles, CA. - National board meeting
\$430.24

February 3rd – 5th Greenville, SC. 10 years honoring Frank.
\$553.73

February 26th – 27th Monterey, CA. Nicklaus Club
\$162.06

March 23rd – 25th Buttonwillow, CA. Co-Chief Instructor, Buttonwillow Raceways –
HPDE, Club Racing School, (Observe), Time Trial program, (Observe)
\$0

Future (Quarter) Travel:

April 20 – 22 Greenville, SC - National board meeting.

May 26 – 27 Fontana, CA. Bimmerfest

Travel recap:

-February 9 – 11 - LAX

Our 1st quarter meeting was held at a property adjacent to LAX. All topics and actions for the meeting are contained in our meeting minutes.

We were also guests of the Los Angeles Chapters holiday gathering held near the Renaissance Hotel, LAX.

-February 3 – 5 – Greenville, SC.

Some of us traveled to SC to celebrate Executive Director, Frank Patek's decade of service. We reflected upon the "too numerous to count accomplishments" of Frank and the success's we've enjoyed over the past 10 years.

Thank you Lindsey for making this happen.

-February 26th – 27th – Monterey CA. Nicklaus Club

Steve, Frank, Chris and myself met with management at the home of our Legends of the Autobahn event. While there we visited the site of our site hotel block.

The Monterey peninsulas hotels have once again increased their room rates, some of our previously contracted properties have pushed past a **50% increase** of their rates and

require 4 nights of stay. Although expensive, through our resources we were able to secure a block in Salinas CA.

-March 23rd – 24th – Buttonwillow, CA. Presented by the Central CA/San Diego Chapters staffed by the Pacific Region Instructor core. HPDE, CR school, Time Trials, Data acquisition.

I was not going to list this weekend on my report since it was a local duty of my Chief Instructor status but the programs are worth mentioning. All were all blended to contribute to the continuation of our HPDE/Club Race programs.

I served as Co-Chief with San Diego's Dan Tackett.

We took on the roles to help facilitate an HPDE school that also combined a Club Racing School led by our National DEC, Steve Stepanian. Also combined into the format was a Time Trial run group, and a Data group.

This combination of formats either in whole or in part should help us to fill our student registrations by offering specialized parts to our track programs and I feel that these offerings will become feeder programs for our Club Racing participants while giving incentive to our HPDE students continued participation.

Safety remained key and I sensed that the students were comfortable with the BMW CCA's focus towards this key element.

Non-Geographical Chapters and SIG's

Although there was some concern it appears that both our E30 and E31 groups are within compliance.

Thankfully several of you assisted the E31 group by selecting winners in their photo contest. The help was very much appreciated by the Shark group.

Oktoberfest's future:

Knowing how the production costs and attendance of Oktoberfest have been recently, President Steve Johnson asked for opinions on how our yearly signature event can be changed for the changing needs of our membership.

We are all aware that the costs continue to climb and it seems that the willingness of our members to attend a week long event have slowly continued to drop aside from our two CA celebrations in 2013, 2016.

Many of us feel that we need to shorten the number of days, bifurcate its content of events while finding a way to still offer those events that our loyal attendees continue to look for.

Chris Hennecy described what many of us were leaning towards including myself. The following is a copy of his thoughts via a proposed BMW Events 2021 and beyond:

Email dialog: on Mar 9, 2018, at 5:29 PM, Executive Vice President
<evp@bmwcca.org> wrote:

Chris, I must say that this is almost exactly the route I was thinking. Steve asked me to offer a conclusion or thumbs up/down, to what we celebrate as Ofest.

The 3 day format is cost effective, the E coast, W coast is also what I thinking as well as adding a every 3rd year allowing our sponsors to input their favorite, 100% willing to participate location with a central USA option as a 3rd but as a every 3rd year celebration

You sure it's coffee you're brewing in that cup? -E

Proposed BMW CCA Events 2021 and Beyond

Important Notes

- It is proposed that beginning in 2021 the club will have two signature events, one east coast and one west coast event. The west coast event will be the traditional Monterey Weekend with Legends of the Autobahn and Festorics. The east coast event will be a brand new concept for an enthusiast weekend at the world center of everything BMW—Greenville, SC.
- In addition, we could hold a third signature event that would primarily be a 3-4 day social “getaway” at attractive destinations across the country. This event would be composed mainly of receptions, dinners, sightseeing, area tours, wine tastings, special presentations from BMW, and driving tours.
- We will select 1 track event in each region for a total of 5 that we will provide additional marketing and sponsorship support for each year.

Now, for the new east coast signature event...

BMW CCA/BimmerLife/M and X Fest Enthusiast Weekend

Official Name: TBA

Below, are the goals and draft schedule for the new signature east coast event.

Goals of New Event Concept

- Attract new members to the club and retain existing members
- Increase percentage of members attending signature events
- Eventually be the largest BMW event in the country
- Low cost, low time commitment to attract younger demographic
- Host event in same location each year so we can continuously improve the format
- More participation and support from BMW
- Attract more new BMW owners who haven't participated in a prior event
- Attract X Series owners
- Generate more interest across social media for what will be dubbed as the premier BMW event in the country

Official title: TBA

Target date: October 2021

Location: Greenville/Spartanburg, SC

Thursday

4 - 7pm | Registration and Vendor Hall Reception

7 pm | Welcome Dinner

Friday

8am - 3pm | Autocross at Performance Center or Donaldson Center

9 - 3pm | Shell V-Power Fall Leaves Driving Tour/Rally with lunch at Grove Park Inn

9am - 4pm | Factory Tours

9am - 4pm | Tours of the Performance Center and Hot Lap Rides

9am - 4pm | Tech Talks from Sponsors

4 - 6pm | Vendor Hall Reception

7 pm | Reception at Zentrum sponsored by BMW NA

Saturday

9 am - 2 pm | Cars & Coffee/BMW M and X Festival with vendor area at CCA Campus/Performance Center

*Note this would be the key event during the weekend. I envision a full take over the Performance Center and CCA campus will BMWs parked all the way from the far end of the Performance Center to the adjoining lots and fields next to CCA office buildings. Sponsors/Vendors would be set up on the CCA campus to form the vendor area.

9 am - 2 pm | Hot lap rides at Performance Center

9 am - 5 pm | Tours of BMW CCA Foundation

12 noon - 2 pm | Catered Lunch onsite

2 - 6pm | Driving event at Michelin Proving Grounds Skid pad/Drive and Compare/Tech talk/Test engineer experience

3pm | Homecoming photo with X Series vehicles in front of factory

5 - 7pm | Vendor Reception

7 - 10 pm | Themed Dinner

7 - 10 am | Farewell Breakfast and conclusion of event

Please look at all of the above as starting points for ideas and discussion time permitting.

Respectfully,

Eddy Funahashi

April 1, 2018

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

Travel

1Q2018 Board Meeting, Los Angeles, CA Feb 9-11, 2018
Travel expenses: \$44.00

Executive Director 10-year work anniversary celebration, Greenville, SC Feb 3-4, 2018
Airfare: \$357.61

Joint CCA/Foundation Board Meeting, San Francisco, CA, Feb 23-25, 2018
Airfare: \$204.60
Travel Expenses: \$135.44

Planned Travel

Annual Meeting/2Q18 Board Meeting, Greenville SC, April 20-22, 2018
Airfare: \$518.50
Other Expenses: TBD

BimmerFest West, May 2018: TBD

Other Items

Income Statement
For the eleven months ended November 30, 2017

See report sent under separate cover.

Balance Sheet
At November 30, 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 Prev Year Comparison
As of March 31, 2018

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Bill.com Money Out Clearing	3,126.00	1,104.91	2,021.09	182.92%
1000 - Cash				
1022 - Southern First Bank	10.68	10.68	0.00	0.0%
1024.01 - South State Bank				
1024.01 - South State Bank - Other	1,353,151.88	1,019,562.14	333,589.74	32.72%
Total 1024.01 - South State Bank	1,353,151.88	1,019,562.14	333,589.74	32.72%
1032 - TD Bank Checking	100.01	100.01	0.00	0.0%
1033 - TD Bank MM	-784.71	253,006.27	-253,790.98	-100.31%
1050 - Petty Cash	25.00	25.00	0.00	0.0%
Total 1000 - Cash	1,352,502.86	1,272,704.10	79,798.76	6.27%
1030 - FSA (South State Bank)	9,619.17	7,517.87	2,101.30	27.95%
Total Checking/Savings	1,365,248.03	1,281,326.88	83,921.15	6.55%
Accounts Receivable				
1100.01 - Accounts Receivable				
1140 - Club Racing	4,600.00	11,766.67	-7,166.67	-60.91%
1195.01 - Reserve for Bad Debts-Roundel	0.00	-4,644.00	4,644.00	100.0%
1199.01 - Other				
1199.01 - Other - Other	57,384.83	92,499.75	-35,114.92	-37.96%
Total 1199.01 - Other	57,384.83	92,499.75	-35,114.92	-37.96%
1100.01 - Accounts Receivable - Other	57,069.82	106,199.59	-49,129.77	-46.26%
Total 1100.01 - Accounts Receivable	119,054.65	205,822.01	-86,767.36	-42.16%
Total Accounts Receivable	119,054.65	205,822.01	-86,767.36	-42.16%
Other Current Assets				
1200 - Investments				
1205 - Merrill Lynch	52,943.18	51,603.50	1,339.68	2.6%
1210 - State Street Research Fund	33,942.10	33,979.55	-37.45	-0.11%
1810 - Investment - BMW AG	53,464.04	45,172.94	8,291.10	18.35%
Total 1200 - Investments	140,349.32	130,755.99	9,593.33	7.34%
1300.01 - Inventory				
1305.01 - Club Logo Merchandise				
1305.05 - Oktoberfest Club Logo Merch	4,893.26	5,538.15	-644.89	-11.65%
1305.96 - Club Racing Logo Merch	2,608.48	3,235.49	-627.01	-19.38%
1305.01 - Club Logo Merchandise - Other	105,457.00	141,193.49	-35,736.49	-25.31%
Total 1305.01 - Club Logo Merchandise	112,958.74	149,967.13	-37,008.39	-24.68%
1300.01 - Inventory - Other	13,364.86	1,800.81	11,564.05	642.16%
Total 1300.01 - Inventory	126,323.60	151,767.94	-25,444.34	-16.77%
1400.01 - Prepaid Expenses				
1405 - Prepaid Insurance	136,329.09	127,927.59	8,401.50	6.57%
1412 - Prepaid Event Expense				
1412.05 - Prepaid Ofest Event Exp	62,394.73	7,814.72	54,580.01	698.43%
1412.96 - Prepaid Club Racing Event Exp	116.15	1,214.68	-1,098.53	-90.44%

BMW Car Club of America, Inc.
Balance Sheet Prev Year Comparison
As of March 31, 2018

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
1412 · Prepaid Event Expense - Other	71,463.13	9,863.01	61,600.12	624.56%
Total 1412 · Prepaid Event Expense	133,974.01	18,892.41	115,081.60	609.14%
1415 · Other Prepaid Expenses	30,572.43	29,112.11	1,460.32	5.02%
Total 1400.01 · Prepaid Expenses	300,875.53	175,932.11	124,943.42	71.02%
Total Other Current Assets	567,548.45	458,456.04	109,092.41	23.8%
Total Current Assets	2,051,851.13	1,945,604.93	106,246.20	5.46%
Fixed Assets				
1500 · Fixed Assets				
1505 · Building				
1505 · Building - Other	332,736.79	332,736.79	0.00	0.0%
Total 1505 · Building	332,736.79	332,736.79	0.00	0.0%
1510 · Equipment	353,391.52	347,919.72	5,471.80	1.57%
1515 · Furniture & Fixtures	93,822.11	93,822.11	0.00	0.0%
1599 · Fixed Assets in Progress				
1599.01 · Construction in Progress	34,250.00	2,625.00	31,625.00	1,204.76%
1599 · Fixed Assets in Progress - Other	124,813.95	56,369.50	68,444.45	121.42%
Total 1599 · Fixed Assets in Progress	159,063.95	58,994.50	100,069.45	169.63%
Total 1500 · Fixed Assets	939,014.37	833,473.12	105,541.25	12.66%
1550 · Accumulated Depreciation				
1555 · Accum. Depr. - Building	-179,572.65	-169,009.53	-10,563.12	-6.25%
1560 · Accum. Depr. - Equipment	-349,404.20	-327,870.28	-21,533.92	-6.57%
1565 · Accum. Depr. - Furn. & Fixt.	-89,615.59	-89,615.59	0.00	0.0%
Total 1550 · Accumulated Depreciation	-618,592.44	-586,495.40	-32,097.04	-5.47%
Total Fixed Assets	320,421.93	246,977.72	73,444.21	29.74%
Other Assets				
1600.1 · Suspense	150.27	2,527.48	-2,377.21	-94.06%
1700 · Certificates of Deposit				
1700.01 · Chelsea Financial Accr.Interest	148,021.60	109,389.49	38,632.11	35.32%
1700.03 · CD - HSBC Bank-Purch.2013	105,000.00	105,000.00	0.00	0.0%
1700.06 · CD - First Financial Bank-USA	250,000.00	250,000.00	0.00	0.0%
1700.07 · CD - Sallie Mae Bank	150,000.00	150,000.00	0.00	0.0%
1700.08 · CD - Benton State Bank	99,000.00	99,000.00	0.00	0.0%
1700.10 · CD - JP Morgan Chase Bank	250,000.00	250,000.00	0.00	0.0%
1700.13 · CD - CIT Bank	136,000.00	136,000.00	0.00	0.0%
1700.14 · CD - GE Capital Bank	225,000.00	225,000.00	0.00	0.0%
1700.15 · CD - HSBC- Purch. 2015	145,000.00	145,000.00	0.00	0.0%
1700.16 · CD - First Nat'l BK of AMER	200,000.00	200,000.00	0.00	0.0%
1700.17 · CD - BOFI Federal	100,000.00	100,000.00	0.00	0.0%
1701 · CD-Homestreet Bank	251,098.81	251,098.81	0.00	0.0%
1702 · CD - AMEX	235,000.00	235,000.00	0.00	0.0%
1703 · CD - XCEL FCU	247,479.40	243,019.79	4,459.61	1.84%
1713 · CD - Southern First Bank	0.00	278,461.72	-278,461.72	-100.0%
1714 · CD - Southern First H. Fisher	2,272.59	2,272.59	0.00	0.0%

BMW Car Club of America, Inc.
Balance Sheet Prev Year Comparison
As of March 31, 2018

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
1743 - CD - Key Bank	0.00	100,000.00	-100,000.00	-100.0%
Total 1700 - Certificates of Deposit	2,543,872.40	2,879,242.40	-335,370.00	-11.65%
1999 - FSA funds held at Data Path	1,500.00	1,500.00	0.00	0.0%
Total Other Assets	2,545,522.67	2,883,269.88	-337,747.21	-11.71%
TOTAL ASSETS	4,917,795.73	5,075,852.53	-158,056.80	-3.11%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000.01 - Accounts Payable				
2000.01 - Accounts Payable - Other	124,087.01	154,288.94	-30,201.93	-19.58%
Total 2000.01 - Accounts Payable	124,087.01	154,288.94	-30,201.93	-19.58%
Total Accounts Payable	124,087.01	154,288.94	-30,201.93	-19.58%
Other Current Liabilities				
2100.01 - Deferred Revenues				
2105.01 - Deferred Membership Dues				
2105.01 - Deferred Membership Dues - Other	3,055,516.25	3,119,573.47	-64,057.22	-2.05%
Total 2105.01 - Deferred Membership Dues	3,055,516.25	3,119,573.47	-64,057.22	-2.05%
2110.01 - Deferred Mailing Fees	12,560.76	13,115.76	-555.00	-4.23%
2115.01 - Deferred Advertising Revenue				
2115.07 - Def. Advertizing Rev. Digital	10,687.50	0.00	10,687.50	100.0%
2115.01 - Deferred Advertising Revenue - Other	17,250.01	0.00	17,250.01	100.0%
Total 2115.01 - Deferred Advertising Revenue	27,937.51	0.00	27,937.51	100.0%
2120 - Deferred sponsorship revenue	201,950.00	0.00	201,950.00	100.0%
2126 - Deferred Oktoberfest Reg Rev	104,125.50	0.00	104,125.50	100.0%
2170 - Deferred Revenues-Dealerships				
2170.01 - Def Rev-Dealerships-Northwest	2,426.00	2,594.00	-168.00	-6.48%
2170.05 - Def Rev - BMW El Cajon	946.00	946.00	0.00	0.0%
2170.06 - Def-Rev Jake Sweeney BMW	4,842.00	4,842.00	0.00	0.0%
2170.07 - Def-Rev Tom Bush BMW	498.00	1,170.00	-672.00	-57.44%
2170.08 - Def-Rev BMW of Mobile	2,328.00	2,370.00	-42.00	-1.77%
Total 2170 - Deferred Revenues-Dealerships	11,040.00	11,922.00	-882.00	-7.4%
2100.01 - Deferred Revenues - Other	8,028.15	0.00	8,028.15	100.0%
Total 2100.01 - Deferred Revenues	3,421,158.17	3,144,611.23	276,546.94	8.79%
2101 - Payroll Liabilities				
2102 - Accrued Vacation and Comp Time	43,672.52	0.00	43,672.52	100.0%
Total 2101 - Payroll Liabilities	43,672.52	0.00	43,672.52	100.0%
2200 - Payroll Tax Liabilities				
2205 - Withheld Income Taxes	-133.33	0.00	-133.33	-100.0%
Total 2200 - Payroll Tax Liabilities	-133.33	0.00	-133.33	-100.0%
2201.01 - Sales Tax Payable	29.99	10.33	19.66	190.32%

BMW Car Club of America, Inc.
Balance Sheet Prev Year Comparison
As of March 31, 2018

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
2280 - Payroll Benefits Withheld	-354.20	239.55	-593.75	-247.86%
2300.01 - Deposits				
2398 - BMW NA Corral Deposits	9,000.00	24,000.00	-15,000.00	-62.5%
Total 2300.01 - Deposits	9,000.00	24,000.00	-15,000.00	-62.5%
2400 - Accrued Expenses				
2420.01 - Accrued Membership Bucks Pay.				
2420-1 - Allow. for Unredeemed Memb. Bk.	-90.00	0.00	-90.00	-100.0%
2420.01 - Accrued Membership Bucks Pay. - Other	7,425.00	8,780.00	-1,355.00	-15.43%
Total 2420.01 - Accrued Membership Bucks Pay.	7,335.00	8,780.00	-1,445.00	-16.46%
Total 2400 - Accrued Expenses	7,335.00	8,780.00	-1,445.00	-16.46%
2601 - FSA Funds Held for Employees	6,124.07	4,505.05	1,619.02	35.94%
Total Other Current Liabilities	3,486,832.22	3,182,146.16	304,686.06	9.58%
Total Current Liabilities	3,610,919.23	3,336,435.10	274,484.13	8.23%
Total Liabilities	3,610,919.23	3,336,435.10	274,484.13	8.23%
Equity				
3001 - Opening Bal Equity	1,164,528.76	1,164,528.76	0.00	0.0%
3900 - Retained Earnings	302,072.71	647,036.27	-344,963.56	-53.31%
Net Income	-159,724.97	-72,147.60	-87,577.37	-121.39%
Total Equity	1,306,876.50	1,739,417.43	-432,540.93	-24.87%
TOTAL LIABILITIES & EQUITY	4,917,795.73	5,075,852.53	-158,056.80	-3.11%

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

	2017 Annualized		2018	
	Jan - Nov 17	Actual	Budget	Proposed Budget
Ordinary Income/Expense				
Income				
4000 · Revenues				
4005 · Membership Dues				
4005.00 · Membership Dues		2,870,055.63	2,937,000.00	2,937,000.00
4005.01 · Promotion Discounts	2,630,884.33	-8,525.24	-12,000.00	-12,000.00
4005.96 · Club Race License	-7,814.80	54,234.55	36,200.00	25,000.00
4005.99 · Discounts (Staff Adjmts)	49,715.00	-39.27	-1,000.00	-1,000.00
Total 4005 · Membership Dues	-36.00	2,915,725.67	2,960,200.00	2,949,000.00
4010.07 · First Class & Air Mail Revenue	4,185.01	4,565.47	5,000.00	5,000.00
4015.07 · Classified Advertising Revenue	15,045.00	16,412.73	12,000.00	12,000.00
4020.07 · Commercial Advertising Revenue	661,879.36	722,050.21	737,000.00	700,150.00
4021.07 · Digital Roundel Advertising Rev	32,537.50	35,495.45	70,000.00	70,000.00
4022.07 · Web-site Advert. Revenue	15,275.00	16,663.64	20,000.00	20,000.00
4025.07 · Reprints Revenue	2,235.00	2,438.18	3,090.00	3,090.00
4030.01 · Merchandise Sales		0.00		0.00
4030.05 · Oktoberfest Logo Merch Revenue	3,265.30	3,562.15	10,000.00	10,000.00
4030.96 · Club Racing Merch Sales	2,574.65	2,808.71	5,000.00	5,000.00
4030.01 · Merchandise Sales - Other	120,117.85	131,037.65	140,000.00	140,000.00
Total 4030.01 · Merchandise Sales	125,957.80	137,408.51	155,000.00	155,000.00
4035 · Royalty Income				
4035.02 · Medjet Assistance Royalty	754.67	823.28	750.00	750.00
4035.03 · Lockton Risk Svcs, Inc Royalty	5,515.85	6,017.29	8,000.00	8,000.00
4035.05 · Allied Moving Benefits	70.00	76.36		0.00
4035.06 · PartnerShip LLC	117.23	127.89		0.00
4036.01 · Bentley Books	50.44	55.03		0.00
4035 · Royalty Income - Other	-85.00	-92.73		0.00
Total 4035 · Royalty Income	6,423.19	7,007.12	8,750.00	8,750.00
4040.08 · Net Raffle Income				
4045.01 · Registrations	596,253.72	596,253.72	411,000.00	596,253.72
4045.05 · Oktoberfest Registration	120,258.00	120,258.00	250,000.00	250,000.00

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

	2017 Annualized		2018
	Jan - Nov 17	Actual	Proposed Budget
4045.06 · Festorics Registration Income	55,720.10	55,720.10	55,720.10
4045.07 · Legends of Autobahn Registration	12,277.50	12,277.50	12,277.50
4045.01 · Registrations - Other	19,669.53	19,669.53	19,669.53
Total 4045.01 · Registrations	207,925.13	207,925.13	337,667.13
4050.01 · Sponsorship			
4050.05 · Oktoberfest Sponsorships	87,500.00	87,500.00	150,000.00
4050.06 · Festorics Sponsorship	28,500.00	28,500.00	28,500.00
4050.07 · Legends Sponsorship	67,200.00	67,200.00	67,200.00
4050.96 · Club Racing Sponsorship	89,936.67	89,936.67	91,500.00
4050.01 · Sponsorship - Other	60,600.00	60,600.00	65,000.00
Total 4050.01 · Sponsorship	333,736.67	333,736.67	402,200.00
4055.01 · List Rentals	8,000.00	8,000.00	8,000.00
4076.01 · Other Event Revenues			
4076.05 · Oktoberfest Other Event Revenue	0.00	0.00	0.00
4076.01 · Other Event Revenues - Other	0.00	0.00	0.00
Total 4076.01 · Other Event Revenues	0.00	0.00	0.00
4078.01 · Advertising Revenue			
4078.05 · Oktoberfest Advertising Rev	0.00	0.00	0.00
Total 4078.01 · Advertising Revenue	0.00	0.00	0.00
4090.01 · Other Revenues			
4092 · Administration Services Income	469,282.13	511,944.14	587,911.74
4090.01 · Other Revenues - Other	1,095.90	1,195.53	1,000.00
Total 4090.01 · Other Revenues	470,378.03	513,139.67	588,911.74
4095 · SC Sales Tax Income			
4095.00 · SC Sales & Use Tax Discount	22.10	24.11	0.00
Total 4095 · SC Sales Tax Income	22.10	24.11	
4099.01 · Default Income	388.90	424.25	0.00
4000 · Revenues - Other	0.00	0.00	0.00
Total 4000 · Revenues	5,152,990.94	5,517,270.52	5,677,832.19
			5,856,022.59

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

	2017 Annualized		2018
	Jan - Nov 17	Actual	Proposed Budget
Total Income	5,152,990.94	5,517,270.52	5,677,832.19
Cost of Goods Sold			
5000.01 · Direct Costs			
5005.00 · Chapter Dues Rebates			
5005.01 · Chapter Dues Rebates Forfeited	-2,920.22	-3,185.69	0.00
5005.00 · Chapter Dues Rebates - Other	845,390.79	922,244.50	936,168.75
Total 5005.00 · Chapter Dues Rebates	842,470.57	919,058.80	936,168.75
5010.01 · Cost of Merchandise Sold			
5010.05 · Ofest Logo Cost of Goods Sold	2,135.05	2,329.15	5,000.00
5010.96 · Club Racing Cost of Goods Sold	246.59	269.01	2,500.00
5010.01 · Cost of Merchandise Sold - Other	67,080.34	73,178.55	70,000.00
Total 5010.01 · Cost of Merchandise Sold	69,461.98	75,776.71	77,500.00
5016.07 · Roundel Advertising Rep	122,071.90	133,169.35	157,365.00
5020.01 · Credit Card Fees	68,512.72	74,741.15	142,468.00
5000.01 · Direct Costs - Other	19,538.15	21,314.35	21,314.35
Total 5000.01 · Direct Costs	1,122,055.32	1,224,060.35	1,313,501.75
Total COGS	1,122,055.32	1,224,060.35	1,313,501.75
Gross Profit	4,030,935.62	4,293,210.17	4,364,330.44
Expense			
6005 · Salaries & Wages	938,323.64	1,023,625.79	1,080,944.19
6006 · Payroll Taxes	76,260.79	83,193.59	95,544.35
6007 · Employee Fringe Benefits	156,416.52	170,636.20	161,084.55
6008 · 401(k) Match	35,905.79	39,169.95	59,715.21
6010 · Outside Contractors			
6010.00 · Outside Contractors Set-aside	705.00	769.09	0.00
6014.07 · Roundel Staff			
6011.07 · Roundel Editor-in-Chief	115,500.00	126,000.00	127,500.00
6013.07 · Roundel Design	97,115.38	105,944.05	113,360.17
Total 6014.07 · Roundel Staff	212,615.38	231,944.05	240,860.17
			246,439.96

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

	2017 Annualized		2018	
	Jan - Nov 17	Actual	Budget	Proposed Budget
6015 · Writers	183,353.00	200,021.45	168,000.00	168,000.00
6017 · Computer Services	256,057.54	279,335.50	185,776.03	225,389.06
6018.11 · Web Page Services	8,983.26	9,799.92	9,799.92	15,004.00
6021 · Design-Other	250.00	272.73		0.00
6010 · Outside Contractors - Other	29,664.83	32,361.63	50,710.67	50,710.67
Total 6010 · Outside Contractors	691,629.01	754,504.37	655,146.79	705,543.69
6025 · Printing				
6025.98 · Elections Printing	0.00	0.00		0.00
6025E · Electronic Roundel Publishing	10,240.00	11,170.91	12,288.00	12,288.00
6025 · Printing - Other	672,439.25	733,570.09	746,920.68	746,920.68
Total 6025 · Printing	682,679.25	744,741.00	759,208.68	759,208.68
6026 · Postage				
6026.01 · Postage-General	3,729.37	4,068.40		0.00
6026.96 · Club Racing Postage	4,981.75	5,434.64	3,000.00	3,000.00
6026 · Postage - Other	368,350.39	401,836.79	393,319.20	409,873.52
Total 6026 · Postage	377,061.51	411,339.83	396,319.20	412,873.52
6030 · Telephone/Internet	25,857.92	28,208.64	21,309.25	28,208.64
6035 · Utilities	5,382.02	5,871.29	6,079.71	6,079.71
6040 · Travel & Entertainment				
6040ME · Travel (Meals & Entertainment)	3,618.99	3,618.99	13,000.00	13,000.00
6041 · Meetings				
6041.01 · Committee Meetings	181.20	197.67		0.00
6041ME · Meetings (Meals & Ent.)	38,014.19	41,470.03	12,000.00	12,000.00
6041 · Meetings - Other	84,379.53	92,050.40	70,000.00	70,000.00
Total 6041 · Meetings	122,574.92	133,718.09	82,000.00	82,000.00
6042.09 · Congresses				
6042ME · Congress (Meals & Ent)	43,126.29	43,126.29	24,996.54	24,996.54
6042.09 · Congresses - Other	80,107.59	80,107.59	52,218.00	52,218.00
Total 6042.09 · Congresses	123,233.88	123,233.88	77,214.54	77,214.54
6043.01 · RVP Travel				

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

	2017 Annualized		2018	
	Jan - Nov 17	Actual	Budget	Proposed Budget
6043ME · RVP Travel (Meals & Ent.)	449.79	490.68	600.00	600.00
6043.01 · RVP Travel - Other	7,525.49	8,209.63	14,400.00	14,400.00
Total 6043.01 · RVP Travel	7,975.28	8,700.31	15,000.00	15,000.00
6046.01 · Employee/Member Goodwill				
6046ME · Empl/Mbr Goodwill (Meals & Ent)	5,471.16	5,968.54	1,000.00	1,000.00
6046.01 · Employee/Member Goodwill - Other	10,230.88	11,160.96	23,000.00	23,000.00
Total 6046.01 · Employee/Member Goodwill	15,702.04	17,129.50	24,000.00	24,000.00
6048.00 · Chapter Goodwill	24,932.39	27,198.97	10,000.00	10,000.00
6049.96 · Tech Steward				
6049ME · Tech Steward (Meals & Ent.)	571.76	623.74	2,500.00	2,500.00
6049.96 · Tech Steward - Other	9,457.13	10,316.87	7,500.00	7,500.00
Total 6049.96 · Tech Steward	10,028.89	10,940.61	10,000.00	10,000.00
6052.96 · T&S Steward				
6052ME · T&S Steward (Meals & Ent.)	97.17	106.00	2,500.00	2,500.00
6052.96 · T&S Steward - Other	11,183.13	12,199.78	7,500.00	7,500.00
Total 6052.96 · T&S Steward	11,280.30	12,305.78	10,000.00	10,000.00
6053.96 · Race Chairman	313.60	342.11	5,000.00	5,000.00
6057.96 · Comp Steward				
6057ME · Comp Steward (Meals & Ent.)	202.32	220.71	2,500.00	2,500.00
6057.96 · Comp Steward - Other	8,894.48	9,703.07	7,500.00	7,500.00
Total 6057.96 · Comp Steward	9,096.80	9,923.78	10,000.00	10,000.00
6058.96 · CR Registrar	313.60	342.11		0.00
6061.96 · CR Instructor	2,109.76	2,301.56	5,000.00	5,000.00
6061ME · CR Instructor Meals	92.57	100.99		0.00
6040 · Travel & Entertainment - Other	49,267.93	53,746.83	45,000.00	45,000.00
Total 6040 · Travel & Entertainment	380,540.95	403,603.50	306,214.54	306,214.54
6050 · Office Supplies and Expenses	30,176.70	32,920.04	60,000.00	32,920.04
6051 · Printed Business Supplies	178.57	194.80		0.00
6055 · Insurance				

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

22

	2017 Annualized		2018	
	Jan - Nov 17	Actual	Budget	Proposed Budget
6055.01 · Insurance Chapter Checks	-206,096.22	-224,832.24	-190,000.00	-190,000.00
6055.02 · Chapter D&O Ins Payments	-10,314.36	-11,252.03	-14,000.00	-14,000.00
6505.00 · Insurance Rebates	30,895.00	33,703.64	26,000.00	26,000.00
6055 · Insurance - Other	159,811.12	174,339.40	178,000.00	178,000.00
Total 6055 · Insurance	-25,704.46	-28,041.23	0.00	0.00
6059 · Marketing				
6059E · Marketing Events	17,389.07	18,969.89	21,000.00	21,000.00
6059ME · Marketing Meals	1,978.02	2,157.84	1,000.00	1,000.00
6059 · Marketing - Other	36,283.62	39,582.13	43,180.67	43,000.00
Total 6059 · Marketing	55,650.71	60,709.87	65,180.67	65,000.00
6060 · Computer Software	23,233.86	25,346.03	16,960.00	16,960.00
6065 · Training & Education				
6065ME · Training & Education Meals	785.78	857.21	1,000.00	1,000.00
6065 · Training & Education - Other	16,206.96	17,680.32	39,000.00	39,000.00
Total 6065 · Training & Education	16,992.74	18,537.53	40,000.00	40,000.00
6070 · Dues & Subscriptions	832.96	908.68	2,000.00	2,000.00
6075 · Legal Expenses	10,026.28	10,937.76	30,000.00	20,000.00
6076.01 · Accounting Expenses	6,680.00	7,287.27	6,000.00	7,287.27
6080 · Service Contracts	270.00	294.55	360.00	360.00
6085 · Occupancy Expenses				
6086 · Real Estate Taxes	7,875.93	8,591.92		8,591.92
6087 · Building Regime Expenses	7,472.00	8,151.27	7,472.00	7,472.00
6085 · Occupancy Expenses - Other	5,445.00	5,940.00	6,600.00	6,600.00
Total 6085 · Occupancy Expenses	20,792.93	22,683.20	14,072.00	22,663.92
6090.01 · Bank Charges	3,604.35	3,932.02	2,500.00	2,500.00
6095 · Equipment Leases	13,418.50	14,638.36	18,000.00	18,000.00
6100.01 · RVP Discretionary Funds	2,950.00	3,218.18	10,000.00	10,000.00
6105 · Event Expense				
6105.05 · Event Expense O'Fest	345,666.15	345,666.15	256,000.00	350,000.00
6105.06 · Festorics Event Expense	67,751.52	67,751.52	100,000.00	84,220.10
6105.10 · Festorics Volunteer Event Exp	278.95	278.95		0.00
6105ME · Event Expense Meals	3,272.47	3,272.47		0.00

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

	2017 Annualized		2018	
	Jan - Nov 17	Actual	Budget	Proposed Budget
6106.06 · Legends of the Auto. Event Exp.				0.00
6106.10 · Leg of Auto Volunteer Evnt Exp	1,057.05	1,057.05	5,000.00	5,000.00
6106.06 · Legends of the Auto. Event Exp. - Other	52,401.80	52,401.80	15,000.00	54,477.50
Total 6106.06 · Legends of the Auto. Event Exp.	53,458.85	53,458.85	20,000.00	59,477.50
6106ME · Event Exp-Leg of Autobahn Meals				20,000.00
6105 · Event Expense - Other	36,545.74	36,545.74	20,000.00	35,000.00
Total 6105 · Event Expense	127,677.74	127,677.74	35,000.00	548,697.60
6110 · Awards				
6110.96 · CR Trophies	3,165.68	3,453.47	4,000.00	4,000.00
6115.96 · CR Sunoco Fuel Certs	1,500.00	1,636.36		0.00
6110 · Awards - Other	6,882.39	7,508.06	7,500.00	7,500.00
Total 6110 · Awards	11,548.07	12,597.89	11,500.00	11,500.00
6205 · Other Expenses				19,000.00
6500 · Chapter Incentives & Rebates	9,117.59	9,946.46	15,000.00	
6515.00 · Dealer Drive Program	449.00	489.82	1,000.00	1,000.00
6500 · Chapter Incentives & Rebates - Other	0.00	0.00	1,000.00	1,000.00
Total 6500 · Chapter Incentives & Rebates	449.00	489.82	2,000.00	2,000.00
6600 · Surveys				0.00
6700 · Charitable Contributions	228.00	248.73		
6700.00 · Charitable Contr Set-aside	7,328.82	7,995.08	30,000.00	30,000.00
6701 · Charitable Contrib-Foundation	0.00	0.00	20,000.00	20,000.00
6702 · Foundation Contribution in kind	17,811.00	19,430.18		0.00
Total 6700 · Charitable Contributions	25,139.82	27,425.26	50,000.00	50,000.00
6805 · Depreciation Expense	31,100.24	33,927.53	79,958.33	104,958.33
6900 · Foundation Related Expenses	685.44	747.75		0.00
Total Expense	4,242,080.12	4,558,496.10	4,396,097.47	4,591,419.56
Net Ordinary Income	-211,144.50	-265,285.93	-31,767.03	4,699.53
Other Income/Expense				

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

24

	2017 Annualized		2018	
	Jan - Nov 17	Actual	Budget	Proposed Budget
Other Income				
7000 · Other Income				
7005 · Interest Income	64,258.34	70,100.01	48,000.00	60,000.00
7010 · Dividend Income	1,316.77	1,436.48	2,000.00	2,000.00
7030 · Unrealized Gain on Investment	4,321.70	4,714.58		0.00
7000 · Other Income - Other	128.85	140.56		0.00
Total 7000 · Other Income	70,025.66	76,391.63	50,000.00	62,000.00
Total Other Income	70,025.66	76,391.63	50,000.00	62,000.00
Other Expense				
8000 · Other Expense				
8050 · Federal Income Taxes	38,122.50	41,588.18	8,000.00	8,000.00
8060 · State Income Taxes	3,662.00	3,994.91	2,500.00	2,500.00
8070 · Licenses and Fees	2,379.88	2,596.23	7,000.00	7,000.00
8000 · Other Expense - Other	152.39	166.24		0.00
Total 8000 · Other Expense	44,316.77	48,345.57	17,500.00	17,500.00
Total Other Expense	44,316.77	48,345.57	17,500.00	17,500.00
Net Other Income	25,708.89	28,046.06	32,500.00	44,500.00
Net Income	-185,435.61	-237,239.87	732.97	49,199.53



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

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

Date: April 2, 2018

Subject: Secretary Pre-Meeting Report

Past Travel & Expenses:

- Frank's 10 year anniversary, Greenville, SC
February 2-5, 2018 - \$384.57
(Flight & Car Rental)
- February Board Meeting, Los Angeles, CA
February 9-11, 201 - \$270.60
(Flight)

Planned Travel:

- April Board Meeting and Annual Meeting, Greenville, SC
April 19-22, 2018 - \$695.50
(Flight)

Drafts & Finalize Board Minutes:

February 10, 2018 Board Meeting Minutes
March 7, 2018 Conference Call Minutes
Operations Manual Pre Final drafts
Chapter Corporate Status 1st Qtr. 2018

Discussion Topics:

Election Vetting Committee
Term limits

Respectfully submitted

Darlene Doran

Official BMW Club

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

Date: Apr 5, 2018

Subject: North Atlantic RVP Pre-Meeting Report
Q2 BOD Meeting Greenville Apr 20-22 2018

Travel & Expenses:

- LA BOD meeting Feb 9-11 2018 \$434 (flight only)

Planned Travel:

- Greenville BOD meeting Apr 20-22 2018 \$522 (flight only)
- Ofest/PVGP Pittsburgh July 7-15 2018
- Lime Rock BMW CCA Days July 21-22 2018

RVP Discretionary Funds:

- NONE

Newsletter Delinquencies:

- NONE

Chapter on Probation:

- NONE

Relevant Notes:

Phone conference with North Atlantic Region Chapters week of Apr 16, 2018. Discussion about Ofest being is their back yards this year. I will assist in coordinating caravans to Pittsburgh from the North Atlantic Region.

Participated in phone conference planning meetings with Allegheny Chapter and PVGP staff concerning Ofest/PVGP and the BMW Classic Club for the 2018 car week in July. Will continue to keep the lines of communication open by having monthly phone conferences with select Allegheny Chapter members.

Assisted several chapters with finding creative ways to fill empty officer positions.

Continuing efforts to pursue combining the websites of White Mountain, Pine Tree and Green Mountain chapters.

Continue to promote and support the Recognition Program as the Board liaison through emails, phone calls and advertising.

Attended dinner meeting with Florida Suncoast Chapter Apr 16.

Continuing efforts put forth to align with the Strategic Plan to grow the club and make it stronger.

Assisted Tim Beechuk with the Chapter Minimum Standard OPS manual re-write.

Integral role in the planning of Lime Rock Park BMW CCA Days Hospitality July 2018.

Opened the lines of communication to the Mountain State Chapter to combine services with the Allegheny Chapter.

Discussion Topics:

OPS manual changes for chapter minimum standards.

Recognition Program Committee needs replacement for Paul Ngai

**BMW Car Club
of America**



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

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 April 2018 Pre-meeting Report

Travel:

Completed Travel:

CCA/DEC Board mtg. – Los Angeles, CA – 2/9-12/18	\$409.30
Buckeye Holiday dinner – Dayton, OH – 2/3/18	\$0
Peachtree ITS / Caffeine & Octane	\$51.54

Planned Travel:

CCA Board mtg. – Greenville 4/20-22
BMW CCA Foundation Open House – Greer, SC -- 4/18
The Vintage – Hot Springs, NC – 4/19-20
O’Fest/PVGP – Pittsburgh – 6/8-15
Festorics/Legends – Monterey, CA – 8/23-26

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: 4/9/18
IMSA Corral Mid Ohio – 5/5-6

Respectfully,
Tim Beechuk



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

Date: April 9, 2018

Subject: Pacific Region 2nd Quarter Pre-Meeting Report, 2018

BMW Car Club of America
Jeff Cowan
Pacific Regional Vice President
17507 Skyline Blvd.
Woodside, CA 94062
650.918.4938
pacificrvp@bmwcca.org

Travel Completed:

- Board meeting Los Angeles, February 10-11, Flight \$216

Planned Travel:

- Board meeting Greenville, April 21-22, Flight: \$592

Discretionary Funds Requested/Dispersed:

- None

Regional Calls Completed/Upcoming:

- Completed: February call re: Pacific Region Newsletters
- Upcoming: April 25, July 25, October 10

Chapter Compliance Issues:

- Overdue newsletters: Central Cal, Sacramento
 - o Note: We are giving all chapters a pass while working toward Regional Newsletter
- Websites offline: Hawaii and Inland Empire
- In process of switching to the new National Wordpress templates: Sacramento, Los Angeles

Other Updates or New Business:

- Mini committee – Can anyone else ‘drive’ this forward?
- Pacific Region Newsletter progressing forward, updates during the meeting
- Let’s vote to rescind Hawaii Chapter’s charter
- Pazific Eskapade 2018 at Thermal – Event planning continues, should be ready for promotion in a few weeks
- If time permits, let’s discuss chapter communications minimum standards, initial thoughts attached but requires more work.

Minimum Communication Standards

DRAFT PROPOSAL

The purpose of these minimum standards is to ensure that we are communicating with our membership in a consistent manner and in accordance with our mission to create and maintain an excellent member experience. Members who feel engaged and included in chapter communications are more likely to renew their memberships and participate in events.

We encourage chapters to go above and beyond the minimum by finding out where and how members want to get their information and make it available in those channels. Each chapter must strike a balance of frequency, consistency, and quality of content. Never underestimate (or under invest in) the quality of your content and the look of your communications.

Digital Content Minimum Standards:

- To be posted every month in digital channels (email, social, blog, etc):
 - o 1 original story, blog, article, editorial, or topic of interest
 - o 1 additional post/share/event ideally at a cadence opposite the original story
- To be posted every 60 days in digital channels:
 - o Upcoming events list

Website Content Minimum Standards:

- Brand compliant logos per BMW CCA brand standards in the header
- Upcoming events calendar – updated no less than every 60 days
- Embedded social widget (ideally on your home page)
- Link to current newsletter PDF (if chapter supports a newsletter)
- List of officers with contact info
- Mailing address
- Link to Bylaws
- Link to join the club (bmwcca.org/join)

Synchronization of content:

It's expected that channels are synched prior to releasing communications to the membership. For example, when an email goes out listing an event, that same event info should be published on the website and in social at the same time to avoid confusion.

Design Minimum Standards:

Branding in all channels should mirror one another for consistency (and simplicity).

Web and Email templates should be mobile friendly

Websites must have Google Analytics enabled (free)

When in doubt, follow BMW CCA or BMW NA brand styles (fonts, colors, images, etc)

Recommendations:

- Web:
 - o List your events on the home page so members don't have to search your site to find events.
 - o Consider posting blog articles frequently; post them in your social channels and make them accessible from the home page.
 - o Post quality content and share the URL in social to drive SEO for your site
 - o Link your facebook or Instagram photos to your site to showcase your 'gallery'.
 - o When it's time to redesign your site, consider using the national website template based on Wordpress. Ask your RVP for more details.
- Social:
 - o If using Facebook, create chapter events using the facebook event page feature to drive attendance. Can link back to the event page on the chapter's website. It creates more interest when members see who else is going in ways your website never will.
 - o Increase your frequency of quality posts to engage members
 - o Follow BMW CCA National facebook content and feel free to share on your chapter's page(s). But be careful not to overdo it, you want to create a local feel.
- Email:
 - o Consider two emails per month, every two weeks; one of the emails is your monthly list of events, the second email is a dedicated to a single event or editorial topic to help drive attendance/awareness/engagement.
 - o Maintain that cadence so members get to know your publication schedule—they will look forward to it.
 - o Make sure the design is pleasing and easy to read. Many email management applications offer nicely designed, drag-and-drop templates.
 - o Consider a monthly 'welcome new member' email explaining who the board are, how to reach them, how to volunteer, and where to find events. Imagine yourself being a new member of the club and what you'd want to know.

Regional Newsletters:

Chapters will work together to create professionally produced newsletters twice per year. The editor will establish the publication deadlines. The newsletter will be distributed to every member in the region which allows all members aware of every chapter's activities in the region.

- A minimum of 2 issues will be produced by the region, twice a year.
- Chapters will pay a percentage based on amount of content they contribute. There is a minimum of 1 page per chapter and it's due even if the chapter neglects to submit any content.
- All chapters will pay for a minimum of 100 copies of the newsletter will be printed and distributed to use as marketing/recruitment pieces, deliver to shops/dealers, etc.
 - o Chapters can order additional copies at their cost
- Printed copies will also be distributed to any member who does not have an email address on file. Individual chapters will be responsible for these costs.

- Content:
 - o Minimum of 1 editorial/content page per chapter (or more as established by the chapters)
 - o List of all chapter social media and website URLs
 - o List all annual events produced by any chapter
 - o Contact info for each chapter

Individual Chapter Newsletters:

These are optional. For chapters that have successful newsletter programs, we recommend a minimum of one publication per quarter (more are fine). Chapters must choose if they support print or electronic delivery and follow the process in section **XX** to ensure the national membership database reflects the chosen option. Remember that stories you write for your newsletter can be repurposed as blog and social content (and vice-versa).

What's next?

Are facebook, snapchat, instagram considered old technology? What's next? Stay in touch with your membership to learn where and how they want to get their information and meet them where they are.

TBD - Website, Email, Social, Print technical minimum standards:

- Copyright
- Disclaimers
- Mobile-friendly
- SEO
- URL naming structures
- Load time/performance
- Google Analytics
- ...



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

Date: Apr 7, 2018

Subject: South Central RVP Pre-Meeting Report
National Board Meeting Greenville Apr 20-22 2018

BMW Car Club of America
Jeff Gomon
South Central
Regional Vice President
3130 Jasper Ct.
Lincoln, NE 68516-1635
402-613-6914

Travel & Expenses:

- LA BOD meeting Feb 9-11 2018 \$401.50 (flight only)

Planned Travel:

- Greenville BOD meeting Apr 20-22 2018 \$549.10 (flight only)
- MidAmerica '02 Fest, Eureka Springs, AR, Apr 26-29
- Rocky Mountain Chapter, Denver, CO, May 25-27
- Flat Out Classic, Topeka KS June 1-3
- Ofest/PVGP Pittsburgh July 7-15 2018

RVP Discretionary Funds:

- None dispersed this year.
- Proposing a \$500 dispersment for the "Flat Out Classic" Regional DE in support of the Great Plains, Kansas City and Sunbelt chapters.

Newsletter Delinquencies:

- Houston Chapter

Chapter on Probation:

- NONE

Relevant Notes:

Communicating with several 2002 owner groups via several online mediums to promote and plan the 2018 O'fest.
Additional discussions with chapters concerning the assistant RVP position(s).
Discussing with several chapters the idea of combining newsletters into a regional format.
Kansas City and Sunbelt have been vocal in their interest in the Regional Newsletter format/idea.
March 7th, National Board conference call.

Discussion Topics:

OPS manual changes reviewed for chapter minimum standards.
Regional Newsletters

Respectfully submitted,
Jeff Gomon



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

Date: April 9, 2018

Subject: South Atlantic RVP Pre-Meeting Report - 2018 BOD Mtg – Greenville, SC

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

Travel & Expenses:

Board Meeting – Los Angeles – 12/7/17 – 12/11/17 - \$487.50
Sandlapper BOD meeting – 3/3/18 - \$0

Planned Travel:

2nd Quarter BOD meeting – Greenville, SC \$0
Michelin Skid Pad event – Regional Skid Pad training – 4/14 \$0
Iron Hill Brewery Car show – Features BMW & Sandlapper Chapter - 4/28 \$0
Schuh Syndikat – Wilkesboro, NC - 5/4 – 5/6 \$0
The Vintage – Asheville / Hot Springs, NC – 5/19 \$0
O’fest – Pittsburgh – 7/9 – 7/15 - \$?

RVP Discretionary Funds:

- None this quarter
- NCC request for VIR IMSA Corral - \$500

Newsletter Delinquencies: Working with the chapters on these.

- First Coast Rebate withheld for 7 months – as of 4/1 - \$2,400.37
- Newsletter issue Resolved

Relevant Notes:

- Establishing date for 2nd Quarter Chapter Conference Call
- Emailed chapter reminder for events to Regional Calendar, Newsletter delinquencies, submissions for Recognition Committee
- Provided Recognition and Crisis Management Documents to all my chapters

Respectively submitted,
Dwayne Mosley



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

Re: April 21, 2018 Greenville, SC

DATABASE/WEBSITE/OPERATIONS

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 2017 with a Board retreat designed to address these issues. One year later we have not completed the vast majority of the tasks that were assigned at that retreat. Ladies and Gentlemen the clock is NOT running out. The clock is busted.

On the weekend of February 17th 2017 the Board engaged Bob Harris to lead us on a Strategic Retreat. A retreat designed to set us on the road forward for the next decade. That weekend the club spent \$20,302.36. To date we have not delivered a single item upon which measurable action could be taken. I have nothing further to report.

The above is from my February report to the Board. At the conclusion of that meeting we left with the impression that by allowing the Pacific Region Chapters to determine their best route forward and towards a consolidated newsletter we would have that product, if not in hand, in production by this point in time. As of now, we are no closer to knowing what that product might look like than we were when we left Los Angeles. In spite of every effort I have made to spell it out plainly and clearly this group rushes backwards toward every mistake it has made over the past 20 years. Ladies and Gentlemen...S T O P it. Stop it now. We must get our act together while we still have time.

Sixty-eight disparate and disconnected customer experiences do not an organization make. Today's BMW customer expects a certain level of customer service and a definitive customer experience. If we cannot deliver both then we are irrelevant to both the customer and the company. BMW NA just presented us with a gift in the form of a change to the Membership Reward Program that allows us breathing room to make necessary changes. It also sounds the alarm bell to move with all due speed and alacrity. To do less will open us to criticism and extremely poor press at the hands of our newest members. Worse yet, failure, will be final as there will be no future gifts of this nature.

No one should arrive in Greenville prepared for anything less than agreement to the full re-organization of the club.

1. Regionalization of Services
2. Regionalization of Activities
3. Regional Directors
4. Modernization of Events
5. Responsiveness to Members
6. End of Fiefdoms
7. Rollout complete by end of third quarter 2018
8. Enactment no later than second quarter of 2018

BMW CCA Media

Henceforth, this section will no longer be titled *Roundel*. Rather it will now be called BMW CCA Media and is indicative of *Roundel's* shrinking nature within BMW CCA's media strategy. Shifting demographics and reduced ad buys are one reason to shift away from *Roundel* as our primary source of media. However, a string of mistakes at *Roundel* including the treatment of same as the private playground and soapbox of several of our writers and contributors is the strongest of reasons to shift toward other media.

BimmerLife will take on a much stronger role in our media strategy and with much hard work and some luck will enable us to reach a market that *Roundel* no longer serves - *BMW enthusiasts who strive for nothing less than the pleasure and the zeitgeist that surrounds the BimmerLifestyle*. It will focus on what enthusiasts are doing with their cars, how their driving passion spills over into their everyday life and how it shapes their view of the brand and lifestyle.

Roundel has an opportunity to recapture this momentum and enthusiasm, but it must first determine why it exists and whom it serves. To that end, I intend to do my part as representative of the Publisher. No longer will anyone use our magazine as their personal pulpit. No longer will members be treated as second class citizens. The interests of members and what fuels their passion will come first and foremost. Roundel and BimmerLife exist to promote the BMW Car Club of America, its members, its activities and its priorities. Anyone violating those tenets will be summarily dismissed.

The resources of this club will not be expended on anything that does less than showcase our passion for driving, fun and BMW. Most of all any media source funded by this Club will focus on this club. BMW CCA does not exist for any other purpose than to serve the interests of our membership. This applies nationally, regionally and locally.

Enforcement of same lies foursquare upon the shoulders of club leadership.

OPERATIONS

RAFFLE

Details will be announced soonest. Suffice it to say that this raffle will focus on the Ultimate Driving Machines and our partnership with BMW NA.

OKTOBERFEST 2018

Numbers appear strong and we continue to work with 2002 enthusiasts to strengthen their participation.

OKTOBERFEST 2019

International Council Meeting 2019

OKTOBERFEST 2020

REGIONAL EVENTS

AFFINITY/MEMBER BENEFIT PROGRAMS

**BMW CCA HPDE
Insurance Production**

as of 4/18/18

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

2017		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-17	0	0
Feb-17	12	66.74
Mar-17	138	621.22
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	3	9.18
Annual / multi-event policies	90	1,927.42
Total	1141	\$ 6,609.92

2018		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-18	7	26.6
Feb-18	4	18.86
Mar-18	89	370.2
Apr-18	43	2,500
May-18	-	2,500
Jun-18	-	2,500
Jul-18	-	2,500
Aug-18	-	2,500
Sep-18	-	2,500
Oct-18	-	0
Nov-18	-	0
Dec-18	-	0
Annual / multi-event policies	25	401.00
Total	168	\$15,816.66

Current breakout of membership by term.

This data is accurate as of January 31, 2018:

Membership Term	Primary Members	Associate Members	Total
1 Year	36,010	4,121	40,131
2 Years	8,535	1,150	9,685
3 Years	10,276	1,669	11,945
4 Years	397	65	462
5 Years	2,697	480	3,177
Lifetime	889	213	1,102
	58,804	7,698	66,502

Member Source as of 04-12-2018

Source	Total	Current	Lapsed	2014	2015	2016	2017	2018
Dealership	914	211	703	120	106	167	55	10
	1	0	1	0	0	0	0	0
Email	139	31	108	14	59	14	0	0
FAX	24	14	10	0	10	9	4	0
Gift	2,081	708	1,373	363	394	285	296	54
Mail	795	348	447	27	512	148	19	1
Phone	513	179	334	98	175	73	8	2
Renewal	19	13	6	0	6	12	0	0
Street Survival	7,439	1,290	6,149	1,419	1,037	1,277	1,071	159
Trillium Chapter	102	102	0	0	0	0	0	102
Walkin	171	50	121	42	45	2	13	0
Web-Bimmer Magazine	2,137	997	1,140	275	278	279	276	42
Web-bimmerlife.co	39	28	11	0	0	7	21	11
Web-BMW CCA Website	7,089	3,024	4,065	936	976	1,024	833	214
Web-BMW Center	4,249	1,778	2,471	753	631	959	512	99
Web-BMW Performance Center	1,533	805	728	261	318	313	308	81
Web-BMWBlog.com	378	215	163	44	94	108	58	27
Web-BMWCAR Mag UK by Unity Media	40	17	23	2	1	0	1	0
Web-Car and Driver Magazine	562	286	276	80	64	78	77	24
Web-Classic MotorSports	63	29	34	15	13	10	9	5
Web-CPO Sample Roundel	196	86	110	76	15	10	10	2
Web-Facebook	744	391	353	105	178	166	197	35
Web-GrassRoots Magazine	256	130	126	34	47	43	42	11
Web-Independent Shop/Dealer	1,440	597	843	231	221	304	188	51
Web-Link from Another Website	1,847	809	1,038	273	294	272	235	49
Web-National Aftersales Conference	8	4	4	2	2	2	0	1
Web-Performance BMW Mag UK Unity	10	2	8	1	1	1	0	1
Web-Radio Ad	14	5	9	1	2	4	2	0
Web-Referred by BMW CCA Member	6,481	3,184	3,297	1,233	1,269	1,254	1,041	283
Web-Search Engine	2,606	1,222	1,384	399	479	449	432	145
Web-Sports Car Market Magazine	119	63	56	14	13	12	10	7
Web-Television Ad	13	4	9	3	2	1	1	0
Web-Word of Mouth	18,464	7,541	10,923	2,225	2,360	2,497	1,921	563
Totals	60,486	24,163	36,323	9,046	9,602	9,780	7,640	1979

01/01-04/12/18.

Since the start of the year **175** members have opted for a 3 or 4-year membership (M Color Badge) and **56** have opted for a 5-year membership (Tribute) in exchange for a promotional BMW CCA grille badge.

March 2018 Lapsed Membership Offer YOURCLUB pulled back 202 members. Total members re-acquired in 2018 totaled 295.
Via Phone 56 – 1 year Memberships. 11 - 2 year Memberships. 75 - 3 year Memberships.

Source	Member Count
Bimmer Magazine	1018
bimmerlife.co	28
BMW CCA Website	3063
BMW Center	1790
BMW Performance Center	808
BMWBlog.com	219
BMWCAR Mag UK by Unity Media	17
Car and Driver Magazine	288
Classic MotorSports	30
CPO Sample Roundel	86
Facebook	393
GrassRoots Magazine	129
Independent Shop/Dealer	601
Link from Another Website	811
National Aftersales Conference	4
Performance BMW Mag UK Unity	2
Radio Ad	6
Referred by BMW CCA Member	3220
Search Engine	1231
Sports Car Market Magazine	64
Television Ad	4
Word of Mouth	7593



April 18, 2018

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

Tel 864-250-0022

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

Newsletter Status

North Atlantic	Last Issue	Days
Allegheny	3/15/2018	35
Boston	12/15/2017	125
CT Valley	2/15/2018	63
Delaware Valley	2/20/2018	58
Genesee	1/11/2018	98
Green Mountain	4/16/2018	3
Mountain State	11/15/2017	155
New Jersey	3/2/2018	48
New York	3/15/2018	35
Nittany Bimmers	2/3/2018	75
Patroon	3/22/2018	28
Pinetree	4/16/2018	3
Pocono Mountain	12/29/2017	111
Trillium		15
White Mountain	4/16/2018	3
today	4/18/2018	

North Central	Last Issue	Days
Badger Bimmers	3/13/2018	37
Bluegrass	10/17/2017	184
Buckeye	3/1/2018	49
Hoosier	3/7/2018	43
Illini	3/5/2018	45
Iowa	3/2/2018	48
Michiana	12/10/2017	130
Motor City	2/11/2018	67
North Star	1/2/2018	107
Northern Ohio	2/26/2018	52
Old Hickory	12/15/2017	125
River City	1/29/2018	80
St. Louis	1/18/2018	91
Windy City	3/2/2018	48
today	4/18/2018	

Pacific	Last Issue	Days
Central CA	11/28/2017	142
Golden Gate	2/18/2018	60
Hawaii	2/20/2018	58
Inland Empire	1/22/2018	87
Los Angeles	1/18/2018	91
Oregon	3/12/2018	38
Puget Sound	4/2/2018	17
Roadrunner	2/22/2018	56
Sacramento	12/22/2017	118
San Diego	3/1/2018	49
Sierra	4/17/2018	2
Sin City	1/19/2018	90
Sonora	3/23/2018	27
today	4/18/2018	

South Atlantic	Last Issue	Days
Bayou	3/12/2018	38
Blue Ridge	1/16/2018	93
Choo-Choo	3/8/2018	42
Everglades	4/15/2018	4
First Coast	4/14/2018	5
Gulf Coast	12/19/2017	121
Heart of Dixie	3/27/2018	23
National Capital	3/1/2018	49
Peachtree	3/22/2018	28
Puerto Rico	4/2/2018	17
Sandlapper	4/2/2018	17
Smoky Mtn	3/6/2018	44
Suncoast	1/11/2018	98
Sunshine	3/28/2018	22
Tarheel	4/3/2018	16
Tidewater	2/22/2018	56
today	4/18/2018	

South Central	Last Issue	Days
Houston	12/18/2017	122
Kansas City	3/15/2018	34
Lone Star	3/25/2018	24
Great Plains	3/2/2018	47
New Mexico	4/4/2018	14
Rocky Mountain	3/19/2018	30
Sunbelt	1/12/2018	96
Tejas	3/8/2018	41
Wasatch	3/19/2018	30
today	4/18/2018	

Non-Geo	Last Issue	Days
E31	12/29/2017	111
E30	2/6/2018	72
today	4/18/2018	

Steven Schlossman



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

Tel 864-250-0022
Fax 864-250-0038
bmwcca.org

Sponsorship And Marketing Report

National Events Sponsorship Update

This year, we are excited to welcome back Pirelli to O'Fest who will be our concours and Thursday night dinner sponsor. The concours will be held at Heinz Field and the Thursday night dinner will be at the Carnegie Science Center, both should make excellent venues for the Pirelli-sponsored events. On top of that, Tire Rack has signed on to be the brand-new sponsor of the O'Fest autocross, so we are looking forward to working with them. We've also signed Yokohama as our sponsor of the two-day HPDE and Friday night dinner. We are also thrilled to have additional support from Lockton who will sponsor the trackside lunch at O'Fest.

Below is a current list of sponsors for each of our national events.

49th Annual BMW CCA Oktoberfest Presented By Michelin, July 9-15

Michelin Presenting Sponsorship, Drive and Compare, Hot Lap Rides, and Tech Talk
Shell V-Power NiTRO+ "Official Fuel of O'Fest," Tuesday Vendor Hall Reception, Tuesday Themed Dinner
Cruise, TSD Rally, Fun Rally, and Tech Talk
BMW NA Banquet and Charity Rides for the Foundation
Yokohama Two-Day HPDE and Friday night dinner at Grand Concourse
Pirelli Dinner at the Carnegie Science Center and Concours
Tire Rack Autocross
Lockton HPDE Insurance Trackside Lunch
Dinan Vendor Reception
Griot's Garage Car Wash Area and Car Care Clinics
MicroBead Car Covers Hydration Sponsor
BMW Performance Driving School Two-Day M School Giveaway
Forgeline Numbers
2002 AD Concours Trophy Class Sponsor

Legends Of The Autobahn Presented By Michelin, August 24

Michelin presenting sponsor
Shell V-Power NiTRO+ "Official Fuel of Legends of the Autobahn"
BMW NA
Griot's Garage
XPEL

Sports Car Market
La Jolla Independent Hydration Sponsor
2002 AD
The Werk Shop
SoCal Vintage BMW
Ireland Engineering
Bavarian Workshop
LA, San Diego, Central Cal, and Golden Gate Chapters of BMW CCA

Festorics Corral And Hospitality Presented By Michelin, August 24-26

Michelin presenting sponsor
BMW NA
BMW Performance Driving School

Proposal: BMW CCA Events 2021 And Beyond

In recent months, there has been a lot of discussion centered around restructuring club events to better serve our members and to attract new members. Below, you will find my events proposal for your review and consideration.

The Future Of National Club Events

I am proposing that beginning in 2021 the club should have two signature events, one east coast and one west coast event. The west coast event will be the traditional Monterey Weekend with Legends of the Autobahn and Festorics. The east coast event will be a brand-new concept for an enthusiast weekend at the world center of everything BMW—Greenville, SC.

In addition, we could hold a third signature event that would primarily be a 3-4 day social “getaway” at attractive destinations across the country. This event would be composed mainly of receptions, dinners, sightseeing, area tours, wine tastings, special presentations from BMW, and driving tours.

To supplement this, I also think we should select one track event in each region for a total of five that we will provide additional marketing and sponsorship support for each year.

BMW CCA/BimmerLife Enthusiast Weekend, October 2021

Below, are the goals and draft schedule for a possible signature east coast event.

Goals of New Event Concept

- Attract new members to the club and retain existing members
- Increase percentage of members attending signature events
- Eventually be the largest BMW event in the country
- Low cost, low time commitment to attract younger demographic
- Host event in same location each year so we can continuously improve the format

- More participation and support from BMW
- Attract new BMW owners who haven't participated in a prior event
- Generate interest across social media for what will be dubbed as the premier BMW event in the country

Official title: TBA

Target date: October 2021

Location: Greenville/Spartanburg, SC

Thursday

4 - 7pm | Registration and Vendor Hall Reception

7 pm | Welcome Dinner

Friday

8am - 4pm | Autocross at Performance Center or two Half-Day M School Programs

9am - 4pm | Shell V-Power Fall Leaves Driving Tour/Rally with lunch at Grove Park Inn

9am - 4pm | Factory Tours

4 - 6pm | Vendor Hall Reception

7 pm | Reception at Zentrum sponsored by BMW NA

Saturday

9 am - 2 pm | Cars & Coffee/BMW Festival with vendor area at CCA Campus/Performance Center

*Note this would be the key event during the weekend. I envision a full take over the Performance Center and CCA campus with BMWs parked all the way from the far end of the Performance Center to the adjoining lots and fields next to the BMW CCA Foundation. Sponsors/Vendors would be set up to form a vendor row at the event.

9 am - 2 pm | Hot lap rides/Driving Stations/Drift Demo/Tours at Performance Center

9 am - 5 pm | Tours of BMW CCA Foundation

12 noon - 2 pm | Catered Lunch onsite

2 - 6pm | Driving event at Michelin Proving Grounds Skid pad/Drive and Compare/Tech talk/Test engineer experience

3pm | Homecoming photo with vehicles in front of factory

5 - 7pm | Vendor Reception

7 - 10 pm | Themed Dinner

Sunday

7 - 10 am | Farewell Breakfast and conclusion of event

Proposal: Regionalizing The Club To Better Serve Our Membership And Chapter Leadership

Below is my concept/pitch on how to improve the club experience for members and chapter leaders alike. A move towards regionalizing smaller, underserved areas would allow us to better utilize our funds, increase efficiency, and better serve our membership.

Note: This concept is geared toward smaller and underperforming chapters. Large, successful chapters would continue to operate as they do now. The smaller chapters who become part of the regional program could still retain their chapter name for marketing and promotional use. They wouldn't lose their identity.

Improving the Chapter Leadership Experience

What if you could host BMW enthusiast events for everyone in your area without any of the painful administrative tasks that make being a chapter leader or volunteer a cumbersome task? What if there was someone regionally based that could assist you and your fellow chapter leaders with organizing and promoting events, producing a newsletter, email and social media communications, recruiting and retaining members, dealership outreach, and handled administrative tasks such as pulling insurance certificates and posting events to the national calendar? What if we made this club experience far more fun, less work, and maximized the number of events you could put on?

This is how we are going to do it...

We are going to free your chapter and chapter leadership from the burden of imposed national standards. Those standards are now the job of your regional manager paid to assist you with having non-stop fun. You're welcome. You now have the awesome position you always dreamed of – BMW CCA Event Director. Yes, you dream it, you can do it and we are here to support you. Together, let's make this club the greatest enthusiast organization on the planet!

Instead of the regular chapter rebate coming in it will be directed to the region and pay for your new assistant and all of the awesome events you now have the freedom to create. Have an event you want to host? Just send the request into your assistant for approval and funding. He or she will take care of

the rest in terms of paperwork, promotion, and communication. All you have to do is coordinate and put on the event.

Improving the Membership Experience

So, not only does this new club model make your life 10x easier as a club leader, but it will improve the membership experience. Communications such as email, social media, website, newsletter will be regionally based, professionally produced, and keep new and existing members engaged and informed. And now, that you don't have to mess with any of that you will be able to produce bigger, better, and more frequent events that you've dreamed of. These events in turn will provide an amazing member experience. You win, the membership wins, the club grows, and we all achieve a mutually beneficial goal.

Proposed New Policy

Any chapter not meeting the existing minimum standards or with a membership count below a certain threshold, will be rolled into the region with their \$15.30 chapter rebate per member going into the national/regional fund to pay the new regional manager/assistant and to fund events.

Membership Reward Rebate Program Update Rollout

We have been working to communicate the very exciting update to the Membership Reward Rebate since it became effective on April 5, 2018. Below, is our communication schedule as we roll it out and the official announcement that was drafted.

Week 1: Email to All Chapter Officers

Week 2: Announcement to Membership via BimmerLife, Website, and Social Media

Week 3: Communications to Dealership Staff/Media/Non-Members

Official BMW CCA Announcement

Purchase A Three-Year Membership And Immediately Qualify For The Membership Reward Rebate Program

The BMW Car Club of America is pleased to announce that individuals who purchase a club membership of three or more years are immediately qualified for the Membership Reward Rebate Program and may be eligible to receive a rebate of up to \$1,500. The membership must be purchased on or before the purchase date of the vehicle and the member must apply for the rebate within 60 days of purchase using the form found at bmwcca.org/vehicle_rebate. A three-year club membership can be purchased for only \$134 at bmwcca.org or by calling the club office at 864-250-0022.

Please Note: Memberships purchased for the purpose of obtaining a Membership Reward Rebate from BMW NA are non-refundable from date of purchase.

This is an incredible value and savings opportunity that is available exclusively for members of the BMW Car Club of America. To see the full program rules, eligible models, and offer details please visit bmwcca.org/vehicle_rebate.

As always, individuals who have been club members for 365 days or more without a lapse remain eligible for the Membership Reward Rebate Program, too.

Associate Memberships

Individuals who purchase a primary three-year club membership can also purchase a three-year associate membership for a spouse or child residing in the same household. By purchasing a member of your household a three-year associate membership, they too will immediately qualify for the Membership Reward Rebate Program. Three-year associate memberships can be purchased for \$30 at the time of the three-year primary membership purchase online or via phone. Associate memberships are an incredible value as they become eligible for a rebate of up to \$1,500 as well.

About The BMW CCA Membership Reward Rebate Program

Qualifying members may redeem one reward per calendar year (1/1 through 12/31). The rebate is issued in the form of a check from BMW NA following the purchase and successful rebate application submission. The BMW CCA Membership Reward Rebate Program is the only rebate program that applies to European Delivery and Certified Pre-Owned vehicles. The program cannot be combined with USAA, Military, Diplomatic and Corporate Fleet rebate programs.

Please see bmwcca.org/vehicle_rebate for full program details.

Frequently Asked Questions

Where can I find the updated Membership Reward Rebate application?

We've posted it on the website here: https://www.bmwcca.org/vehicle_rebate.

How long do you have to submit the rebate application after delivery date?

60 days

What if someone has already purchased a three-year membership or renewed for three years within the last year?

Any individual who has purchased a three-year or more club membership since April 5, 2017, is now immediately eligible for the program. In addition, anyone who has been a member of the club for 365 consecutive days without a lapse is eligible.

What if a member purchased a car within the last 60 days from when this program was made effective on April 5, 2017?

If they purchased a car since February 4, 2018, they would now be eligible to submit a rebate application if they already have a three-year membership or purchase a three-year membership.

Can this rebate program be combined with other rebates?

No, it CANNOT be combined with other rebate programs such as USAA, Military, Diplomatic, and

Corporate Fleet. However, members can receive other discounts and the BMW CCA rebate, the member just needs to make sure the additional discount is combinable. See Membership Reward Application for the complete list of terms and conditions as well as BMW vehicles that are included and excluded from the program.

Integration With BMW NA Customer Communications

During our visit to BMW NA, we had the opportunity to connect with the company's CRM Communications Program Manager about possible integration of club content/promotions into BMW's customer communications. Since then, we've had a very positive follow up call where we have identified some opportunities for the company to promote the club. These are some of the ideas.

- Owner's Stories: Supply BMW with turnkey videos of enthusiast owners telling their stories. Content would reside on club website and be promoted in BMW's emails.
- Promotion of new Membership Reward Rebate Program Update
- Specifically target CPO customers with CCA Rebate info since our program is the only one that has a rebate for Certified Pre-Owned vehicles
- Highlight various benefits of the club
- Promote upcoming national events, especially the 50th anniversary celebration scheduled for O'Fest 2019 in Greenville
- Special access, special deal on Membership etc. – create limited time offer within BMW Ultimate Benefits

Lapsed Member Promotion

Recently, we offered the opportunity for lapsed members to rejoin the Club via a special email campaign. All lapsed members were offered an exclusive discount to rejoin the Club between Monday, March 26, and Friday, March 30. Those who received the offer were able to reinstate their membership for one year at \$42, two years at \$84, and three years at \$126. During the lapsed member campaign we were able to add 198 lapsed members back to the Club.



Chris Hennecy
Director of Corporate Relations



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

Tel 864-250-0022
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bmwcca.org

Re: April 2018 Board Meeting

IT Update

AssociationAnywhere Implementation

We've made significant progress on the Chase Paymentech implementation, which has been the biggest roadblock for ACGI. I deployed my Chase Paymentech relay on February 12, and ACGI has successfully used it in conjunction with Chase's Hosted Payment Page to process payments and automatic renewal. They aren't ready to begin certification with Chase yet.

As long as we don't identify any additional gaps between what the software offers and what we need for members at launch, the current training dates are July 18-20, and go-live is scheduled for August 6, 2018.

BMW CCA App

We're in the process of adding O'Fest and LOTA pages to the app. There will be a similar experience compared to previous years with buttons that will take users to the schedule, view maps, etc.

Festorics

festorics.org has been moved from GoDaddy to our Amazon AWS S3 and CloudFront account. The site is simple and can be cheaply hosted at AWS. We will save on hosting costs and increase performance thanks to CloudFront's regional caching. Wherever a visitor is when they go to festorics.org, they will be served pages from a cached copy of the site closest to them.

O'Fest and LOTA Themes

The Oktoberfest and Legends of the Autobahn websites have been updated with brand new looks! A more modern design has been applied, and both sites are fully responsive, meaning they look good on any device (e.g. desktop, tablet, phone). The O'Fest poster is more prominently displayed with a little animation on the homepage. In keeping with the prestigious tone of the event, the Legends site is more subtle, but features elements that help organize information in a modern design.

Both of these sites have been migrated from Drupal to WordPress and are hosted on the same account as the IT Committee's Chapter Website initiative. There is no cost difference, and it is simpler to administer the sites.

You can check them out at ofest.bmwcca.org and legendsoftheautobahn.org.

Refreshed Look on bmwcca.org

Len and the IT staff are working on some small tweaks to bmwcca.org that will provide a subtle new look to the site. We can't apply a whole new theme at this time because of the level of effort required. It is best to apply these tweaks now so that they can be applied to the new AssociationAnywhere pages too. The plan is to change the menu and header area, and the area of the site with blocks.

We'll apply a brand-new theme next year when we upgrade to a later version of Drupal.

BMW CCA Foundation Support

Edward has worked on the following projects for the Foundation:

- Transfer of store domain to Amazon WebServices
- PCI Compliance for Foundation
- Review of PCI Compliance best practices with relevant Foundation staff
- Updates to Foundation site for upcoming new Exhibit
- Addition of TRSS Training to new TRSS site

BimmerLife.com

We've been quite busy with the BimmerLife website. There have been a lot of administrative tasks behind the scenes that are being wrapped up. For users, we've created a newsletter archive similar to the one for Roundel Weekly at bimmerlife.com/newsletter. A new design for the newsletter debuted April 17, so Edward has been optimizing it so it displays correctly in various email clients.

Spam on the Contact Us Form

The third-party spam protection service we were using for the forms on bmwcca.org reached the end of support. As a result, we had hundreds of spam submissions on the Contact Us form in a very short time. DrupalSquad and I worked together to identify a replacement solution and settled on displaying Google's Captcha for every non-logged in visitor to the Contact Us form. Previously, the third-party service would monitor for keywords and only show Captcha if the submission ranked as a high chance of spam.

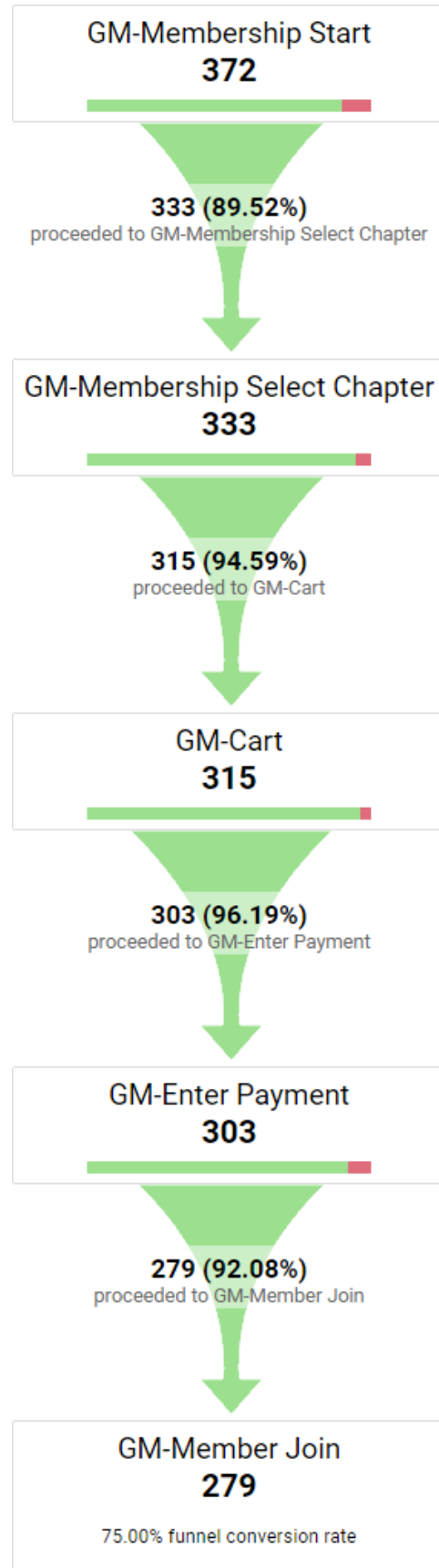
Membership Join and Renewal Flow Reports

I've implemented new reports in Google Analytics to review how members proceed through the join and renewal processes. I will include these in my Board Report going forward. There are three reports: membership joins (includes reinstatements), membership renewals with changes (changed term, chapter, etc.), and membership renewals without changes (they renewed as-is). The label for each step starts with "GM" to indicate these are the GoMembers pages. I'll create new reports for AssociationAnywhere and the labels will start with "AA."

Membership Join Flow 4-16 April, 2018

75% of the 372 sessions where users began the membership join process became a member. This report shows each step along the join path and indicates how many proceeded to the next step.

Of the 93 sessions where the user did not join, 50 users exited the site. All other sessions exited the flow, but stayed on the website.

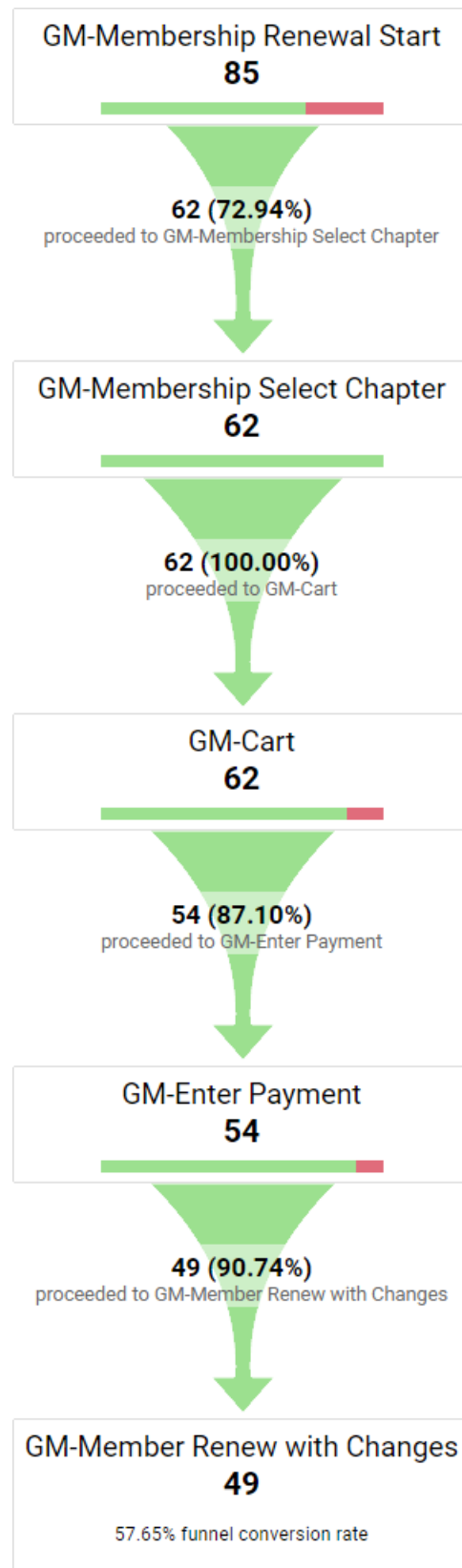


Membership Renewal With Changes Flow 4-16 April, 2018

57.65% of the 85 sessions where users began the membership renewal with changes process renewed. This report shows each step along the renewal path and indicates how many proceeded to the next step.

Of the 36 sessions where the member did not complete the renewal flow, 7 users exited the site. All other sessions exited the flow, but stayed on the membership account area of the website.

Please note: this report does not indicate how many members renewed. The report indicates how many sessions completed this specific renewal flow without deviation. It should not be used as a reference for overall retention.

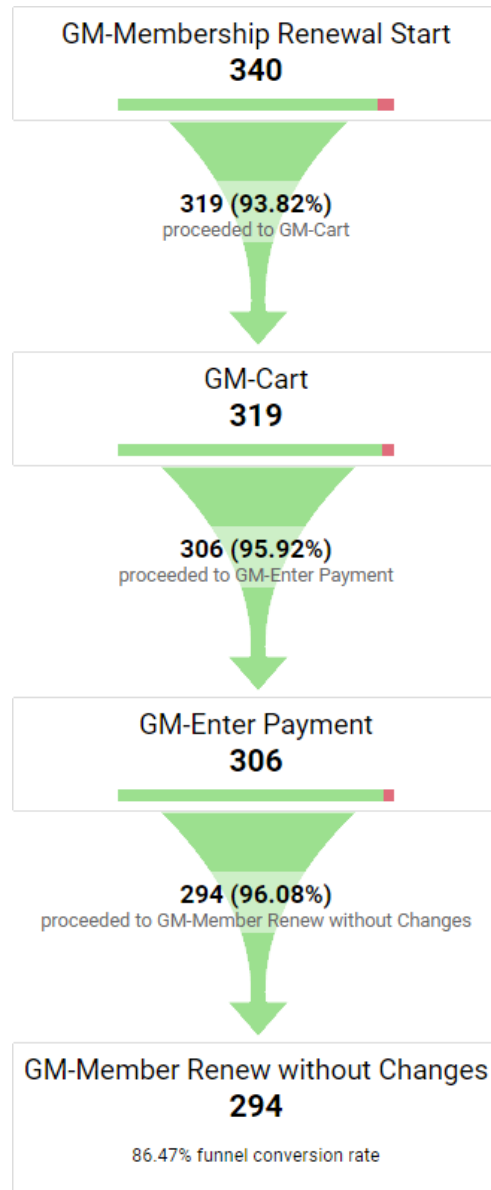


Membership Renewal Without Changes Flow 4-16 April, 2018

86.47% of the 340 sessions where users began the membership renewal without changes process renewed. This report shows each step along the renewal path and indicates how many proceeded to the next step.

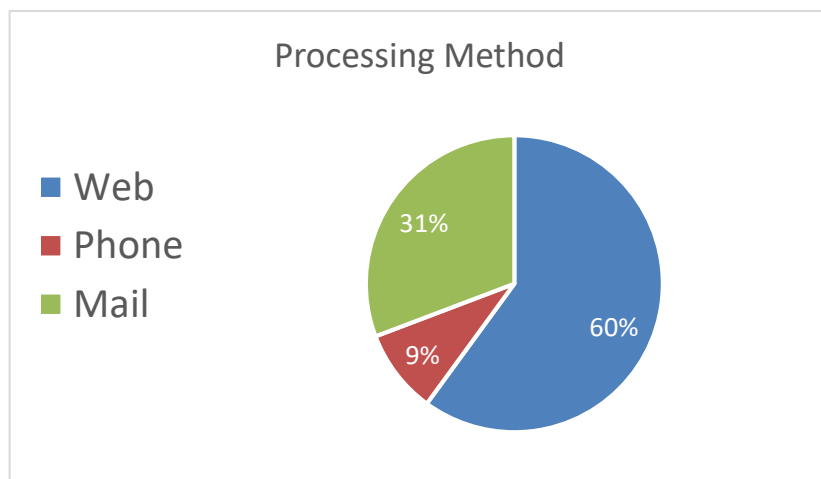
Of the 46 sessions where the member did not complete the renew flow, 11 users exited the site. All other sessions exited the flow, but stayed on the membership account area of the website.

Please note: this report does not indicate how many members renewed. The report indicates how many sessions completed this specific renewal flow without deviation. It should not be used as a reference for overall retention.



Membership Processing Method Q1 2018

I've created a new report to show how members choose to join and renew. So far, I've only compiled data for the first quarter of 2018. I'll work on comparing the trend since the GoMembers launch in 2011.



Chapter Electronic Newsletters and MagnetMail

The following 34 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.

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

There are 17 chapters with MagnetMail accounts:

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

Respectfully submitted,



Stephen Elliott
Director of Information Technology
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Re: April 2018 Board Meeting

Technology Committee Report

Chapter Website Initiative Update

- Shared Hosting Environment
 - LA Chapter is close to being ready to go live, Stephen Harvey has been very helpful in helping identify improvement opportunities to the site structure and transition process
 - Performed multiple updates to the supported plugins which resolved some outstanding bugs this past month
 - We're in the process of updating documentation to support the plugin changes
- Self-Hosted Wordpress Template
 - The committee wants to reiterate this option is only advised to Chapters with prior Wordpress experience and a dedicated Webmaster (i.e. Puget Sound)
 - We unfortunately don't have the resources to onboard self hosted Chapters in addition to those on the WP Engine platform
 - In lieu of providing day to day support, we're putting self hosting Chapters in contact with each other

Ian Dunn
Technology Committee Chair

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

Satch Carlson, *Roundel* editor-in-chief

April 2018 Pre-Board-Meeting Report

Advertising: Advertising revenues remain in a freefall for print publications. Although we normally begin the year with a total number of ad pages in the mid-30s, we were below 30 pages in January and barely over that in the February and March issues. A couple of years ago, we would see 50 or more pages of advertising with the coming of spring, but last year saw them declining; thus our ad ratios fell accordingly. An ad ratio above 35% indicates a healthy publication; but in 2018, as in 2017, we did not see even 30% until the April issue, and May fell to just above 30%. If this trend continues, along with increased printing and mailing costs, I think we may have to consider reducing the page count of *Roundel*. The problem is one of maintaining the quality of the publication and meeting the expectations of our members, since the magazine is the one important benefit that all of them receive.

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%
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	51.58	36.84%
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%
January 2018	132	29.75	22.54%
February	132	30.41	23.04%
March	132	30.50	23.11%
April	132	42.25	32.01%
May	132	39.91	30.23%

BimmerLife: We have taken on Nick Parente and David Rose as editors of our online news portal and our weekly e-mail digest. With six columnists now rotating in the opening slot, I felt that my voice was probably unnecessary. However, I continue to serve as a copy editor, although our new system has provided some unintended consequences. I no longer have columnists send their work to me for editing and passing along to the Interwebs; instead, like our other news contributors, each columnist posts directly to the website. Word Press allows me to go online and edit copy there, which seems like a much more efficient process; however, I am now proofing entire articles instead of just the “teaser” opening lines that appear in the weekly digest.

Scott Blazey, who has been posting news items for our website for several years, as well as providing the Briefs section of *Roundel*, would like to ease back now that his wife, Betty, has retired. So we will let Alex Tock take over the online posting of several stories each week. For the time being, Scott will continue in the rotation as an opening *BimmerLife* columnist and continue supplying *Roundel's* Briefs section.

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.

A handwritten signature in blue ink that reads "Satch". The script is cursive and fluid, with the letters connected. The "S" is large and loops around, and the "ch" is written in a simple, connected style.



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April 2018
Report of the Creative Director

Since my last report January, we have launched BimmerLife, transitioned *Roundel Weekly* to the BimmerLife newsletter, finalized Ofest, Legends and Festorics branding for 2018, started creating new Dealer and membership outreach materials, begun preparations for the Regional Newsletter first edition for the Pacific, and kept the Roundel on schedule.

Roundel

Advertising has had its seasonal increase, though still remains below prior years. The decision of BMW to pull back on its print advertising, as well as some other vendors, has had an impact. BMW has reportedly said they definitely want *Roundel* to keep publishing, but that they aren't averse to fewer issues per year.

Events

Branding for this year's major events has been completed. Scott Sturdy created the poster for Ofest, which we have adapted to a series of ads and flyers to promote the Pittsburgh event and advertise our overlap with PVGP. With the Legends logo now fully registered as a trademark, we will continue to use that as our primary brand. We've created a new t-shirt design focused on the 50th anniversary of the 2002 and the 40th anniversary of the M1. For Festorics, I was tasked with creating a new design for 2018, which features the chosen cars for each marque. That design will also serve as the 2018 Festorics brand.

Stephen Elliot handled updating the Ofest and Legends websites with little assistance from me and did quite well with it!

BimmerLife

BimmerLife was fully launched and the transition from Roundel Weekly to the BimmerLife newsletter began in February. Initially, we used the Roundel Weekly template and formats, but have been developing a new template specifically to serve BimmerLife. It has gone through several major revisions, with Edward Tamsberg and myself handling most of the coding. The assembly of each week's newsletter is largely automated, and we have been testing and reviewing that process to see where it needs improvement and whether some sections will need to be manually updated by Kim Austin before she sends it out each week.

Nick Parente and David Rose are primarily responsible for managing BimmerLife contributors, posts and the newsletter. They are currently working on further developing the writer team and scheduling more original content for our online news efforts.

Membership Drive 2018

We launched the member-oriented part of our membership recruitment efforts with the new Membership Drive program which features weekly, monthly, quarterly and annual incentives to encourage member referrals. For *Roundel*, we have run a couple of double-page spreads detailing the many additional incentives and have a dual-sided insert promoting the Membership Drive on one side and announcing the updates to the rebate program on the back.

We are working on the dealer aspects of the program, in which we will significantly promote the purchase of bulk memberships, including the new three-year memberships that allow BMW buyers to become immediately eligible to participate in the rebate program.

We strongly believe that effective promotion of the new immediate-eligibility aspect of the rebate program will drive 3-year memberships significantly higher.

At the request of the Kansas City Chapter, we created a short run of BMW CCA promotional posters for the five dealers they work with. We have five additional copies of this for any other dealers that need/want one.

We are also investigating the possibility of creating a more elaborate presence in BMW dealerships. A nicely designed and printed cardboard “kiosk” with information about the club, the rebate, other benefits and possibly gift membership cards was an idea Chris Hennecy suggested. We are looking into the costs and the viability of such a setup, including whether dealers would be allowed to have them on display.

Regional Newsletter

We are in the advanced planning stages for the Pacific’s first regional newsletter. The development standards, organized aggregation, and a well-planned workflow and calendar have begun in earnest. We are currently looking at a 64 page edition, with sections devoted to each chapter and a few additional articles threaded throughout. Technical details are still being settled. Once those are more firm, bidding for printing can begin.

Raffle

Another major design-heavy project on the near horizon will be the 2018 Raffle. As there’s still an embargo on the grand prize model, we haven’t worked much on these yet. However, we will be increasing our online mix of ads and social media posts to promote raffle sales. And, of course, we will

Thank You!
W. Len Rayburn
BMW CCA Creative Director



BMW Car Club of America
Steve Stepanian
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Tel: (909) 227-7666
Email: PacificDEC@aol.com

Date: April 17, 2018

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

From: Steve Stepanian
National Driving Events Committee Chairperson

Subject: National Driving Events Committee Pre-Meeting Report
Q2 BOD Meeting in Greenville, SC April 20-21

Chairperson's Planned Travel:

- April 27-29 / GGC Laguna Seca
- Sept. 25-26 / Pazifik Eskapades
- November 2018 / DEC Congress

2nd Request for approval for the following budget for 2018:

- | | |
|--|-------------|
| 1. Compliance Checks | : \$ 5,000 |
| 2. 2018 DEC Congress | : \$125,000 |
| 3. 2018 ITS allocations | : \$ 15,000 |
| 4. Uniform/Shirts for the 7 DEC members for the Congress | : \$ 350 |

Motorsport Safety Foundation:

- Continued work on the submission of all our ITS completed names so that they will all be granted a Level II status, which grants them National Database entry.
- Lists are almost complete, then we will start process for approval of release of name and email address to MSF.

Current works in progress:

- Separation of the DE & AutoX Manuals from the Op's Manual and freeing it from errors and/or contradictions.
- Incident Forms, revisions almost complete
- National DEC Congress (Nov. 3-4) Agenda

Successes:

- ✓ Time Trials at the San Diego/Central Valley Chapter
 - Huge success and there is a desire to do more.
- ✓ Waiver instructions – Completed and distributed to the Chapters
- ✓ Recommendation of continuation of non-allowance of convertible vehicles at HPDE's

Incidents:

1 to report at the Connecticut Valley Chapter HPDE, which was held at Lime Rock Park in Lakeville, CT on Saturday, April 14, 2018. The incident was caused by mechanical failure and only involved one vehicle. There were no injuries. The driver was a seasoned instructor running in the instructors only run group and he did not have any passengers in the vehicle. The incident involved the instructor's personal vehicle which was outfitted with aftermarket wheels, aftermarket wheel spacers and longer length, aftermarket lug bolts.

In short, the rear lug bolts were sheared off causing the rear wheel to separate from the hub. This induced an inward spin of the vehicle causing it to leave the track surface. The Chapter did not look at the remaining lug bolts to see if they had the proper grade stamp on them. They did ask about proper torque and the instructor said they were torqued to the correct reading. That being said, the Chapter admittedly doesn't know if he torqued the wheels while hot, right after the last session or when they had cooled a bit. There are cautions/threads out on the internet about cheaper lug studs coming in from China that lack QA/QC assurances and seem to have a higher failure rate. It is unknown if these were such lug bolts. So, absent any formal testing of the lug bolts from the vehicle, any conclusions are anecdotal.

This was reported timely, but we are unclear if it was reported appropriately at the time of this submission. I am currently in the process of verifying that information. In light of last quarter's "Stress Test," I feel it is necessary and appropriate.

Respectfully submitted,
Steve Stepanian

