

**BMW Car Club of America
Board Conference Call
May 9, 2018**

Monday, May 9, 2018

1. Call to Order

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

2. Attendees

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

Absent: Lou Ann Shirk, North Atlantic RVP

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

Chairs: Steve Stepanian, DEC

3. Updates

Friend of BMW CCA

Rob Siegel has won a Friend of BMW CCA Award. Rob is a columnist for Roundel, which makes him a paid person for Roundel. Ian Branston, Recognition Program Committee Chair, reviewed said rules and nowhere does it say that a paid columnist shall not be nominated for the award.

Motion: Steve Johnson made a motion to give Rob Siegel the Friend of BMW CCA Award. Tim Beechuk seconded the motion. Motion passes 7-1 absent, 1 abstain

BMW CCA New Location

Frank Patek reports our realtor is to provide comps in the area so that we can submit an offer on the Hwy 101 property. Frank articulated to the realtor that the maximum CCA would offer is 1 million dollars, all cash and a thirty (30) day close.

Updates for the property top to bottom would be approximately \$750,000.00, Frank feels this is on the high side due to the county being so overbuilt at the moment. This includes another roadway by the lake, painting the outside of the building, new roof on the main building, make restrooms ADA compliant. The HVAC units were in good shape and don't need to be replaced.

Frank Patek and Steve Johnson will contact the BMW CCA Foundation and let them know the direction in which BMW CCA is moving.

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Regional Meetings

Frank Patek has concerns that during the Regional Meetings, the chapter leadership will coerce the board to not make any changes. If we as a Board don't make changes in the way we do business, the business will evaporate. Tim Beechuk indicated that we are going to tell the chapter leadership this is what we are doing and they can offer any thoughts they may have. We have to hold our ground with the changes being made. The National Office has sent three emails to the board including the Agenda, PowerPoint Presentation and graphs with chapter membership count by region and then by chapter for the last 10 years.

CCA Branding Materials

Frank Patek reports that Jeff Gomon, South Central RVP sent a photograph to the board of a pullup banner that was in Texas. This banner had M Gruppe and partnership dealership. Frank has contacted Tom Plucinsky at BMW NA regarding this. The lady who has placed this banner is a BMW CCA member from the Houston Chapter. Bruce Heersink reported that he is on the email group for the M Gruppe and apparently they have secured a Fleet Discount on vehicles.

BMW CCA Event Requirements

Steve Stepanian reports Bruce Heersink has requested answers to the questions below. When an event is considered a sanctioned event and insurance policies needed. Here are some of the questions. 1) What defines a CCA event? – Number of members getting together in a CCA publication. 2) When does an event cross from a non-chapter event to a chapter event? 3) How does a chapter board police all places on the internet for unofficial events that should be official event? 4) If a chapter puts some wording on their calendar that only events listed on the calendar are considered sanction events. Any other events organized by members are not official sanctioned events? 5) Events that is required per the Ops Manual. Steve Stepanian told Bruce Heersink that he needed to get out ahead of the chapters and if the event is not a sanctioned event to make it boldly clear that the event will not be sponsored or promoted.

Frank Patek reports that a way to alleviate the problem of chapters not pulling a certificate of insurance for their event is to have them pay per capita upfront for the year. This would allow chapters to do spontaneous events and preclude us from having to be parents to members. If we utilized a per capita cost structure it would be approximately \$2.00 per member per year.

Oktoberfest 2018

Frank Patek reported that we are doing very well with the registration and events during Oktoberfest. The only event which is lagging is the driving school. Frank feels we may have hit a wall where driving schools at Oktoberfest are concerned. We are currently at approximately 700 participants. The host hotel is ninety (90%) percent filled.

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Jeff Gomon reported that the Vintage 02 group is pleased and we should have 30 or more car in attendance.

4. Adjourn at 8:26 PM EST

Motion: Steve Johnson made a motion to adjourn at 8:26 PM EST. Darlene Doran seconded the motion. Motion passes 8–1 absent

**BMW Car Club of America
Board Conference Call
June 14, 2018**

Thursday, June 14, 2018

1. Call to Order

The conference call was called to order by President Steve Johnson at 7:04 EST.

2. Attendees

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

Absent: Brian Thomason, Treasurer

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

Chairs: Steve Stepanian, DEC

3. Updates

Board Meetings

Steve Johnson reports he would like to review the number of individuals attending board meetings in an effort to reduce expenses. Some individuals in attendance provide their pre-meeting report and have nothing additional to share. Board members present on the call were in agreement.

Oktoberfest 2018

Frank Patek reports that Oktoberfest will be fine, except for the low attendance in the driving schools. Tim Beechuk has spoken with Bud Dornette who indicated that he has a considerable amount of instructors for the driving school days. We will have 3 run groups on Friday since the count is low, each group will have a 30 minute session. Currently, we are 900+ participants for this year's event and everything looks good. Spoke with our contact at Heinz Field and they are fine with CCA coming in at the times we have scheduled. Everything at the facility is ADA Compliant. The only issue we will have is the lack of restrooms. We will need to rent some port-o-lets. We have approximately 230 participants going to the Falling Water Tour on Friday. Haven't received the tent layout as of yet. We have a lead on beer for the event. Lou Ann has spoken with Ted Kalman who will be handling the Gymkhana for Oktoberfest. Possible Parade Laps with the 2002 vehicles during the Thursday driving school. There is an issue with the Parade Lap on Sunday during PVGP as we have over 200 vehicles.

Canada

**BMW Car Club of America
Board Conference Call
June 14, 2018**

Frank Patek reports he has short-circuited the mission of soreness regarding the rebate program with BMW NA. We have submitted our first request for the rebate program from a Canadian member today. Tom Plucinsky has outlined the program for BMW Canada and will see how the submission goes.

Legends

Frank Patek reports that our contact at Nicholas Club has quit her job and is moving out of state. Frank will be heading out to Monterey on June 24th to meet with her regarding a future contract for the next three (3) years.

Recognition Program Committee

Lou Ann Shirk reports she and Ian Branston have been working on revamping the RPC. The committee requested that the Board approve two additional members. The individuals are Leann Stokes (Houston Chapter) and Joe Vernon (Hoosier Chapter). The RPC brings the nominations to the board for approval. Ian Branston would like to do a face-to-face with the new committee members in November in Dallas. Ian spoke with Brian Thomason regarding the face-to-face meeting cost and Brian thought the cost should not exceed \$3,000.00. Steve Johnson would like to know if this is a one-time meeting or will the meeting reoccur each year? Lou Ann indicated that she and Ian would like to update the current brochure and will meet with Len Rayburn as to layout and printing costs.

Motion: Lou Ann Shirk made a motion to accept Leann Stokes and Joe Vernon to join the RPC. Darlene Doran seconded the motion. Motion passes 8-1

September Board Meeting/North Central Region Meeting

Frank Patek reports the North Central Region Meeting will be on Saturday, September 29th and the Board Meeting will be held on Sunday, September 30th with travel home on Monday, October 1, 2018. Each board member will need to check on flights for Cincinnati, Louisville or Indianapolis.

4. Adjourn at 8:34 PM EST

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

**BMW Car Club of America
Special Board Conference Call
July 23, 2018**

Monday, July 23, 2018

1. Call to Order

The conference call was called to order by President Steve Johnson at 5:04 PM EST.

2. Attendees

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

Absent:

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

3. CCA Building Update

Steve Johnson, Frank Patek and Eddy Funahashi report that CCA would like to make a best and final offer of \$1.75M on the Tyson property of 20 acres and 2 buildings, including the lake. The property will need some renovations prior to moving the office into them. The cost of the renovations would be approximately \$250,000.00. Our goal would be for an all-in cost of \$2.1M. The idea was put out there of the possibility of leasing the smaller building of 6,000 s.f. The larger building needs a new roof and made ADA compliant. Frank will check with the county to see if city sewage is available.

Tim Beechuk will be having a conference call with Lance White on Wednesday, July 25, 2018 regarding the final Foundation property price. Once Tim has the conference call with Lance he will report to Frank as to the Foundation's decision. Frank will then proceed with an offer on the Tyson property.

Motion: Steve Johnson made a motion to authorize Frank Patek to move forward on Friday with the Tyson property if the Wednesday conference call with the Foundation was not in the favor of BMW CCA to purchase the land on the Foundation property. Tim Beechuk seconded the motion. Motion passes 9-0

4. Adjourn at 5:46 PM EST

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

**BMW Car Club of America
Board Conference Call
August 15, 2018**

Wednesday, August 15, 2018

1. Call to Order

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

2. Attendees

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

Absent: Brian Thomason, Treasurer

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

Chairs: Steve Stepanian, DEC; and Gary Davis, Club Racing

Guest: Tyler Gallo

3. Updates

Regional Newsletters

Frank Patek reports that Tyler Gallo from AN&D Studios has been contracted to handle the first regional newsletter. Tyler is very interested in taking on all five of the regional newsletters.

Tyler Gallo is very happy to be part of the BMW CCA team and has enjoyed working with CCA thus far. Tyler owns AN&D Studios which is a holistic media and marketing company. AN&D Studios provide services such as photography, videography, web design and management, ad and art work, graphic design and much more. Tyler further indicated that each chapter has its own culture, as to the way things are done. There is no right or wrong way of each culture. Jeff Cowan is pleased to have Tyler onboard; as this will help with all the start stops we have had over the last 7 months for the Pacific regional newsletter.

BMW CCA new location

Frank Patek reports we have yet to receive an answer on the 101 property. The property is in a family estate and is the last major asset in the estate. Frank has given Tyson every tool possible to persuade the other realtor to get an answer from the family. Frank, Steve and Eddy spoke with Sherman Koo last week about the revised quote to build beside the Foundation. In order to bring down the cost of construction to a manageable level, building materials would need to be changed to

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a lesser quality. The exterior of the building would be concrete block construction. Steve indicated that he didn't want to spend any more funds until the builder has given BMW CCA a hard cost.

Steve Johnson and Frank Patek will be meeting with Lance White next week at Monterey regarding the parcel of land CCA would be interested in.

Frank Patek reported that the BMW CCA office was closed in the afternoon due to a gas line erupting and CCA has been given the all clear to return to the office on Thursday.

VIR is this weekend and apparently a member was inserting them self into the event. Dwayne Mosley indicated that he had contacted Paul and Brenda last week inquiring if this member was registered and their reply was no.

Recognition Program Committee

Lou Ann Shirk reports Ian Branston would like to have authority to include the new individuals on the Recognition Program Committee attend the Congress in November.

Oktoberfest 2018

Lindsey Branston is still working on the invoices from Oktoberfest and should have final numbers by the September Board Meeting.

Frank Patek reports that during Oktoberfest invoices showed up for trophies and lunch on Friday for Club Racing. The board authorized Frank and Lindsey to pay the invoices in question. In the future all spending that is not normal part of business will need prior approval by the treasurer.

Foundation

Frank and Steve had a conference call with the Foundation and Ryan Staub regarding their liability insurance. The Foundation will be reviewing their insurance coverage and management of the loaned cars inside the building.

Jeff Gomon reports he has been on several conference calls with the Foundation regarding next year as 50 Years of BMW CCA. They will be doing an exhibition of 20 vehicles in ten year segments and a book of the exhibition as well. This exhibition will last 8-9 months. The exhibition will include historical key information that happened during that 10 year segment. During the conference calls it was brought up as to the attendance of the prior exhibitions, interestingly sixty percent (60%) were not members of the BMW CCA. The upcoming exhibition will be "Passion".

DEC

Steve Stepanian concerned that not all DEC reps, locally and nationally, fully understand the duties and responsibilities they may face in a legal setting. DEC needs to provide a mandatory standardized tech inspection form for all chapters to

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use. The DEC Congress will have a heavy emphasis on safety. Attendance at driving events has fallen off.

Motion: Steve Johnson made a motion that BMW CCA's policy for the DEC Congress will be to pay for one member per chapter – in order to reduce expenses. This action is taken in order to balance out the expense of the 5 regional chapter leadership conferences held in 2018. Additional persons sent will be at the expense of the individual chapter. Dwayne Mosley seconded the motion. Motion passes 8 -1 absent

4. Adjourn at 8:31 PM EST

Motion: Steve Johnson made a motion to adjourn the conference call. Jeff Gomon seconded the motion. Motion passes 8 -1 absent

**BMW Car Club of America
Board Meeting
French Lick, Indiana
September 30, 2018**

Sunday, September 30, 2018

1. Call to Order

The meeting was called to order by President Steve Johnson at 8:35 AM EST.

2. Attendees

Board Members: Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; 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; and Satch Carlson, Roundel Editor-in-Chief.

Absent: Brian Thomason, Treasurer

Chairs: Bill Wade sat in for, DEC Chair Steve Stepanian and Gary Davis, Club Racing

Guests: Barbara Adams, Windy City Chapter; Larry Schettel, Windy City Chapter; Craig Neville, Windy City Chapter; Carol Gardner, St. Louis Chapter; Bob Marsh, St. Louis Chapter; Jack Steele, Northern Ohio Chapter; Phil Tayler, Motor City Chapter; Eve Dolenski, Michiana Chapter; David Brighton, Iowa Chapter; Jaynee Beechuk, Buckeye Chapter; mark Jeanmougin, Buckeye Chapter; Kinny Raway, North Star Chapter and Gary Ganser, North Star Chapter.

3. Minutes

The minutes of the April 21, 2018 Board Meeting were approved by vote during the May 9, 2018 Conference Call. Reading of the minutes will be waived.

Affirmation of votes on conference calls since last Board Meeting.

- **Motion:** Steve Johnson made a motion to give Rob Siegel the Friend of BMW CCA Award. Tim Beechuk seconded the motion. Motion passes 7-1 absent, 1 abstain
- **Motion:** Lou Ann Shirk made a motion to accept Leann Stokes and Joe Vernon to join the RPC. Darlene Doran seconded the motion. Motion passes 8-1
- **Motion:** Steve Johnson made a motion to authorize Frank Patek to move forward on Friday with the Tyson property if the Wednesday conference call with the Foundation was not in the favor of BMW CCA to purchase the land on the Foundation property. Tim Beechuk seconded the motion. Motion passes 9-0

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- **Motion:** Steve Johnson made a motion that BMW CCA's policy for the DEC Congress will be to pay for one member per chapter – in order to reduce expenses. This action is taken in order to balance out the expense of the 5 regional chapter leadership conferences held in 2018. Additional persons sent will be at the expense of the individual chapter. Dwayne Mosley seconded the motion. Motion passes 8 -1 absent
- **Motion:** Eddy Funahashi made a motion which suggested BMW CCA Chapters have our event branding packing purchased on a voluntary basis. If Chapter's are not using our vendor, they need to have their design pre-approved by Chris Hennecey at the National Office. Dwayne Mosley seconded the motion. Motion passes 8 -1 absent

Motion: Darlene Doran made a motion to affirm the above votes via email and/or conference calls. Steve Johnson seconded the motion. Motion passes 8 - 1 absent

4. Reports

4.1 President

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

4.2 Executive Vice President

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

4.3 Secretary

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

4.4 Treasurer

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

4.5 South Atlantic RVP

Dwayne Mosley added to his pre-meeting report that two Florida members have a huge intra-chapter fight on-going and therefore it is affecting the chapter board from efficiently running the chapter. Dwayne reported that he is continuing discussions regarding combining two of the Florida chapters into one chapter. The president of the River City Bimmers has resigned due to illness and can no longer operate the chapter or get their newsletter out. Choo Choo Bimmers is in the same predicament.

4.6 North Atlantic RVP

Lou Ann Shirk added to her pre-meeting report that Green Mountain and White Mountain are working with Ian Dunn on current websites. Mountain States Chapter is struggling and would like to combine with another chapter. Lou Ann requested that Adam Moore attend the DEC Congress in November, 2018.

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4.7 *Pacific RVP*

Jeff Cowan added to his pre-meeting report that the LA Chapter webmaster has agreed to help the Sacramento Chapter revive their website using the National WordPress template.

4.8 *South Central RVP*

Jeff Gomon added to his pre-meeting report that Wasatch Chapter is out of compliance due to annual corporate status report. Also Sunbelt Chapter is out of compliance regarding their newsletter.

4.9 *North Central RVP*

Tim Beechuk corrected his pre-meeting report to reflect his last conference call with his chapters was July 31, 2018. Bluegrass Chapter is looking much better as far as their newsletter.

4.10 *Executive Director*

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

4.11 *Roundel*

Satch Carlson added to his pre-meeting report he received a letter from Jay Jones, a PR person for Toyo Tires. Mr. Mitchell Frischer is the senior editor for BMW CCA Magazine. No such magazine. Mr. Frischer will be sent a cease and desist letter once we have a current contact address.

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*

6.1.1 *Oktoberfest 2018*

Frank Patek reports that total attendance was just at 1400 and right on pace to match attendance at Ofest 2016 held in Monterey and which coincided with the celebration of BMW's centennial. Overall it was a great recovery from the 2017 event. However, our HPDE lacked full participation. We averaged 55% capacity for both days. Overall attendance was 1400 and 750 BMW's were on display in Schenley Park. The BMW CCA donation to the PVGP Charities was \$78K when combined with the donation made by BMW NA and the Pittsburgh area dealer network. The total value of the contributions of the Club and the

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Company are very near \$125,000. The total represents a new record for the Pittsburgh Vintage Grand Prix. Although, most of our 1400 attendees were not on hand to cheer them on, Club Racing contributed to the bottom line by turning out a field of 72 club racers for the kickoff races held at PIRC.

6.1.2 Oktoberfest 2019

Frank Patek reports plans are well underway for the event, which will be held October 15-19, 2019 in Greenville, SC... The weekend prior to Oktoberfest is Petit le Mans. We have reserved a small block of 30 rooms at Lake Lanier for the race. The room rates are \$179/night for kings or double-double rooms. Peachtree Chapter is considering a 3-day HPDE/Club Race the weekend after Oktoberfest. Mike Renner is setting up some programs at the Performance Center for Thursday during Oktoberfest. Mike is planning a morning group and afternoon group. This will include driving the performance center vehicles and lunch for a mere \$99.00 per person. If this event fills up quickly, we may add an additional day. Our host hotel is the Hyatt in downtown Greenville. Tuesday will kick off with registration and later a reception. That evening we will have dinner at the Hyatt and a private show provided by our friends at Café and Then Some. We are working with the City of Greenville to receive a permit to close-off Main Street or a portion of it for a car show, and perhaps even our Concours. An additional permit will soon be considered for a concert at Wyche Pavilion and its adjacent amphitheater. Johnny Valencia, of Michelin is trying to expand the Michelin tours for our event. Normally their tours are 25 people once a day. The skid pad at the Michelin proving ground could accommodate 36 persons per day. We are going to try to limit the number of organized and structured meal functions. Mostly to hold down cost but it will also allow participants to explore the area and its many fine restaurants. To meet our F&B we will have the kick-off dinner, vendor receptions and our final banquet at the Hyatt.

6.1.3 Oktoberfest 2020.

Frank Patek reports this event is currently on the calendar for mid to late September in Palm Springs, CA. With an eye to the unseasonable fall that was experienced in Palm Springs we are working with the hotel to perhaps gain alternate dates.

After 2020 Oktoberfest

Eddy Funahashi reports that CCA will transcend from what we call Oktoberfest to something that is more affordable in and keeping up the current times. We are looking at two (2) signature events from east coast to west coast. The west coast will be the traditional Monterey Weekend with Legends of the Autobahn and Festorics. On the east

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coast the new event concept is for an enthusiast long weekend at the center of everything BMW, in Greenville, SC.

Chris Hennecey states we still need a premier National event, especially for our sponsorship. We need to have a large gathering of 1200 people or so. This type of a premier National event is very important to our sponsors. If we can prove that members want to keep coming back year after year to Greenville and can turn the event into a highly attended event that would be awesome as it has so much to offer with everything BMW. BMW NA must be involved in whatever our National event will be titled. Chris suggested we do Greenville, SC event every 4-5 years and have 3-4 other locations for the event and rotate the event around the regions. Pick 4 core locations with 1 wildcard location.

We have 2 kinds of layers for events, National and Regional. Regional events should have a driving component to them and the east and west coast are more social. The regional events should be in conjunction with an already scheduled regional event (i.e. Pazifik Eskapade). Possibly having a social event around the big name IMSA races, like Daytona, Road Atlanta, Petit Le Mans, Austin and CODA. The events could be 3-4 days, Thursday – Sunday as an idea. Another idea would be Louisville, Kentucky and Indianapolis, IN. Time of year should rotate and want to include families. Our demographic is largely the male gender. Our target market is shrinking and moving toward the X vehicles. We could have a featured vehicle at each event.

6.1.4 Congress 2018

This event will be the DEC Congress held in Dallas, Texas, November 3-4, 2018.

7. Regional Events

7.1 Updates

7.1.1 The Vintage

Frank Patek reports this event will be May 16-19, 2019. Traditionally, BMW CCA has given this event \$5,000 in sponsorship and provided the event insurance in the past. This event has gotten much larger and it's not an official club event as you don't have to be a BMW CCA member to attend this event.

Motion: Steve Johnson made a motion to cease providing the event insurance and give \$2,500 sponsorship dollars for the event. Jeff Cowan seconded the motion. Motion passes 7 - 1 absent – 1 opposed Dwayne Mosley

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- 7.1.2 Bimmerfest West – May 2019
- 7.1.3 Pittsburgh Vintage Grand Prix – July 2019
- 7.1.4 Monterey Legends / Festorics Weekend – August 2019
- 7.1.5 Autolieben – July 2019
- 7.1.6 OFAST
- 7.1.7 Flat Out Classic
- 7.1.8 IMSA Races – Daytona, Sebring, Road Atlanta and VIR
- 7.1.9 Deutchmarque – July 2019
- 7.1.10 E30 Picnic – June 2019
- 7.1.11 Pazifik Eskapade – September 2019
- 7.1.12 IMSA Corral – September 2019

8. National Programs and Services

8.1 *Updates*

8.1.1 IT

Stephen Elliott reports ACGI was unable to complete the membership customization on time to meet the go live date in August. Our new date has been set for October 1, but not optimistic we will hit it. There are seven critical tasks outstanding that are blocking us from going live on AssociationAnywhere. We have been extremely busy preparing the AA pages for the membership. Edward Tamsberg has been working on projects for the Foundation. He has rewired and a new set-up for Andrea and Neil (setup for what) training Neil on new laptop; Domains purchased BMW ICON event; and much more, you can see the IT report for more details.

8.1.2 Club Racing

Gary Davis reports that since we have some new board members, he would like to emphasize what Club Racing (CR) does. CR provides infrastructure for chapters who want to hold a club race. This includes providing a rule set and stewards for safe conduct. Club Race has approximately 500 registered racers, licensed racers we have approximately 500 agendas of what people want (agendas?). During Oktoberfest @ PVGP we had 71 racers in 2 run groups. We did a racer survey with a 60 percent return. The group of racers is very helpful should you need help. 2018 we have done 18 races, 7 Race

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schools and 3 time trials. CR has given \$2,497,290 back to the chapters in entry fees. However this doesn't include any track expenses which are yet to be paid. Gary is looking at raising sponsorship fees by 10 percent; current sponsors would not pay more than \$500 more. The increase should lead to an increase of \$10,000 in revenue. We have 2 new sponsors and are currently working on the level of sponsor they want to sponsor CR at. SCCA has approached CR and have approved CR schools for them. BMW CCA travel expense policy will affect some of our volunteers who travel. The IRS states there can't be a personal benefit. Our marketing team for 2019 will be Chapter and Racer focused. During 2017 our competition was NASA and SCCA and 2018 was AER – American Endurance Racing.

Percentages from the survey are as follows:

- 83% Instructors with BMW CCA HPDE's
- 63% Support TRSS
- 40% Chapter Officer/leadership
- 38% Coordinate other chapter activities (newsletter or website)

8.1.3 Driving Events Committee

Bill Wade added to the DEC pre-meeting report that preparation and planning for the upcoming November DEC Congress are going. The Motorsport Safety Foundation is moving as we would like to see. MSF has a volunteer to handle the ITS level 2 training. We need to promote the HPDE program not just within the club, but externally as well, looking at a possible video. A trial attorney will give a presentation at the DEC Congress in Dallas, in November.

Steve Stepanian presented 3 Incident Report Forms for approval by the Board.

- 1) Autocross/Street Survival/Car Control Clinic and Gymkhana
- 2) Road Rally/Driving Tour/Car Show
- 3) HPDE Driving

Motion: Steve Johnson made a motion to accept the new DEC incident forms as written. Jeff Cowan seconded the motion. Motion passes 8–1 absent

Steve Stepanian would like to purchase polo shirts for the Regional DEC Reps for the DEC Congress in Dallas.

Motion: Tim Beechuk made a motion to purchase polo shirts for the DEC Reps. Jeff Cowan seconded the motion. Motion passes 8–1 absent

There was an incident during Oktoberfest when Bill Auberlen's car caught fire. We had an individual who was scheduled for a charity ride with Bill who had limited mobility, which greatly impeded her ability to exit the car safely and expeditiously on her own. Discussion centered on what steps could be taken to best protect the safety of members with similar mobility concerns. As the

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doors of some race cars are welded shut, and in other cars roll-cages impede expeditious entry and exit of the passenger seat, the Board agrees that for passenger safety, anyone wishing to participate in Charity Laps has to have the ability to get in and out of the car on their own. Those members should be, where possible, accommodated in a street car providing charity rides. We are creating a blanket policy for anyone riding in charity rides. Also, all passengers need to be instructed on how the seatbelts function in charity ride cars.

Motion: Dwayne Mosley made a motion that individuals who are unable to enter and exit a vehicle are prohibited from riding in hot lap cars. Darlene Doran seconded the motion.
Motion passes 8-1 absent

8.1.4 Charity Matching Funds

Lindsey Branston reported that the forms need to be at the National Office by January 31 each year.

8.1.5 Raffle

Chris Henneey reports at this time we have sold 38,000 tickets, getting close to our 8th car. Last year heading into the final week we were only at 35,000 tickets.

8.1.6 SIG's

Eddy Funahashi reports that currently we have 2 SIG's. The E30 chapter is having problems. Apparently the leader who had done all the licensing and paperwork for the chapter has decided he no longer wanted to be associated with it. Another group emerged from within the group and stated they wanted to continue the chapter. CCA has investigated what the prior leader has taken with him and he has taken the rights of the E30 chapter and signature. The prior leader licensed all the E30 documentation in his personal name instead of BMW CCA. We will need to file in court against the prior leader to recover the E30 Chapter name, website and PayPal. Other members of the chapter saw what was coming and cleaned out the bank account to prevent the prior leader from taking all the monies. CCA will take legal action against this person. We need to provide a \$5,000 retainer for a Receiver and \$5,000 retainer for an attorney.

Motion: Steve Johnson made a motion to take legal action against and pursue recover of our E30 chapter name, website, PayPal account and more. Jeff Cowan seconded the motion.
Motion passes 8-1 absent

8.1.7 *Roundel*

Satch Carlson reports that advertising has tanked. We have not come out of the 30% of advertising to editorial for some time (?). Michael Slaff does a wonderful job as the advertising representative. Some writers are more expensive than others, but happy to pay as they have more experience.

**BMW Car Club of America
Board Meeting
French Lick, Indiana
September 30, 2018**

Potential cost savings could only be found by reducing the number of issues printed each year. At this time the Board has rejected that idea. BimmerLife is only for BMW CCA members currently. It remains our intent to take it public and introduce BMW CCA to new members. Broad release of BimmerLife has been held until we can assure the proper amount of content is available to sustain it. RVP's should reach out to your chapter members and ask for online content. On the footer of BimmerLife you will find a submission link for content. We need to have a level of confidence higher than the 5th grader. What about using teasers in BimmerLife and the full article is in the *Roundel*? Publish tech talk articles in BimmerLife.

The 50th Year Edition of Roundel

Lou Ann Shirk showed her Roller Coaster magazine which is celebrating their 40th anniversary. In the middle of the magazine they have excerpts from the first edition.

Lindsey Branston suggested highlighting the key people and event back in 1969. You could even tie it back to what was going on in history.

We should list the first members who are still currently with us.

Frank Patek reports as part of our scheduling for next year CCA needs to work with Michael Izor and Joseph Chamberlain to pick a time to have a board meeting in the Boston area so we can commemorate the original date of BMW CCA Oktoberfest. Michael Izor has suggested a place in New Hampshire for the meeting. All of the first members who are currently still with us will be invited.

8.1.8 National Office

8.1.8.1 BMW CCA New Location
Steve Johnson reported that CCA has made an offer to purchase the property on Highway 101 and waiting to hear.

8.1.8.2 BMW CCA Growth - Nothing at this time

8.1.8.3 Regional Newsletters - Nothing at this time

8.1.9 Member Committees

8.1.9.1 Recognition Program Committee - Nothing at this time

8.1.9.2 Technology Committee - Nothing at this time

**BMW Car Club of America
Board Meeting
French Lick, Indiana
September 30, 2018**

9. Policy and Administration

9.1 Ombudsman – Nothing at this time

9.2 Benefits Update – Nothing at this time

9.3 BMW Clubs International

Frank Patek reports that the International Council meeting will be held in Palm Springs, California. The official start date will be September 21 and it will end on the 23rd. Many members of the Council will arrive early in order to recover from long international flights. Steve and Frank have mapped out a drive for the Council members while in Palm Springs. Pazifik Eskapade event will be coincide with the dates of the Council Meeting. Once planning begins for Eskapades we will have further discussion about the potential to host a car show in the village of old LaQuinta, which would be open to the community.

9.4 Operations Manual

Darlene Doran reports that the re-write of the Operation Manual should be ready for distribution soon.

10. Foundation

Jeff Gomon reports he is the board liaison to the Foundation for their “Passion” 50 years of BMWs exhibit. The Foundation will be displaying 20 cars, 4 vehicles from each time ten (10) year period. The vehicles will be on display at the Foundation for almost one year. We will be doing story boards for each covering a 10 year period. Each story board will have what items cost during that decade (i.e. loaf of bread, gallon of milk, BMW model year). How many chapters came into existence and how many went away. Bruce Hazard has indicated that the Foundation wants to work with CCA on this. A suggestion was to end the TSD Rally and/or a tour at the Foundation and/or have a dinner. The Foundation would like to tie the members to cars. They Foundation has secured Bobby Rahal’s Inka 2002 and Peg Valentine’s 3.0 Coupe. There is a book which will be called “Passion”. The Foundation is seeking sponsorship in the amount of \$200,000.

11. Financial

11.1 2018 Status

12. Chapter Issues

12.1 **Pacific Region**

Frank Patek reports that a former membership chair of the Roadrunner Chapter has taken the membership list and is currently using for his personal use.

**BMW Car Club of America
Board Meeting
French Lick, Indiana
September 30, 2018**

Motion: Steve Johnson made a motion to take legal action against and pursue recovery of our membership list and any damages of such theft. Jeff Cowan seconded the motion.
Motion passes 8-1 absent

South Atlantic Region

Dwayne Mosley reports that chapters are running events and not pulling insurance certificates. Dwayne has tried to keep watch on his chapters to make sure they have pulled an insurance certificate. What is our opportunity to keep them insured? They run the risk of having an incident and our insurance company coming back and say they're not insured. The National Office will send a letter to all chapters indicating they **MUST** pull insurance certificates for all events.

Newsletters are not being mailed in spite of member requests wanting a paper copy and also access to one on the website. Dwayne did some due diligence on one of his chapters and found they had absolutely no newsletter costs. Yet it further showed that 30% of the membership wanted a mailed copy of the newsletter. These chapters are out of compliance and we need to police this and start holding chapter dues. RVP's need to simultaneously do a check within their chapters of the members who have requested a paper copy of the newsletter and are they receiving them. RVP's need to talk about this with their chapters on the upcoming conference calls. There is a procedure that is currently in place and chapters are refusing to follow. We also need to watch for the rejected email addresses for delivery of the electronic newsletter. Once the letter is sent to each chapter they have 15-days to respond to the requests stated in the letter.

12.2 RVP Chapter Visitation schedule for 2018

Pacific Region

Visitation Plans: Roadrunner Chapter, October 20-21, 2018

South Central Region

Visitation Plans:

No Excuses Driving School/Club Race, October 12-14, 2018

North Central Region

Visitation Plans: Nothing at this time

South Atlantic Region

Visitation Plans:

Road Atlanta, Petit Le Mans and Peachtree Corral, October 10-14, 2018
Meet with NCC & Tarheel Chapter at the Performance Center, October 20, 2018

**BMW Car Club of America
Board Meeting
French Lick, Indiana
September 30, 2018**

North Atlantic Region

Visitation Plans: Nothing at this time

12.3 Chapter Probation Report

13. Membership

13.1 Membership Drive & Community Relations – Nothing at this time

13.2 Sponsorship and Marketing – Nothing at this time

14. BMW NA

14.1 Corrals

Frank Patek reports that outside of Daytona, corral funds have already been set by NA. They will provide \$3,000 for most of the races. However a few will receive \$4,000, Road Atlanta, Mid-Ohio, Monterey and Daytona. If chapters want to continue with some of the corrals around the country, we need to consider if the RVP's want to contribute to the corrals. Regarding Daytona, for \$26,000, the Daytona Corral arrangement gets us 50 parking spots by Lake Boyd, 2 sections of grand stands overlooking pit row patios, space for catering, food is separate at \$200+ per person, 2 hospitality tickets (for what?), 50 (?) per pit row. Alex Zanardi will be attending the Daytona race. Sebring will be 12 hours of Sebring and 12-hour endurance challenge. They limit the number of cars and people you can bring into the hospitality area.

15. New Business

16. Future Meetings

16.1 Board Meetings

March 23, 2019, Greenville, SC

17. Adjourn

Motion: Darlene Doran made a motion to adjourn at 3:50 PM EST. Jeff Cowan seconded the motion. Motion passes 8–1 absent

BMW CCA
Board of Directors Meeting
September 30, 2018
French Lick Resort
French Lick, IN

BMW Car Club
of America



BMW Car Club of America
Board Meeting
French Lick, IN
September 30, 2018

Agenda

Sunday, September 30

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 2019
- Bimmerfest West, May 2019
- Pittsburgh Vintage Grand Prix, July 2019
- Autolieben 2019
- Monterey Weekend August 2019
 - Legends of the Autobahn
 - Rolex Motorsport Reunion

New Requests

4. National Programs and Services

IT Update

Club Racing

Driving Events

- Autocross Proposal

Charity Matching Funds

Raffle

SIG's

Roundel

Member Committees

Recognition Program Committee

Tech Committee

Election Status

National Office

Planning for future location

5. Policy and Administration

Ombudsman update

Tech Rep's update

Benefits Update

BMW Clubs International

BMW Car Club of America
Board Meeting
French Lick, IN
September 30, 2018

Operations Manual

Rewrite and Update

Chapter Newsletters and Communications

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

Friend of the Marque

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

September 8, 2018

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

9/26 – 10/2, CCA board meeting, French Lick IN. \$767.90

10/9 – 10/17, Munich, International Council meeting

Past Travel:

5/17 – 5/20 Dallas regional meeting. \$959.80

5/23 – 6/1 Bimmerfest, Palm Springs planning meeting for International council meeting. \$228.30

6/1 – 6/3 Atlanta regional meeting. \$590.90

6/7 – 6/10 LA regional meeting. \$606.61

7/7 – 7/16 Oktoberfest Pittsburgh. \$1,074.73

8/19 – 8/28 Monterey, Legends, Festorics. \$566.60

Discussion:

Next steps regarding the new CCA HQ

Discussion regarding North Central chapter issue

Discussion regarding the DEC

Regional newsletter progress

Respectfully Submitted,

Steve Johnson
President, BMW CCA



Pre meeting report

April 2018 through current (Sept 2, 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:

April 20-22 Greenville, SC – National board meeting \$1197.46

May 18-20 Dallas, TX. South Central regional meeting \$565.05

May 25-27 Fontana, CA. Bimmerfest \$275.24

June 8-10 LA, CA. Pacific regional meeting \$211.23

June 26-27 Monterey, CA Legends planning \$97.00

July 8-16 Pittsburgh, PA. Ofest 49 \$993.50

August 3-5 Hartford, CT. North Atlantic regional meeting \$1023.15

August 21-26 Monterey, CA. Legends of the Autobahn & Festorics \$0.00

Future (Quarter) Travel:

September 28-30 French Lick, IN. National board and North Central regional meeting

October 26th Buttonwillow, CA. Central CA/LA Chapters and Pacific region HPDE

November 1-4 Dallas, TX. DEC conference and 4th quarter National board meeting

December 8 Fresno, CA. Street Survival

Travel recap:

-April 20-22 Greenville, SC

Our 2nd quarter meeting was held in Greenville. We also discussed and previewed a potential office space that met our criteria

-May 18-20 Dallas TX

The South Central region was 1st up for the regional meeting format applauded by our chapter attendees as an efficient method of one on one communication to the attending chapter representatives. Among discussions the Regional newsletter was introduced and all seemed to understand our efforts to both maintain text communications with our members while allowing our chapters and easier was to facilitate their newsletter.

-May 25-27 Fontana, CA Bimmerfest

The phenomenon known as Bimmerfest continues. BMW CCA continues to assist and represent. Many of our local members participated in their Clean Car contest working as judges. Our club sponsorship came via our club booth. This year we signed up a large number of members and basically sold out of our clubs merchandise. The attendees seem to have a growing appetites for BMW CCA branded and car model merchandise.

-June 8-10 LA, CA. Pacific region meeting.

Meeting #3 was also well received. The format again proved efficient and the smaller groups encourage participation.

-July 8-16 Pittsburgh, PA Ofest 49

All in all this Ofest was one of our most successful judged by the number of attendees. The National staff did an outstanding job of organizing, registering, tracking and pushing event news via social media while providing venues that will be remembered. Our CCA specialty events such as our Concour and our social gatherings continue to please and demonstrate to all the expertise that we are fortunate to have within our member volunteers.

-August 3-5 Hartford Ct.

This meeting was with the North Atlantic region. The results were comparable to the other meetings. Participation could be measured by the number of detailed questions asked from Chapter representatives.

-August 21- 26 Legends of the Autobahn and Festorics.

Two of our signature events took place a week later than usual. We really seem to be streamlining the facilitating of these two events while continuing to improve on the 1st class atmosphere that we've created. This year we introduce our new Master of Ceremonies. We are fortunate to have Mr. Jason Camissa, our newest member of Legends presenters.

Our fellow marques, Mercedes and Audi have continually improved their presentations in both the quality and number of autos that compete and display. Our audience numbers continues to increase. It has been written that this event is one of the best on the Peninsula recognized as unique since it's facilitated in large part by through car club members.

Non-Geographical Chapters and SIG's

Through a chain of unfortunate events our E30 chapter has acquired new leadership. They are quickly adapting to their roles although there are the usual and unusual hurdles that must be dealt with.

I'm happy to see that the E31 chapter is very active and is doing well.

Oktoberfest's future followed by a repeat posting from my last board report:

The success of Ofest 2018 stirs thoughts of past successes.

The year 2021 will come up quickly and unless we agree and begin planning we're going to be in the same spot as we are now. I've been in conversation with Chris H. Chris has some new ideas since our last quarterly meeting. I'm hoping that we'll have time to talk about this rapidly approaching year.

Once again, this is a repeat posting posted to help keep this subject current. Please review and think about it. There will soon come a time that we'll need to finalize and vote to carry out a plan.

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 with 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 a starting points suggested by Chris for ideas and discussion time permitting.

Respectfully,

Eddy Funahashi



September 23, 2018

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

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

Travel

Annual Meeting/2Q18 Board Meeting, Greenville SC, April 20-22, 2018

Airfare: \$518.50
Other Expenses: \$ 91.93 + hotel

BimmerFest West, May 2018: \$104.64 + hotel

South Central Regional Meeting, Dallas, TX, May 19-21, 2018 \$111.97 + airfare + hotel

South Atlantic Regional Meeting, Atlanta, GA, June 2-3, 2018 \$114.74 + hotel

Pacific Regional Meeting, Los Angeles, CA, June 8-9, 2018 \$66.66 + hotel

OktoberFest/PVGP, Pittsburgh, PA, Jul 12 – 15, 2018

Airfare: \$577.11
Other Expenses: \$154.84

LOTA/Rolex Vintage Grand Prix, Monterey, CA August 23-26, 2018

Mileage: \$359.70

North Atlantic Regional Meeting, Hartford, CT, August 5-7, 2018

Airfare: \$727.65

Planned Travel

3Q2018 Board Meeting/North Central Regional Meeting, French Lick, IN Sep 29-31, 2018

Airfare: \$357.80
Rental Car: \$36.65

4Q2018 Board Meeting/DEC Congress, DFW, TX Nov 1-4, 2018

Expenses: TBD

For Discussion

Club racing budget/expenses

Expense Reimbursement Policies:

Mileage

Miscellaneous Items (dog-sitting example)

Update on building financing plan

Other Items

**Income Statement
For the eight months ended August 31, 2018**

See report sent under separate cover.

**Balance Sheet
At August 31, 2018**

See report sent under separate cover.

Please be aware that net profit from raffle (currently, not booked) is approximately \$356,000 at this point in time. Additionally, we expect to realize a one-time gain on sale of the condo in Greenville of approximately \$400,000.

Respectfully submitted,
Brian Thomason

BMW Car Club of America, Inc.
Balance Sheet
As of August 31, 2018

	<u>Aug 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 - Cash	
1022 - Southern First Bank	10.68
1024.01 - South State Bank	1,891,357.41
1032 - TD Bank Checking	100.01
1050 - Petty Cash	<u>25.00</u>
Total 1000 - Cash	1,891,493.10
1030 - FSA (South State Bank)	<u>5,563.19</u>
Total Checking/Savings	1,897,056.29
Accounts Receivable	
1100.01 - Accounts Receivable	
1130.02 - A/R MOA	-128.40
1140 - Club Racing	2,000.00
1199.01 - Other	38,937.77
1100.01 - Accounts Receivable - Other	<u>118,555.25</u>
Total 1100.01 - Accounts Receivable	<u>159,364.62</u>
Total Accounts Receivable	159,364.62
Other Current Assets	
1200 - Investments	
1205 - Merrill Lynch	54,688.05
1210 - State Street Research Fund	34,097.50
1810 - Investment - BMW AG	<u>47,895.47</u>
Total 1200 - Investments	136,681.02
1300.01 - Inventory	
1305.01 - Club Logo Merchandise	
1305.05 - Oktoberfest Club Logo Merch	7,033.64
1305.96 - Club Racing Logo Merch	2,455.93
1305.01 - Club Logo Merchandise - Other	<u>113,112.50</u>
Total 1305.01 - Club Logo Merchandise	122,602.07
1306 - Promotional Merchandise	3,260.00
1300.01 - Inventory - Other	<u>17,320.51</u>
Total 1300.01 - Inventory	143,182.58
1400.01 - Prepaid Expenses	
1405 - Prepaid Insurance	86,372.70
1412 - Prepaid Event Expense	
1412.05 - Prepaid Ofest Event Exp	5,581.02
1412.96 - Prepaid Club Racing Event Exp	808.02
1412 - Prepaid Event Expense - Other	<u>21,973.81</u>
Total 1412 - Prepaid Event Expense	28,362.85
1415 - Other Prepaid Expenses	<u>16,985.68</u>
Total 1400.01 - Prepaid Expenses	<u>131,721.23</u>
Total Other Current Assets	<u>411,584.83</u>
Total Current Assets	2,468,005.74
Fixed Assets	
1500 - Fixed Assets	
1505 - Building	332,736.79
1510 - Equipment	327,480.62
1515 - Furniture & Fixtures	96,900.11
1599 - Fixed Assets in Progress	
1599.01 - Construction in Progress	100,000.00

BMW Car Club of America, Inc.
Balance Sheet
As of August 31, 2018

	Aug 31, 18
1599 - Fixed Assets in Progress - Other	<u>193,661.87</u>
Total 1599 - Fixed Assets in Progress	<u>293,661.87</u>
 Total 1500 - Fixed Assets	 1,050,779.39
 1550 - Accumulated Depreciation	
1555 - Accum. Depr. - Building	-183,973.95
1560 - Accum. Depr. - Equipment	-311,312.15
1565 - Accum. Depr. - Furn. & Fixt.	<u>-95,668.91</u>
Total 1550 - Accumulated Depreciation	<u>-590,955.01</u>
 Total Fixed Assets	 459,824.38
 Other Assets	
1600.1 - Suspense	4,051.57
1700 - Certificates of Deposit	
1700.01 - Chelsea Financial Accr.Interest	314,417.46
1700.03 - CD - HSBC Bank-Purch.2013	105,000.00
1700.06 - CD - First Financial Bank-USA	250,000.00
1700.08 - CD - Benton State Bank	99,000.00
1700.10 - CD - JP Morgan Chase Bank	250,000.00
1700.13 - CD - CIT Bank	136,000.00
1700.14 - CD - GE Capital Bank	225,000.00
1700.15 - CD - HSBC- Purch. 2015	145,000.00
1700.16 - CD - First Nat'l BK of AMER	200,000.00
1700.17 - CD - BOFI Federal	100,000.00
1702 - CD - AMEX	235,000.00
1703 - CD - XCEL FCU	248,703.08
1714 - CD - Southern First H. Fisher	<u>2,272.59</u>
Total 1700 - Certificates of Deposit	<u>2,310,393.13</u>
 1999 - FSA funds held at Data Path	 <u>1,500.00</u>
Total Other Assets	<u>2,315,944.70</u>
 TOTAL ASSETS	 <u><u>5,243,774.82</u></u>
 LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000.01 - Accounts Payable	<u>185,896.50</u>
Total Accounts Payable	185,896.50
 Other Current Liabilities	
2100.01 - Deferred Revenues	
2105.01 - Deferred Membership Dues	3,148,905.35
2110.01 - Deferred Mailing Fees	11,806.58
2115.01 - Deferred Advertising Revenue	
2115.07 - Def. Advertizing Rev. Digital	4,750.00
2115.01 - Deferred Advertising Revenue - Other	<u>7,083.36</u>
Total 2115.01 - Deferred Advertising Revenue	11,833.36
 2120 - Deferred sponsorship revenue	 34,300.00
2170 - Deferred Revenues-Dealerships	
2170.01 - Def Rev-Dealerships-Northwest	2,426.00
2170.05 - Def Rev - BMW El Cajon	946.00
2170.06 - Def-Rev Jake Sweeney BMW	4,842.00
2170.07 - Def-Rev Tom Bush BMW	120.00
2170.08 - Def-Rev BMW of Mobile	2,328.00
2170.09 - Def Rev BMW of Akron	10,206.00
2170.10 - Def Rev Critz BMW	1,134.00
2170.11 - Def Rev- BMW of Fort Lauderdale	<u>6,300.00</u>
Total 2170 - Deferred Revenues-Dealerships	<u>28,302.00</u>

BMW Car Club of America, Inc.
Balance Sheet
As of August 31, 2018

	<u>Aug 31, 18</u>
Total 2100.01 - Deferred Revenues	3,235,147.29
2101 - Payroll Liabilities	
2102 - Accrued Vacation and Comp Time	<u>36,643.96</u>
Total 2101 - Payroll Liabilities	36,643.96
2200 - Payroll Tax Liabilities	
2205 - Withheld Income Taxes	<u>-2,313.01</u>
Total 2200 - Payroll Tax Liabilities	-2,313.01
2201.01 - Sales Tax Payable	44.53
2250 - Raffle Prizes Payable	718,150.00
2280 - Payroll Benefits Withheld	-440.86
2300.01 - Deposits	
2398 - BMW NA Corral Deposits	<u>6,000.00</u>
Total 2300.01 - Deposits	6,000.00
2400 - Accrued Expenses	
2420.01 - Accrued Membership Bucks Pay.	<u>6,695.00</u>
Total 2400 - Accrued Expenses	6,695.00
2601 - FSA Funds Held for Employees	<u>2,061.50</u>
Total Other Current Liabilities	<u>4,001,988.41</u>
Total Current Liabilities	<u>4,187,884.91</u>
Total Liabilities	4,187,884.91
Equity	
3001 - Opening Bal Equity	1,164,528.76
3900 - Retained Earnings	265,492.61
Net Income	<u>-374,131.46</u>
Total Equity	<u>1,055,889.91</u>
TOTAL LIABILITIES & EQUITY	<u><u>5,243,774.82</u></u>

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through August 2018

Ordinary Income/Expense	Jan - Aug 18	Budget	\$ Over Budget	% of Budget
Income				
4000 - Revenues				
4005 - Membership Dues				
4005.00 - Membership Dues	1,853,250.75	1,958,000.00	-104,749.25	94.65%
4005.01 - Promotion Discounts	-6,657.18	-8,000.00	1,342.82	83.22%
4005.96 - Club Race License	19,760.00	16,666.68	3,093.32	118.56%
4005.99 - Discounts (Staff Adjmts)	-8.00	-666.68	658.68	1.2%
Total 4005 - Membership Dues	1,866,345.57	1,966,000.00	-99,654.43	94.93%
4010.07 - First Class & Air Mail Revenue	2,751.27	3,333.32	-582.05	82.54%
4015.07 - Classified Advertising Revenue	10,420.00	8,000.00	2,420.00	130.25%
4020.07 - Commercial Advertising Revenue	465,045.56	466,766.68	-1,721.12	99.63%
4021.07 - Digital Roundel Advertising Rev	30,776.64	46,666.68	-15,890.04	65.95%
4022.07 - Web-site Advert. Revenue	14,545.00	13,333.32	1,211.68	109.09%
4025.07 - Reprints Revenue	1,708.00	2,060.00	-352.00	82.91%
4030.01 - Merchandise Sales				
4030.05 - Oktoberfest Logo Merch Revenue	2,176.00	6,666.68	-4,490.68	32.64%
4030.96 - Club Racing Merch Sales	2,304.35	3,333.32	-1,028.97	69.13%
4030.01 - Merchandise Sales - Other	74,976.27	93,333.32	-18,357.05	80.33%
Total 4030.01 - Merchandise Sales	79,456.62	103,333.32	-23,876.70	76.89%
4035 - Royalty Income				
4035.02 - Medjet Assistance Royalty	358.10	500.00	-141.90	71.62%
4035.03 - Lockton Risk Svcs, Inc Royalty	208.98	5,333.32	-5,124.34	3.92%
4035.05 - Allied Moving Benefits	70.00			
4036.01 - Bentley Books	11.99			
4038.96 - Club Race Logo Mdse.	30.39			
4035 - Royalty Income - Other	16,000.00			
Total 4035 - Royalty Income	16,679.46	5,833.32	10,846.14	285.93%
4040.08 - Net Raffle Income	-21.19	0.00	-21.19	100.0%
4045.01 - Registrations				
4045.05 - Oktoberfest Registration	243,488.75	250,000.00	-6,511.25	97.4%
4045.06 - Festorics Registration Income	60,056.45	55,720.10	4,336.35	107.78%
4045.07 - Legends of Autobahn Registration	30,321.70	12,277.50	18,044.20	246.97%
4045.96 - Club Racing Registration	0.00			
4045.01 - Registrations - Other	84,452.90	19,669.53	64,783.37	429.36%
Total 4045.01 - Registrations	418,319.80	337,667.13	80,652.67	123.89%
4050.01 - Sponsorship				
4050.05 - Oktoberfest Sponsorships	142,500.00	150,000.00	-7,500.00	95.0%

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through August 2018

	Jan - Aug 18	Budget	\$ Over Budget	% of Budget
4050.06 - Festorics Sponsorship	26,600.00	28,500.00	-1,900.00	93.33%
4050.07 - Legends Sponsorship	63,000.00	67,200.00	-4,200.00	93.75%
4050.96 - Club Racing Sponsorship	52,300.00	61,000.00	-8,700.00	85.74%
4050.01 - Sponsorship - Other	28,500.00	65,000.00	-36,500.00	43.85%
Total 4050.01 - Sponsorship	312,900.00	371,700.00	-58,800.00	84.18%
4055.01 - List Rentals	2,000.00	5,333.32	-3,333.32	37.5%
4076.01 - Other Event Revenues	1,000.00			
4090.01 - Other Revenues				
4092 - Administration Services Income	386,682.69	391,941.12	-5,258.43	98.66%
4090.01 - Other Revenues - Other	1,054.60	666.68	387.92	158.19%
Total 4090.01 - Other Revenues	387,737.29	392,607.80	-4,870.51	98.76%
4095 - SC Sales Tax Income	12.05			
4095.00 - SC Sales & Use Tax Discount	12.05			
Total 4095 - SC Sales Tax Income				
4099.01 - Default Income	353.60			
Total 4000 - Revenues	3,610,029.67	3,722,634.89	-112,605.22	96.98%
Total Income	3,610,029.67	3,722,634.89	-112,605.22	96.98%
Cost of Goods Sold				
5000.01 - Direct Costs				
5005.00 - Chapter Dues Rebates				
5005.01 - Chapter Dues Rebates Forfeited	-3,388.66			
5005.00 - Chapter Dues Rebates - Other	593,195.82	624,112.51	-30,916.69	95.05%
Total 5005.00 - Chapter Dues Rebates	589,807.16	624,112.51	-34,305.35	94.5%
5010.01 - Cost of Merchandise Sold				
5010.05 - Ofest Logo Cost of Goods Sold	1,862.66	3,333.32	-1,470.66	55.88%
5010.96 - Club Racing Cost of Goods Sold	197.68	1,666.68	-1,469.00	11.86%
5010.01 - Cost of Merchandise Sold - Other	43,768.48	46,666.68	-2,898.20	93.79%
Total 5010.01 - Cost of Merchandise Sold	45,828.82	51,666.68	-5,837.86	88.7%
5016.07 - Roundel Advertising Rep	95,031.09	100,119.49	-5,088.40	94.92%
5020.01 - Credit Card Fees	82,957.66	49,827.43	33,130.23	166.49%
5000.01 - Direct Costs - Other	0.00	14,209.55	-14,209.55	0.0%
Total 5000.01 - Direct Costs	813,624.73	839,935.66	-26,310.93	96.87%
Total COGS	813,624.73	839,935.66	-26,310.93	96.87%

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through August 2018

	Jan - Aug 18	Budget	\$ Over Budget	% of Budget
Gross Profit	2,796,404.94	2,882,699.23	-86,294.29	97.01%
Expense				
6005 · Salaries & Wages	709,253.96	728,643.37	-19,389.41	97.34%
6006 · Payroll Taxes	59,976.23	64,448.28	-4,472.05	93.06%
6007 · Employee Fringe Benefits	152,963.43	113,757.48	39,205.95	134.47%
6008 · 401(k) Match	31,095.74	26,113.32	4,982.42	119.08%
6010 · Outside Contractors				
6014.07 · Roundel Staff				
6011.07 · Roundel Editor-in-Chief	85,600.00	87,333.32	-1,733.32	98.02%
6013.07 · Roundel Design	68,653.82	76,960.00	-8,306.18	89.21%
Total 6014.07 · Roundel Staff	154,253.82	164,293.32	-10,039.50	93.89%
6015 · Writers	124,475.00	112,000.00	12,475.00	111.14%
6017 · Computer Services	124,678.48	150,259.36	-25,580.88	82.98%
6018.11 · Web Page Services	6,133.28	10,002.68	-3,869.40	61.32%
6021 · Design-Other	2,562.41			
6010 · Outside Contractors - Other	30,050.82	33,807.11	-3,756.29	88.89%
Total 6010 · Outside Contractors	442,153.81	470,362.47	-28,208.66	94.0%
6025 · Printing				
6025.98 · Elections Printing	13.49			
6025E · Electronic Roundel Publishing	8,192.00	8,192.00	0.00	100.0%
6025 · Printing - Other	464,901.11	497,147.12	-32,246.01	93.51%
Total 6025 · Printing	473,106.60	505,339.12	-32,232.52	93.62%
6026 · Postage				
6026.01 · Postage-General	-5,924.98	273,249.04	-279,174.02	-2.17%
6026.96 · Club Racing Postage	2,193.55	2,000.00	193.55	109.68%
6026 · Postage - Other	267,021.57			
Total 6026 · Postage	263,290.14	275,249.04	-11,958.90	95.66%
6030 · Telephone/Internet	19,646.80	18,805.76	841.04	104.47%
6035 · Utilities	3,514.06	4,053.12	-539.06	86.7%
6040 · Travel & Entertainment				
6040ME · Travel (Meals & Entertainment)	2,476.69	8,666.68	-6,189.99	28.58%
6041 · Meetings				
6041ME · Meetings (Meals & Ent.)	13,612.22	8,000.00	5,612.22	170.15%
6041 · Meetings - Other	43,749.32	46,666.68	-2,917.36	93.75%
Total 6041 · Meetings	57,361.54	54,666.68	2,694.86	104.93%

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through August 2018

	Jan - Aug 18	Budget	\$ Over Budget	% of Budget
6042.09 - Congresses				
6042.00 - Congresses Set-aside	156.70	0.00	156.70	100.0%
6042ME - Congress (Meals & Ent)	26,718.22	0.00	26,718.22	100.0%
6042.09 - Congresses - Other	66,490.34			
Total 6042.09 - Congresses	93,365.26	0.00	93,365.26	100.0%
6043.01 - RVP Travel				
6043ME - RVP Travel (Meals & Ent.)	270.87	400.00	-129.13	67.72%
6043.01 - RVP Travel - Other	4,089.37	9,600.00	-5,510.63	42.6%
Total 6043.01 - RVP Travel	4,360.24	10,000.00	-5,639.76	43.6%
6046.01 - Employee/Member Goodwill				
6046.02 - Employee Clothing Allowance	155.86			
6046ME - Empl/MBR Goodwill (Meals & Ent)	5,612.74	666.68	4,946.06	841.89%
6046.01 - Employee/Member Goodwill - Other	22,922.28	15,333.32	7,588.96	149.49%
Total 6046.01 - Employee/Member Goodwill	28,690.88	16,000.00	12,690.88	179.32%
6048.00 - Chapter Goodwill	10,650.40	6,666.68	3,983.72	159.76%
6049.96 - Tech Steward				
6049ME - Tech Steward (Meals & Ent.)	193.81	1,666.68	-1,472.87	11.63%
6049.96 - Tech Steward - Other	3,663.23	5,000.00	-1,336.77	73.27%
Total 6049.96 - Tech Steward	3,857.04	6,666.68	-2,809.64	57.86%
6052.96 - T&S Steward				
6052ME - T&S Steward (Meals & Ent.)	39.38	1,666.68	-1,627.30	2.36%
6052.96 - T&S Steward - Other	4,835.29	5,000.00	-164.71	96.71%
Total 6052.96 - T&S Steward	4,874.67	6,666.68	-1,792.01	73.12%
6053.96 - Race Chairman	0.00	3,333.32	-3,333.32	0.0%
6057.96 - Comp Steward				
6057ME - Comp Steward (Meals & Ent.)	104.77	1,666.68	-1,561.91	6.29%
6057.96 - Comp Steward - Other	4,826.35	5,000.00	-173.65	96.53%
Total 6057.96 - Comp Steward	4,931.12	6,666.68	-1,735.56	73.97%
6061.96 - CR Instructor	725.30	3,333.32	-2,608.02	21.76%
6061ME - CR Instructor Meals	36.03			
6040 - Travel & Entertainment - Other	33,369.95	30,000.00	3,369.95	111.23%
Total 6040 - Travel & Entertainment	244,699.12	152,666.72	92,032.40	160.28%
6050 - Office Supplies and Expenses	35,594.06	21,946.72	13,647.34	162.18%
6051 - Printed Business Supplies	515.47			

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through August 2018

	Jan - Aug 18	Budget	\$ Over Budget	% of Budget
6055 - Insurance				
6055.01 - Insurance Chapter Checks	-153,898.03	-126,666.68	-27,231.35	121.5%
6055.02 - Chapter D&O Ins Payments	-0.01	-9,333.32	9,333.31	0.0%
6055.00 - Insurance Rebates	19,980.00	17,333.32	2,646.68	115.27%
6055 - Insurance - Other	103,464.12	118,666.68	-15,202.56	87.19%
Total 6055 - Insurance	-30,453.92	0.00	-30,453.92	100.0%
6059 - Marketing				
6059E - Marketing Events	15,802.02	14,000.00	1,802.02	112.87%
6059ME - Marketing Meals	2,315.30	666.68	1,648.62	347.29%
6059 - Marketing - Other	34,577.50	28,666.68	5,910.82	120.62%
Total 6059 - Marketing	52,694.82	43,333.36	9,361.46	121.6%
6060 - Computer Software				
6065 - Training & Education	17,976.54	11,306.68	6,669.86	158.99%
6065ME - Training & Education Meals	405.31	666.68	-261.37	60.8%
6065 - Training & Education - Other	10,766.79	26,000.00	-15,233.21	41.41%
Total 6065 - Training & Education	11,172.10	26,666.68	-15,494.58	41.9%
6070 - Dues & Subscriptions	689.00	1,333.32	-644.32	51.68%
6075 - Legal Expenses	21,050.54	13,333.32	7,717.22	157.88%
6076.01 - Accounting Expenses	1,822.57	4,858.19	-3,035.62	37.52%
6080 - Service Contracts	0.00	240.00	-240.00	0.0%
6085 - Occupancy Expenses				
6086 - Real Estate Taxes	0.00	8,591.92	-8,591.92	0.0%
6087 - Building Regime Expenses	5,604.00	4,981.32	622.68	112.5%
6085 - Occupancy Expenses - Other	4,455.00	4,400.00	55.00	101.25%
Total 6085 - Occupancy Expenses	10,059.00	17,973.24	-7,914.24	55.97%
6090.01 - Bank Charges	1,352.17	1,666.68	-314.51	81.13%
6095 - Equipment Leases	9,542.07	12,000.00	-2,457.93	79.52%
6100.01 - RVP Discretionary Funds	1,000.00	6,666.68	-5,666.68	15.0%
6105 - Event Expense				
6105.05 - Event Expense O'Fest	244,680.16	350,000.00	-105,319.84	69.91%
6105.06 - Festorics Event Expense	60,139.42	84,220.10	-24,080.68	71.41%
6105.10 - Festorics Volunteer Event Exp	1,102.75			
6105ME - Event Expense Meals	21,115.27	54,477.50	-33,362.23	38.76%
6106.06 - Legends of the Auto. Event Exp.				
6106.10 - Leg of Auto Volunteer Evt Exp	2,488.00			
6106.06 - Legends of the Auto. Event Exp. - Other	69,168.82	5,000.00	64,168.82	1,383.38%
Total 6106.06 - Legends of the Auto. Event Exp.	71,656.82	5,000.00	66,656.82	1,433.14%

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through August 2018

	Jan - Aug 18	Budget	\$ Over Budget	% of Budget
6106ME - Event Exp-Leg of Autobahn Meals	0.00	20,000.00	-20,000.00	0.0%
6105 - Event Expense - Other	116,767.46	37,666.68	79,100.78	310.0%
Total 6105 - Event Expense	515,461.88	551,364.28	-35,902.40	93.49%
6110 - Awards				
6110.96 - CR Trophies	3,923.58	2,666.68	1,256.90	147.13%
6115.96 - CR Sunoco Fuel Certs	1,000.00			
6110 - Awards - Other	5,551.40	5,000.00	551.40	111.03%
Total 6110 - Awards	10,474.98	7,666.68	2,808.30	136.63%
6205 - Other Expenses	22,123.36	12,666.68	9,456.68	174.66%
6500 - Chapter Incentives & Rebates				
6515.00 - Dealer Drive Program	0.00	666.68	-666.68	0.0%
6500 - Chapter Incentives & Rebates - Other	0.00	666.68	-666.68	0.0%
Total 6500 - Chapter Incentives & Rebates	0.00	1,333.36	-1,333.36	0.0%
6700 - Charitable Contributions				
6700.00 - Charitable Contr Set-aside	71,653.08	30,000.00	41,653.08	238.84%
6701 - Charitable Contrib-Foundation	0.00	20,000.00	-20,000.00	0.0%
6702 - Foundation Contribution in kind	9,432.00			
Total 6700 - Charitable Contributions	81,085.08	50,000.00	31,085.08	162.17%
6805 - Depreciation Expense	22,329.61	69,972.21	-47,642.60	31.91%
Total Expense	3,184,189.22	3,213,766.76	-29,577.54	99.08%
Net Ordinary Income	-387,784.28	-331,067.53	-56,716.75	117.13%
Other Income/Expense				
Other Income				
7000 - Other Income				
7005 - Interest Income	31,811.73	40,000.00	-8,188.27	79.53%
7010 - Dividend Income	1,638.16	1,333.32	304.84	122.86%
7030 - Unrealized Gain on Investment	-3,986.74			
Total 7000 - Other Income	29,463.15	41,333.32	-11,870.17	71.28%
Total Other Income	29,463.15	41,333.32	-11,870.17	71.28%
Other Expense				
8000 - Other Expense				
8050 - Federal Income Taxes	9,000.00	5,333.32	3,666.68	168.75%
8060 - State Income Taxes	2,070.00	1,666.68	403.32	124.2%

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through August 2018

	Jan - Aug 18	Budget	\$ Over Budget	% of Budget
8070 - Licenses and Fees	1,940.33	4,666.68	-2,726.35	41.58%
8000 - Other Expense - Other	2,800.00			
Total 8000 - Other Expense	15,810.33	11,666.68	4,143.65	135.52%
Total Other Expense	15,810.33	11,666.68	4,143.65	135.52%
Net Other Income	13,652.82	29,666.64	-16,013.82	46.02%
Net Income	-374,131.46	-301,400.89	-72,730.57	124.13%



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

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

Date: September 10, 2018

Subject: Secretary Pre-Meeting Report

Past Travel & Expenses:

- April Board Meeting and Annual Meeting, Greenville, SC
April 19-22, 2018 - \$695.50 (Flight)
- Operation Manual Meeting, Cincinnati, OH
May 1- 3, 2018 - \$443.40 (Flight)
- South Central Regional Meeting, Dallas, TX
May 18 - 20, 2018 - \$485.40 (Flight)
- South Atlantic Regional Meeting, Atlanta, GA
June 1 -3, 2018 - \$435.40 (Flight)
- Pacific Regional Meeting, Los Angeles, CA
June 8 -10, 2018 - \$321.40 (Flight)
- Oktoberfest and PVGGP, Pittsburgh, PA
July 7-16, 2018 - \$566.00 (Flight)
- North Atlantic Regional Meeting, Hartford, CT
August 3-5, 2018 - \$747.60 (Flight)

Planned Travel:

- North Central Regional Meeting & Board Meeting, French Lick, IN
September 28-October 1, 2018 - \$508.90 (Flight)
- Board Meeting & DEC Congress, Dallas, TX
November 1-4, 2018

Drafts & Finalize Board Minutes:

April 21, 2018 Board Meeting & Annual Meeting Minutes
May 9, 2018 Conference Call Minutes
June 14, 2018 Conference Call Minutes
July 23, 2018 Conference Call Minutes
August 15, 2018 Conference Call Minutes

Operations Manual Rewrite
Chapter Corporate Status 3rd Qtr. 2018

Discussion Topics:

Regional Meeting Minutes
Election Vetting Committee
Term limits

Respectfully submitted

Darlene Doran

Official BMW Club

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

Date: Sept 4, 2018

Subject: North Atlantic RVP Pre-Meeting Report
Q3 BOD Meeting French Lick, IN Sept 28-Oct 1 2018



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

Travel & Expenses:

- Greenville BOD meeting Apr 19-22 2018 \$522 (flight and working lunch)
- Cincinnati OPS re-write meeting 1-3 May 2018 \$497 (flight only)
- South Atlantic Regional meeting Atlanta June 1-3 \$314 (flight only)
- Ofest/PVGP Pittsburgh July 7-15 2018 \$476 (Mileage, tolls, food)
- Lime Rock BMW CCA Days July 21-22 2018 \$465 (Mileage only)
- North Atlantic Regional Meeting Aug 3-5 2018 \$414 (flight and food)
- Tedfest and Trillium meet n greet Mississauga, Canada Aug 16-21 2018 \$926 (Mileage and Hotel only)
- OFAST Stowe, VT Sept 6-8 2018

Planned Travel:

- Q3 BOD/North Central Regional Meeting French Lick Sept 27-30 2018
- Q4 BOD/DEC Meetings Dallas Nov 1-3 2018

RVP Discretionary Funds:

- NONE

Newsletter Delinquencies:

- NONE

Chapter on Probation:

- NONE

Relevant Notes:

Phone conference with North Atlantic Region Chapters Aug 13, 2018 Discussions about the North Atlantic Regional Meeting in Hartford including; Updated news on the new rebate program with NA. Branding at events, Regional Newsletter, Ofest 2019, Per member insurance.

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.

Assisted several chapters with finding 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.

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

Assisted Tim Beechuk and Darlene Doran with the OPS manual clean-up session two.

Planned and attended Lime Rock Park BMW CCA Days Hospitality July 2018

Discussion Topics:

Celebration of CCA 50 years in New England area 2019?

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 September 2018 Pre-meeting Report

Travel:

Completed Travel:

Board mtg. – Greenville, SC – 4/20-22/18	\$309.01
Ops Manual rework – Cincinnati, OH – 5/2/18	\$0
Buckeye MidOhio Corral –Lexington, OH – 5/5-6/18	
Vintage – Hot Springs, NC – 5/18-20/18	\$73.28
South Atl. Regional – Atlanta, GA – 6/2/18	\$64.21
Michiana Tour – Grand Rapids, MI – 6/16/18	\$143.87
O’Fest/PVGP – Pittsburgh, PA -- 7/8-15/18	\$551.85
NA Regional mtg. Concord, CT – 8/4/18	
Legends/Festorics – Monterey, CA – 8/17-19/18	

Planned Travel:

NC Regional mtg. – French Lick, IN – 9/29/18
Board mtg. – French Lick, IN – 9/30/18
Board mtg. – Dallas, TX – 11/2/18
DEC Congress – Dallas, TX – 11/3/18

Other:

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

Regional Events:

Regional Chapter Presidents’ conference call: 1/11/18

Respectfully,
Tim Beechuk



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

Jeff Cowan
Pacific Region VP
17507 Skyline Blvd
Woodside, CA 94062
650.283.4938
pacificrvp@bmwcca.org

Date: September 12, 2018

Subject: Pacific Region 3rd Quarter Pre-Meeting Report, 2018

Travel Completed:

- Board meeting Greenville, April 21-22, Flight: \$592
- Pacific Region Conference, Los Angeles, June 8-10, Flight: \$175
- Puget Sound E30 Picnic, June 22-24, Flight: \$322
- Oregon Chapter Mary Hill Loops, August 10-12, Flight: \$301

Planned Travel:

- Pazifik Eskapade, September 21-23, Flight/Car: \$448, Hotel: \$170
- Board meeting, French Lick, Indiana, September 28-30, Flight: \$398
- Roadrunner Chapter, Phoenix, Oct 20-21, \$TBD

Discretionary Funds Requested/Dispersed:

- \$500 to Pazifik Eskapade

Regional Calls Completed/Upcoming:

- Completed: April 25, July 25
- Upcoming: October 10

Chapter Compliance Issues:

- Newsletters: We are giving all chapters a pass while working toward the Regional Newsletter
- Websites offline: Hawaii (they are getting a quote from a developer)
- Website outdated since 2016: Sacramento (they have started but need help with WP dev)
- Recently launched/updated: Los Angeles (congrats to this team and the tech committee!)

Other Updates or New Business:

- Mini committee – Can anyone else ‘drive’ this forward?
- Pacific Region Newsletter progressing forward with Tyler’s help
- Pursuing Adam Tharp, President of Roadrunner Chapter as RVP assistant
- Let’s discuss chapter communications minimum standards
- Former Membership Chair of Roadrunner Chapter, Joe Dawson accused of using CCA membership lists for marketing a new BMW social group he created, Frank is looking into it.



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

Date: Sept. 6, 2018

Subject: South Central RVP Pre-Meeting Report
Q3 National Board Meeting, French Lick, IN Sept 28-Oct 1 2018

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

Travel & Expenses:

- BOD Meeting in Greenville, SC on April 19-22, 2018 - \$611.00 (flight only)
- South Central Regional Meeting in Dallas, TX, May 18-20, 2018- \$492.60 (flight only)
- Regional Event Flat Out Classic, Topeka, KS on May 31-June 3. - \$293.52 (lodging only)
- O'Fest/PVGP, Pittsburgh, PA, July 7-16, 2018 – \$452.00 (Mileage only)

Planned Travel:

- Q3 National Board Meeting, French Lick, IN Sept 28 – Oct 1, 2018
- SC Regional Event- No Excuses Driving School/Club Race, Tulsa, OK – Oct 12-14, 2018
- Q4 BOD/DEC meetings in Dallas, Nov 1-3, 2018

RVP Discretionary Funds:

- \$500 - "Flat Out Classic" Regional DE in support of the Great Plains, Kansas City, Lone Star and Sunbelt chapters.
- Proposing at Q3 BOD meeting \$500 for "No-Excuses" Regional DE/Club Race.

Newsletter Delinquencies:

- NONE

Chapter on Probation:

- NONE

Relevant Notes:

- Continued working with Terry Sayther and the National Office planning and executing 2002 specific events at O'Fest 2018.
- Ongoing conversations with several chapters concerning Regional Newsletter concerns/plans.
- August 15, 2018 BOD conference call.
- Serving as Board Liaison with BMW CCA Foundation on upcoming 50th celebration display "Passion". Attend weekly conference calls; perform research and data mining tasks. Provide feedback to National Board.
- Assisted Chapters in ordering BMW CCA branding packages with assigned vendor. Chapters slow to buy-in.

Discussion Topics:

Regional Newsletters
Corporate branding
Combining Chapter resources

Respectfully submitted,
Jeff Gomon



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

Date: September 7, 2018

Subject: South Atlantic RVP Pre-Meeting Report
Q3 BOD Meeting, French Lick, IN - Sept 28-Oct 1 2018

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

Travel & Expenses:

Michelin Skid Pad event – Regional Skid Pad training – April 14 - \$0
BOD Meeting in Greenville, SC on April 19-22, 2018 - \$0.00
Met NCC Chapter for Dinner during Club Day @ Performance Center -May 5- \$0
The Vintage – Asheville / Hot Springs, NC – May 19 - \$0
South Atlantic Regional meeting – Atlanta, June 1-3 - \$183.12 – Mileage
Met Tidewater Chapter for Club Day at Performance Center – June 9 - \$0
O’Fest/PVGP, Pittsburgh, PA, July 10-16, 2018 - \$583.15 – Mileage
VIR – Tarheel Corral – August 16-19, 2018 - \$0.00
Sandlapper BOD meeting – August 25, 2018 - \$0.00
Met Florida Suncoast Chapter for Dinner – Spartanburg, SC- 9/6 - \$0

Planned Travel:

Q3 National BOD Meeting, French Lick, IN Sept 28 – Oct 1, 2018 \$364.60
Road Atlanta – Petit Le Mans – Peachtree Chapter Corral – Oct 10 – 14 - \$0
Meet with Tarheel Chapter during Club Day @ Performance Center – Oct 20 - \$0
DEC Conference – Dallas – November 1 – 5, 2018

RVP Discretionary Funds:

- \$500 to NCC and Tarheel to help cover VIR Corral Expenses
- Committed \$500 to Peachtree to help cover Petit Le Mans Corral Expenses

Newsletter Delinquencies: Working with the chapters on these.

Relevant Notes:

- Regional Conference Call – April 25th
- Planning Next Conference Call after French Lick BOD meeting
- Emailed chapter reminder for events to Regional Calendar, Newsletter delinquencies, submissions for Recognition Committee

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: Sept 24, 2018 Greenville, SC

DATABASE/WEBSITE/OPERATIONS

It looks like our much-awaited database is about ready to go live. Please see report of the Director of IT.

As we prepare for our last regional meeting I am pleased to say that our first regionalized newsletter is underway. It will cover the Pacific Region and we look forward to seeing it in final form soon. The end result of the regionalized meetings is much as we expected. While in many respects we have adopted technology in ways to reduce the work load on our volunteers, we have been unable to overcome the ever-dwindling numbers of hands available to do the necessary work. Recruitment efforts are not keeping up with our historical efforts. The types of events we offer are not necessarily what today's BMW customer is seeking. The good news is that for the most part our volunteers recognize and have identified many of the same problems. It is now the responsibility of leadership to determine a way forward by prioritizing efforts and resources.

My firm request is that we come prepared to the Dallas meeting ready to discuss and create a new five-year plan.

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 first quarter 2019
8. Enactment no later than second quarter of 2019

BMW CCA Media

Recent conversations with BMW NA have highlighted the need to accelerate our way into expanded media platforms. Unless, we can expand beyond our 70,000-person strong readership of Roundel we will soon be irrelevant in the modern media market. Our electronic presence must expand and do so quickly.

OPERATIONS

RAFFLE

As of today, we have reached our 7th car.

OKTOBERFEST 2018

Our numbers were nearly equal to Monterey 2016 and the Centennial Celebration. It was a wonderful recovery from 2017. Unfortunately, we had another poor showing during the HPDE portion of the event. With only two days of driving schools we averaged about 55% capacity both days. Those number reinforce our decision to only have a two-day school. Overall attendance neared 1400 people and 750 BMW's in Schenely Park. The BMW donation to the PVGP Charities will total just over \$100K.

OKTOBERFEST 2019

Plans are well underway for 2019. Ofest will begin Tuesday following Petit Le Mans. A block of rooms has been reserved at Lake Lanier for the race. The host hotel in Greenville will be the Hyatt downtown. Peachtree Chapter is considering a three-day HPDE and Club Race. They have asked if the Club is interested in sponsoring a fourth day. (Thursday)

International Council Meeting 2018 and 2019

Steve and I will attend this year's meeting in Munich. In 2019 we will host the Council Meeting in California.

OKTOBERFEST 2020

REGIONAL EVENTS

AFFINITY/MEMBER BENEFIT PROGRAMS

NOMINATION FOR "FRIEND OF THE MARQUE"

To be discussed.

HPDE INSURANCE 2018

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

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

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	-	

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

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

		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 August 31, 2018:

Membership Term	Primary Members	Associate Members	Total
1 Year	35,008	4,033	39,041
2 Years	8,236	1,104	9,340
3 Years	11,141	1,703	12,844
4 Years	401	71	472
5 Years	2,735	476	3,211
Lifetime	910	219	1,129
	58,431	7,606	66,037

Member Source as of 09-20-2018

Source	Total	Current	Lapsed	2014	2015	2016	2017	2018
Dealership	1,007	294	713	120	106	167	55	103
Email	141	30	111	14	59	14	0	2
FAX	25	14	11	0	10	9	4	1
Gift	2,176	741	1,435	363	394	285	296	149
Mail	799	313	486	27	512	148	19	5
Phone	516	167	349	98	175	73	8	5
Renewal	19	9	10	0	6	12	0	0
Street Survival	7,796	1,208	6,588	1,419	1,037	1,277	1,071	516
Trillium Chapter	196	195	1	0	0	0	0	196
Walkin	171	39	132	42	45	2	13	0
Web-Bimmer Magazine	2,227	980	1,247	275	278	279	276	131
Web-bimmerlife.co	57	42	15	0	0	7	21	29
Web-BMW CCA Website	7,565	3,154	4,411	937	976	1,024	833	689

Web-BMW Center	4,646	1,954	2,692	753	631	959	512	497
Web-BMW Performance Center	1,691	854	837	261	318	313	308	239
Web-BMWBlog.com	450	258	192	44	94	108	58	99
Web-BMWCAR Mag UK by Unity Media	40	16	24	2	1	0	1	0
Web-Car and Driver Magazine	606	288	318	80	64	78	77	68
Web-Classic MotorSports	73	36	37	15	13	10	9	15
Web-CPO Sample Roundel	200	85	115	76	15	9	10	7
Web-Facebook	873	450	423	105	178	166	197	164
Web-GrassRoots Magazine	270	131	139	34	48	43	42	24
Web-Independent Shop/Dealer	1,557	643	914	231	221	304	188	168
Web-Link from Another Website	2,025	863	1,162	273	294	272	235	227
Web-National Aftersales Conference	8	4	4	2	2	2	0	1
Web-Performance BMW Mag UK Unity	12	4	8	1	1	1	0	3
Web-Radio Ad	15	4	11	1	2	4	2	1
Web-Referred by BMW CCA Member	7,044	3,332	3,712	1,234	1,269	1,253	1,041	846
Web-Search Engine	2,874	1,311	1,563	399	479	449	432	413
Web-Sports Car Market Magazine	126	64	62	14	13	12	10	14
Web-Television Ad	13	4	9	3	2	1	1	0
Web-Ultimate Benefits Program	9	9	0	0	0	0	0	9
Web-Word of Mouth	19,624	7,785	11,839	2,225	2,360	2,497	1,921	1721
Totals	64,852	25,281	39,571	9,048	9,603	9,778	7,640	6342

01/01-09/18/2018

Since the start of the year 290 members have opted for a 3 or 4-year membership (M Color Badge) and 140 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.

June 2018 Lapsed Membership Offer TRIBUTE18 pulled back 184 members September 2018 Lapsed Membership Offer COASTERS18 pulled back 81 members

Source	Member Count
Bimmer Magazine	1003
bimmerlife.co	42
BMW CCA Website	3195
BMW Center	1968
BMW Performance Center	856
BMWBlog.com	262

BMWCar Mag UK by Unity Media	16
Car and Driver Magazine	291
Classic MotorSports	37
CPO Sample Roundel	86
Facebook	452
GrassRoots Magazine	130
Independent Shop/Dealer	646
Link from Another Website	865
National Aftersales Conference	4
Performance BMW Mag UK Unity	4
Radio Ad	6
Referred by BMW CCA Member	3370
Search Engine	1319
Sports Car Market Magazine	65
Television Ad	4
Ultimate Benefits Program	9
Word of Mouth	7838

To the BMWCCA Board of Directors,

I write you today to request reinstatement to the BMWCCA following my 1-year suspension from the club due to events that transpired in early 2017. I feel no need to revisit or re-hash the past at this time and feel it better to focus on the club as a whole and the great benefits it provides to all its members, especially in San Diego.

My intent as a returning member is simple. To participate in any/all BMWCCA events that many of my friends attend on a monthly basis. I have no desire or intention to become a member of the local board at any time in the future. Touching on that, I was very hesitant to join the Board in the first place as I felt it was a conflict of interests as an advertiser and shop owner. However, after repeated requests from several other board members, I agreed to join the board to help with various issues that needed attention.

As much as I am able, I will continue to volunteer within the San Diego BMWCCA and look forward to becoming a member in the future and continue to advertise with the BMWCCA and sponsor the many great events that they host.

Should you have any questions or concerns regarding my reinstatement into the club, please do not hesitate to reach out to me at any time.

Take Care.

Chris Keefer

cwkeefe@gmail.com

858-717-0483

858-455-5836



May 28, 2018

Kelsey Hill
11372 SW 30th Avenue
Gainesville, FL 32608-0025

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

Dear Ms. Hill,

You are hear-by expelled from the BMW Car Club of America for libelous accusations, made by you against the Board and Staff of the Club in violation of 2.10.1 of the BMW Car Club of America Operations Manual.

Specifically, your accusations of ageism, sexism and racism made by e-mail on May 27, 2018, 10:07 am EDT. You may appeal this decision made by the BMW CCA Board of Directors at the next regularly scheduled board meeting in French Lick, IN on Sunday, September 30, 2018.

2.10.1 BMW CCA Members Standards of Conduct

The mission of the BMW CCA, is to enhance the BMW experience for our members by providing services, support, information and activities that promote camaraderie and encourage social awareness and responsibility.

The BMW CCA is an organization that welcomes everyone, whatever his or her age, background or car model. Discrimination based upon race, color, national origin, sex, marital status or sexual orientation, age, disability, religious beliefs, veteran status, genetic information, or any other lawfully protected category by any member or chapter of the BMW Car Club of America is prohibited. With a large membership, it is appropriate to establish basic standards of conduct that govern our interactions with each other. Therefore, the following Standards of Conduct have been established. Changes shall require a majority vote of the Board of Directors.

Simply put—treat others with the respect and consideration with which you would like to be treated. All members will treat each other with common courtesy. Personal confrontation, conflict and verbal, visual or physical abuse will not be tolerated. Personal criticism or defamation of one individual by another will not be tolerated.

Personal responsibilities include:

Complying with all Club policies, rules, bylaws and minimum standards. Maintaining appropriate behavior. Not assisting others who are attempting to knowingly violate any policy, rule, bylaw or minimum standard, or are attempting to commit an unethical act.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank C. Patek, II".

Frank C. Patek, II
Executive Director
BMW Car Club of America



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

9/25/2018

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

DEC Regional Representatives

Pacific and North Atlantic due for appointments?

Chapter Conferences

After reading Eddy's pre-meeting report, chapters prefer a smaller group format. In past conferences regional breakouts were held on Sunday for a few hours. And not always well attended because of early travel plans. Perhaps move regional and specific topic breakouts to Saturday after lunch? Wrap up Sunday with a general session meeting?

Oktoberfest

I've said it before and will say it again. No reason to name Palm Springs the 51st Oktoberfest There is no longer the support from chapters to support events that are associated with Oktoberfest. ***Make the break!*** CCA Getaway, CCA Reunion, CCA Connect, anything but Oktoberfest.

Legends of The Autobahn

Online registration has been improving year after year since moving to event. This year MBCA and ACNA were incorporated into one registration with BMW CCA and went remarkable well for their first year. Having all registration data in one place simplified reporting and accounting. Accepting walkups worked well for the ones that stopped for me at the entrance. Cars and fees were accounted for each respective club. Printed name badges for all participants. We moved away from meal tickets to QR codes. I thought this worked well except that the outside lunch was completely open. People entered from the side and it was not clear to people who purchased lunch from the club where to get their lunch. They need food trucks <insert a Taste of Monterey here> if spectators are expected to come back each year.

Use of discount codes continue to be an issue. What would help is if each volunteer registered separately and there was one discount code for judge and all others.

Next year the deadline for pre-registration should be a week earlier for those last minute registrations who would wait to the following week anyway. ACNA is in agreement. More than ½ of the total attendance (Legends and Festorics) register 1 month prior to the event. The largest week is that final week. We will still continue with our regular cutoff of the Sunday before we need to mail registration packages and continue to mail out registrations as necessary. Three tier registration fee works well. Overall combined participation (Legends and Festorics) was the slightly higher than 2017.

Newsletter Status

North Atlantic	Last Issue	Days
Allegheny	9/24/2018	1
Boston	5/17/2018	131
CT Valley	7/25/2018	63
Delaware Valley	6/28/2018	83
Genesee	9/25/2018	0
Green Mountain	7/21/2018	66
Mountain State	4/19/2018	159
New Jersey	8/31/2018	25
New York	6/23/2018	94
Nittany Bimmers	8/4/2018	52
Patroon	6/26/2018	91
Pinetree	7/21/2018	65
Pocono Mountain	7/4/2018	83
Trillium	6/26/2018	91
White Mountain	7/21/2018	66
today	9/25/2018	

North Central	Last Issue	Days
Badger Bimmers	7/16/2018	71
Bluegrass	10/17/2017	343
Buckeye	8/30/2018	26
Hoosier	8/28/2018	28
Illini	9/20/2018	5
Iowa	8/28/2018	28
Michiana	7/21/2018	66
Motor City	9/11/2018	14
North Star	8/1/2018	55
Northern Ohio	9/11/2018	14
Old Hickory	7/11/2018	76
River City	5/4/2018	144
St. Louis	7/26/2018	61
Windy City	8/29/2018	27
today	9/25/2018	

Pacific	Last Issue	Days
Central CA	4/20/2018	159
Golden Gate	2/18/2018	219
Hawaii	7/16/2018	71
Inland Empire	1/22/2018	246
Los Angeles	4/19/2018	159
Oregon	3/12/2018	197
Puget Sound	9/25/2018	0
-	-	-
Roadrunner	8/1/2018	55
Sacramento	5/23/2018	125
San Diego	9/14/2018	11
Sierra	8/4/2018	52
Sin City	4/30/2018	148
Sonora	3/23/2018	186
today	9/25/2018	

South Atlantic	Last Issue	Days
Bayou	9/22/2018	3
Blue Ridge	6/5/2018	112
Choo-Choo	3/8/2018	201
Everglades	9/5/2018	20
First Coast	4/14/2018	164
Gulf Coast	9/25/2018	0
Heart of Dixie	7/2/2018	85
National Capital	9/1/2018	24
Peachtree	7/11/2018	76
Puerto Rico	4/2/2018	176
Sandlapper	7/6/2018	81
Smoky Mtn	5/20/2018	128
Suncoast	8/7/2018	49
Sunshine	7/16/2018	71
Tarheel	9/4/2018	21
Tidewater	9/19/2018	6
today	9/25/2018	

South Central	Last Issue	Days
Houston	9/18/2018	8
Kansas City	7/31/2018	56
Lone Star	7/2/2018	85
Great Plains	8/29/2018	27
New Mexico	7/5/2018	82
Rocky Mountain	7/30/2018	57
Sunbelt	4/26/2018	152
Tejas	9/14/2018	11
Wasatch	9/17/2018	8
today	9/25/2018	

Non-Geo	Last Issue	Days
E31	7/26/2018	62
E30	6/22/2018	96
today	9/25/2018	

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

I am very excited and optimistic about the 2019 calendar year with the 50th anniversary celebration kicking off. There is a lot of interest from current and potential sponsors who want to be part of next year's O'Fest and create special promotions around the anniversary. Not only is it a special year, but the location is a big draw, too, with plans to use the Performance Center, BMW Plant Spartanburg, Michelin's Headquarters, and the new national office campus. This will be an unforgettable year and it will be exciting to see members make the journey back "Home" to the Greenville/Spartanburg area from all over the country and the world to mark the occasion.

Even though we are already looking ahead, I also want to recap the list of amazing sponsors for each of our national events in 2018. Our sponsors lend incredible support in the form of financial support, interactive displays, exciting contests, exclusive event swag, and onsite product experts.

49th Annual BMW CCA Oktoberfest Presented By Michelin

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
Coco Mats 2002 Corral
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

Michelin
Shell V-Power NiTRO+ Premium Gasoline

BMW NA
BMW Classic
Griot's Garage
XPEL
Hagerty
Bring A Trailer
La Jolla Independent
Sports Car Market
Vintage Autobahn
Camisasca Automotive Manufacturing
Tito's Vodka
Templeton Rye
Young's Market Company

Trophy Sponsors

BMW CCA Central California Chapter
Best BMW - The Werk Shop
People's Choice - BMW CCA Golden Gate Chapter
Super Clean Class - BMW CCA San Diego Chapter
Clean Class - BMW CCA Los Angeles Chapter
Concours Class - Ireland Engineering
2002 Class - 2002AD
Coupe Class - La Jolla Independent
M Class - Bill Arnold Independent BMW Repair
Vintage Class - SoCal Vintage BMW
Preservation Class - BMW CCA Los Angeles Chapter
Tuner Class - Garage Welt - AN&D Studios

Festorics Corral And Hospitality Presented By Michelin

Michelin presenting sponsor
BMW NA
BMW Performance Driving School
Cool Carbon
Blue Moon Brewing

Media Coverage From Legends of the Autobahn

Each year, we get more and more requests for media credentials at Legends. It is clear that Legends of the Autobahn has become a highlight and one of the must-see events for Monterey Car Week attendees. This prominence in the Monterey Car Week is thanks in part to our friends in the media. Countless news outlets cover the event and flag it beforehand as one of the can't miss events in their coverage leading up to the week. Plus, Michelin also brings additional media attention and world-wide exposure to the event with livestreaming from Car Throttle.

According to representatives from Car Throttle, the livestream for Legends reached over 2 million people and received 659,000 video views. The Legends livestream performed the best out of the three events they covered over the weekend. Below is just a sampling of the coverage.

Car Throttle Livestream:

<https://www.facebook.com/carthrottle/videos/307269753157158/>

BMWBlog Coverage:

<https://www.bmwblog.com/2018/08/31/pebble-beach-2018-legends-of-the-autobahn/>

<https://www.bmwblog.com/2018/08/29/the-2018-michelin-choice-award-goes-to-the-bmw-alpina-z1/>

Automobile Magazine:

<https://www.automobilemag.com/news/2018-monterey-car-week/>

The Californian:

<https://www.thecalifornian.com/story/news/2018/08/23/monterey-car-week-sometimes-best-car-shows-free/1068507002/>

Modern Tire Dealer:

<https://www.moderntiredealer.com/news/730985/michelin-blends-art-with-race-tire-technology>

Speed Hunters:

http://www.speedhunters.com/2018/09/german-saturday-legends-autobahn/2018-sh-legends-of-the-autobahn-trevor-ryan_002/

Hagerty:

<https://www.hagerty.com/articles-videos/articles/2018/08/27/2018-legends-of-the-autobahn>

Planning For The 50th Anniversary Year

As you might imagine, we will go all out for the 50th anniversary with a special logo, full line of merchandise, exciting promotions, some very special raffle cars, and, of course, incredible events to celebrate. The very first piece of 50th anniversary merchandise has already been released as you will see further into my report. We are also in the process of finalizing our 50th anniversary logo selection. Once complete, you will see us roll out new shirts, hats, mugs, grille badges, etc in time for the holiday shopping season. We are also designing a special 50th anniversary ornament that will be used for this year's holiday gift membership promotion. New merchandise will continue to be released into next year, which we anticipate will be a significant source of revenue in 2019.

In addition to developing new merchandise, we will be rebranding the O'Fest website and launching registration in early 2019. We are working with Scott Sturdy now on the new poster artwork that will feature the Zentrum and some of the most significant cars in club history. This year's O'Fest poster may also expand into a series of collectable posters.

Car Of Your Dreams Raffle 2018

This year we have introduced more flash drawing prizes and special incentives than ever before to stimulate raffle ticket sales. One of the most recent of those promotions was the 50th anniversary coffee mug offer. We came up with the idea after the first coffee mug we made with a unique vector illustration celebrating the 2002 flew off the shelves and sold out in record time. Based on that, we decided to proceed with a series of mugs with the second being the anniversary mug offered exclusively through raffle. This mug celebrates the beginning of the club with a fun and whimsical illustration of a 2002 meet up in front of several famous Boston landmarks. This is the ultimate 50th anniversary collectible—it was the first item to be released, was only available through raffle, and was offered for three days only!

Members who purchased 3 or more Car of Your Dreams Raffle tickets between September 5, at 12:01 am EDT and September 7, at 11:59 pm EDT received a mug. Members received 1 mug for every 3 tickets they bought and all mugs will ship out from the national office on Friday, September 28. All-in-all the promotion generated 421 mug “sales” and sold over 1,200 tickets.



Special and Flash Drawing Winners from 2018 Raffle

The number of prize drawings during raffle has increased and thus so has the list of winners! Below is the list of prizes given away so far and the members who won. Members who win these mini drawings are still fully eligible for the main car raffle in October.

June 1-29

Special Drawing 1: Michelin Tire Certificate
Jose Lam, Roadrunner Chapter

June 30 - July 27

Special Drawing 2: \$1,000 Amazon Gift Card
Robert Williams, Delaware Valley Chapter

August 1-3

Flash Drawing: \$700 Microbead Prize Package
Arvie Lake, Sonora Chapter

August 15-17

3X Flash Drawing
BMW Luggage Set: Kjell Fuglestad, Non-USA Chapter
2002 Collector's Coffee Mug and \$50 Starbucks Card: Denise Gournaris, Allegheny Chapter
BMW CCA Member Trunk Badge: Brian Birthright, Tarheel Chapter

July 28 - August 31

Special Drawing 3: Yokohama Tire Certificate + Bonus Drawings
Yokohama Tire Certificate: Michael Looper, Houston Chapter
Limited-Edition BMW CCA Chronograph: Tim Masters, Tarheel Chapter
3.0 CSL Motorsport Banner: Floyd Rogers, Puget Sound Chapter

Special thanks to these sponsors who have donated prizes for the raffle.

Michelin – Tire Certificates
Microbead Car Covers - \$700 Prize Package
Yokohama – Tire Certificates
Pirelli – Tire Certificates
Shell - \$1,000 in Gift Cards
Griot's Garage - \$500 Gift Card
Dinan - \$1,000 Gift Certificate

Car Of Your Dreams Raffle 2019

Yes, we are already thinking about next year's raffle and brainstorming ideas for some exceptional prizes to celebrate the anniversary year. I've had conversations with Dinan and they are interested in producing another 1 of 1 Dinan Club Edition car. The last one in 2015 was the most popular raffle car by far and the most successful raffle to date. In 2015, the Dinan team did an exception job of building the

car, producing a series of stunning videos, and helping us promote the raffle. They were fantastic partners and this is why it would be exciting to do it again in 2019.

Throwback Raffle Car

I would like to discuss the idea of offering a stunning raffle car that pays tribute to the 50-year-history of the club in the form of a fully-restored 1969 2002, and of course, complete with a no-space BMWCCA grille badge. If it would be possible to partner with a restoration company, or find a pristine 2002 that had been recently restored, we could have a very attractive raffle prize. We could tell the story of the car in a series of videos distributed through all of our communication channels and via a *Roundel* cover story. I think a prize like this is appropriate for our anniversary year and would really excite many longtime members of the club.

Overall, if we are able secure a 1 of 1 Club Edition car from BMW NA, build another Dinan Club Edition BMW, and offer a 1969 2002, I think we would have the “ultimate dream” lineup of cars for the 2019 raffle.

New Merchandise In BMW CCA Store

This year we have introduced many new club-branded items to the store including mugs, socks, trunk badges, and new shirts and anticipate having many new items available for the holiday season as well. We are particularly excited about the new database and the ability it will give us to completely revamp the current online store. For years we have been limited by the constraints of GoMembers, but with Association Anywhere we can finally launch a great looking store with user-friendly functionality. We anticipate this will help online sales tremendously as we head into next year.



2002 Collector's Coffee Mug

Our first foray into the mug market, came in the form of the limited-edition 2002 Collector's Coffee Mug. The mug featured a full-wrap design with a 2002 driving through the iconic Monterey, CA landscape. Only 200 units were released and they flew off the shelves! The mug is completely sold out and inspired our special raffle mug promotion, which “sold” an addition 421 mugs for a total of 621 mugs sold in one month. We are working on more designs now and will be releasing new collector's mugs over the coming months.



Motorsport-Themed Socks!

Another great addition to the store is our new Motorsport-inspired socks! The socks give members a chance to add a fun spin to their wardrobe and show off their love for the club and BMW Motorsport! Yep, members have been stepping up their sock game with M Tech and Motorsport Flag-themed socks from the CCA! We sold over 30 pairs the first day they were listed in the store. Limited quantities remain available for \$11.95 a pair while they last!

New Member Benefit: Free One-Year Club 1 Hotels Membership

We've recently added a new member benefit from Club 1 Hotels. BMW CCA members get a free one-year Club 1 Hotels membership (\$99 Value) and enjoy members-only rates at over 870,000 hotels and resorts worldwide along with exceptional service and travel benefits. Access amazing deals, hundreds of dollars in savings per night, better than any corporate travel program. BMW CCA members enjoy guaranteed savings with every reservation and much more. Members can access the special discount link on the website to get a free one-year Club 1 Hotels membership.



BMW CCA Branded Canopies, Flags, And Table Covers At Reduced Prices From Impact Canopies!

Chapters now have the ability to order branded canopies, flags, and table covers just like what is used at national events. In fact, we have negotiated special, limited-time pricing on everything. The order form was emailed to all chapter officers within the last quarter.

If you have questions, feel free to contact Rusty Wolfe with Impact Canopies at 877.840.3524 or RustyW@impactcanopy.com

Quarterly And Monthly Membership Drive Winners

This year's BMW CCA membership drive is bigger and better than ever, with more ways to win and more prizes! For 2018, we've added monthly and quarterly competitions with some very attractive prizes, including a member profile in *Roundel* magazine, free one-year membership renewals, CCA merchandise credits, and more!

Monthly Winners

January: Quenton Smith, Michiana Chapter, 5 referrals

February: John Stuckey, 2 referrals

March: Stephen Kozlowski, Connecticut Valley Chapter, 3 referrals

April: Quenton Smith, Michiana Chapter, 5 referrals

May: John Morgan, Badger Bimmers, 5 referrals

June: David Ortoli, Connecticut Valley Chapter, 10 referrals

July: Robert Martin, Patroon Chapter, 8 referrals

August: Barbara Adams, Windy City Chapter, 7 referrals

Quarterly Winners

Q1: Quenton Smith, Michiana Chapter, 9 referrals

Q2: John Morgan, Badger Bimmers, 10 referrals

Lapsed Member Promotion

In June, we offered the opportunity for lapsed members to rejoin the Club via a special email campaign. Those who received the offer were able to reinstate their membership and receive a free BMW CCA Limited-Edition Motorsport Tribute Grille Badge. During the lapsed member campaign we were able to add 184 lapsed members back to the Club.

Chris Hennecy
Director of Marketing

Re: September 2018 Board Meeting

IT Update

AssociationAnywhere Implementation

ACGI was not able to complete the membership customizations on time to meet the go live date in August. A new date was scheduled for October 1. However, as of September 24, I am not confident they will meet this date either. I have identified seven outstanding critical tasks that are blockers to going live on AssociationAnywhere. Once all seven are delivered and tested by BMW CCA I can sign off on proceeding with go-live.

Edward and I have been extremely busy preparing the AA pages for the membership. We undertook the time-intensive task of applying a custom look-and-feel to the pages to make them look like BMW CCA. We spent a lot of time on the store as well, which is a significant improvement over the current GoMembers store. Site visitors will be able to see items even if they are not logged in, or if they are non-members. Of course, they won't be able to make a purchase unless they are a member. It is a much more attractive store, and our emails will be able to link directly to products (which we currently cannot do).

BMW CCA App

O'Fest and LOTA pages were to the app. We offered a similar experience compared to previous years with buttons that took users to the schedule, view maps, etc.

BMW CCA Foundation Support

Edward has worked on the following projects for the Foundation:

- Rewired office and new setup for Andrea and Neil
- Purchased, setup and training on new laptop for Neil
- New Domains purchased for BMW ICON event
- Built 2 new landing pages for BMW ICON and BMW Champions donations
- Fixed issues with Security Camera app on mobile phones
- Changed Foundation storage to SharePoint and OneDrive
- Ended services with Carbonite Backup and DropBox
- Beginning project to move Foundation Online Store to new platform for Database Integration
- Updated Andrea and Michael's laptops with SSDs

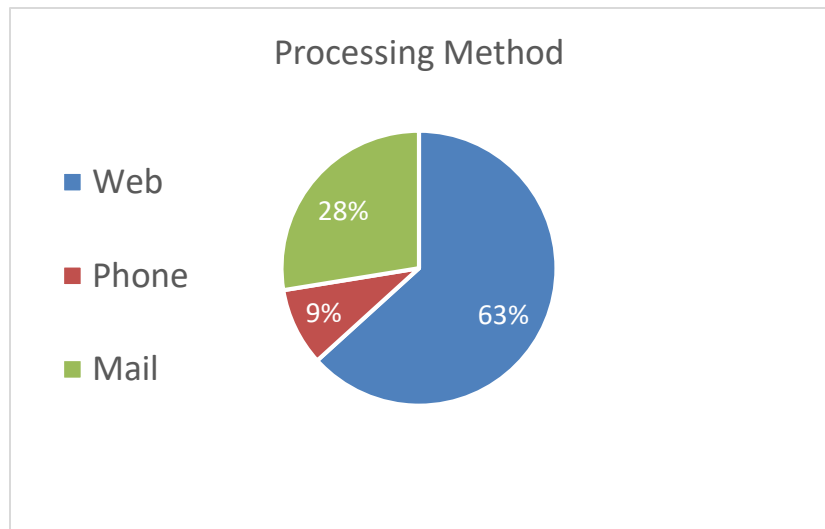
- Created and emailed form response for ITS instructors to gain Level 2 from MSF
- Repairs for Michael's laptop
- Help Michael troubleshoot issues with scanner for slides
- Advise Scott on email solution for monthly updates to email list
- Added new banner and lightbox to Foundation website for BMW ICON event

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. DrupalSquad and I continue to work together to make the replacement solution, Google's Captcha, catch all spam. Previously, the third-party service would monitor for keywords and only show Captcha if the submission ranked as a high chance of spam. We are also considering alternative modules that offered services similar to the previous third party.

Membership Processing Method Q2 2018

This report shows how members chose to renew during the second quarter of 2018.



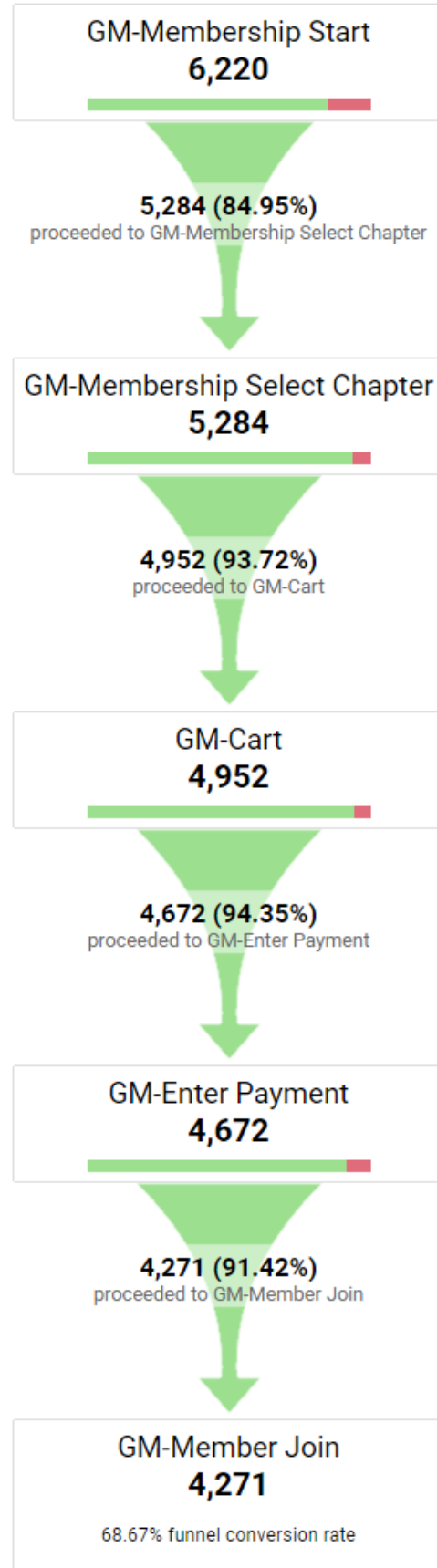
Membership Join and Renewal Flow Reports

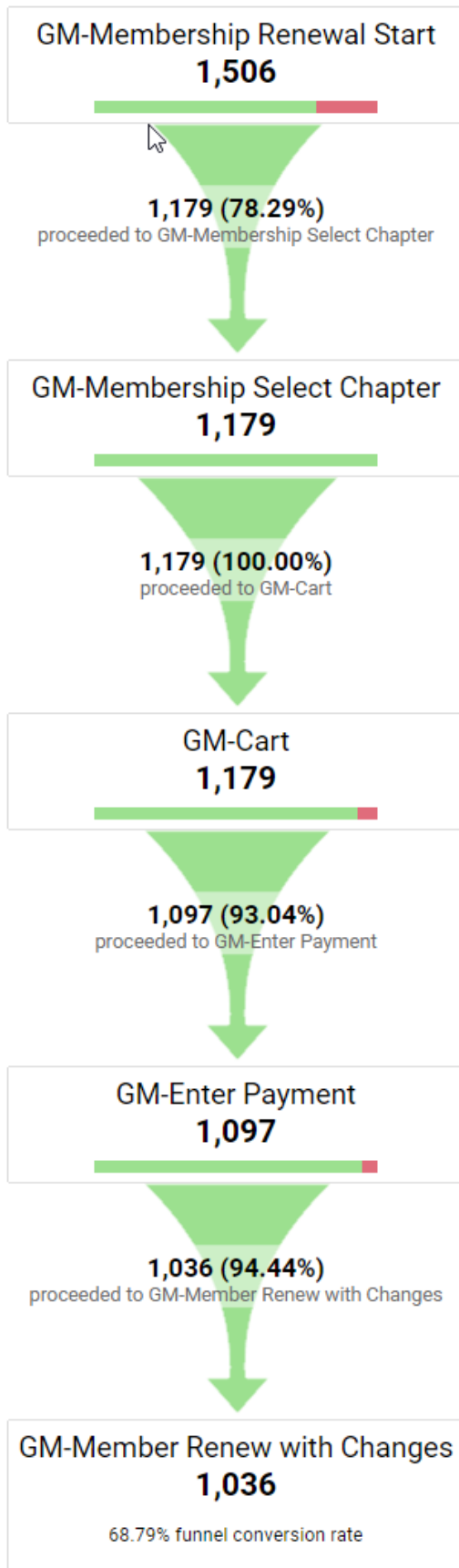
There are three reports: membership joins (includes reinstatements), membership renewals with changes (changed term, chapter, etc.), and membership renewals without changes (they renewed as-is). The label for each step starts with "GM" to indicate these are the GoMembers pages. I'll create new reports for AssociationAnywhere and the labels will start with "AA."

Membership Join Flow 17 April-23 September 2018

68.67% of the 6,220 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 1,949 sessions where the user did not join, 985 users exited the site. All other sessions exited the flow, but stayed on the website.





Membership Renew With Changes Flow 17 April-23 September 2018

68.79% of the 1,506 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 470 sessions where the member did not complete the renewal flow, 101 users exited the site. All other sessions exited the flow, but stayed on the membership account area of the website.

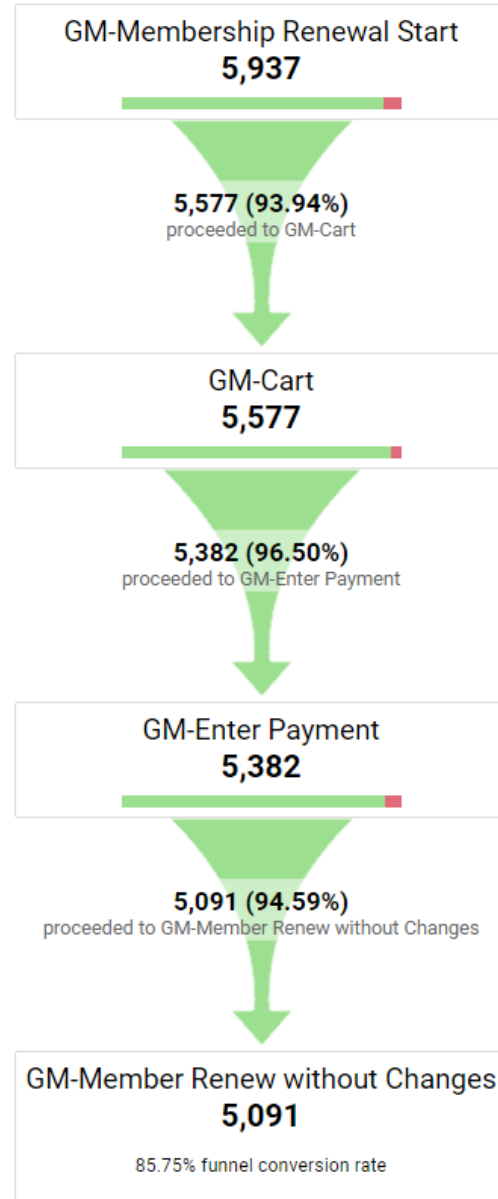
Please note: this report does not indicate how many members renewed. The report indicates how many sessions completed this specific renewal flow without deviation. It should not be used as a reference for overall retention.

Membership Renewal Without Changes Flow 17 April-23 September 2018

85.75% of the 5,937 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 846 sessions where the member did not complete the renew flow, 223 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.



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
BMW Car Club of America

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

Satch Carlson, *Roundel* editor-in-chief

September 2018 Pre-Board-Meeting Report

The Great Crash of 2018: I seem to buy new laptops every three years or so, and never by choice. These days I do not even bother with a desktop computer, since laptops can be configured as powerful drivers of remote monitors for graphics editing, and their storage capacity is adequate. But I expect disaster at any time, so all my *Roundel* files are backed up constantly on the cloud.

I had been putting off changing the battery in my Alienware 15 laptop because the box was working fine as long as I had it plugged I to wall power, but I finally bit the bullet and disassembled the dmn thing and changed the battery. You do *not* want to change the battery of an Alienware 15, believe me; the poor thing never emerged from its coma, and my local laptop repair guy informed me that I had somehow compromised the motherboard, perhaps by a static discharge from my electric hands. Who knows?! Anyway, it took a ridiculous amount of time to get my latest Dell laptop, but I am happy to report that due to the floating backup, the files I needed for the November issue were intact and quickly downloaded once it arrived. Meanwhile, I survived by way of an older laptop which I was able to coax into life. That box, however, runs Windows XP—*Windows XP!*—so I had to enlist the help of my trusty sidekick, the inestimable Party A, who downloaded files from cloud storage onto thumb drives which I could then feed to the old laptop. It was a clunky system, but it provided most of what I needed for the November issue.

Except for letters to the editor.

The timing was unfortunate, because the letters process involves Outlook, where I store incoming e-mail letters in a specific folder and then process them in a batch for each issue. Outlook files are not easily backed up to the cloud, although I am exploring other options; I do have duplicated Outlook .pst files on an external RAID-array hard drive, but nothing all that recent. So the letters section of the November issue may be rather meager... although the repair shop is currently extracting my Outlook data from the Alienware SSD, so I will probably be able to carry on as normal while I pay for yet another new @\$%! computer. By the time we meet in French Lick I should know the results of the extraction process.

Advertising: As Michael Slaff puts it, “Selling print advertising ain’t what it used to be.” Advertising revenues remain in a freefall for print publications; although we would like to see a ratio of about 35% advertising to 65% editorial content, it took us until June to see anything near that percentage, and it’s been falling since then. These days we seem to be hovering around 25%:

ISSUE DATE	PAGES	AD PAGES	AD PERCENTAGE
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%
June	132	46.75	35.42%
July	132	33.83	25.63%
August	132	39.5	29.92%
September	132	33.66	25.50%

I honestly have no idea what to expect in terms of falling advertising. We initiated the *BimmerStrasse* e-mail digest in order to retrieve some Internet revenues some years ago, and turned that into the digest that currently goes out as *BimmerLife*, with the hope that it might bring a new crowd of members to the club, but I do not have much to do with the design, style, and structure of that online arena; it's all I can do to keep a few of its articles up to the writing and grammatical standards of *Roundel* magazine.

If this report seems bleak, I must say that I have a newfound confidence in the club and its enthusiastic members that came from attending Oktoberfest and Monterey; I keep meeting new members, often young, who exemplify the spirit and enthusiasm that fired up those Boston 2002 owners nearly 50 years ago. And every one of them seems to really enjoy the magazine, which makes me feel like my efforts are worthwhile. In fact, I am rather uncharacteristically cheerful these days—which may merely be the onset of dementia, but I'll enjoy it while it lasts.

If I can get this damned laptop to give me a high-res image on my 30-inch monitor, my life will be complete.

And as I remind you at each meeting, despite our sad economic situation, I believe that *Roundel* continues to fulfill our stated mission: to inform, entertain, and provide a sense of community for our members. Except, perhaps, for those who sent letters in August.





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

September 2018
Report of the Creative Director

Since my last report in April, we have begun soliciting quotes for *Roundel* print and mailing, completed Oktoberfest, Legends and Festorics events, created new Dealer and membership outreach materials, promoted the 2018 Car of Your Dreams Raffle, begun promoting the new 3-year Membership Reward Rebate eligibility, and are now actively working with AandD Studios for the first edition of the Regional Newsletter for the Pacific.

Roundel

Advertising numbers continue to drop compared to prior years. This impacts both the revenue and the layout process. About 8-15 more pages require content, layout and design per issue. While that does give more freedom for larger feature spreads that utilize larger photos and creativity, it does increase the time needed to create each issue.

Quad: We have continued to have issues regarding the polybagging and mailing of Roundel issues. Their printing side still works well and does strive to make sure the printed magazine remains exceptional. However they've moved the polybagging and mailing to a separate multi-pack facility. That has led to two issues: last issue onserts being misdelivered, and an instance where 4,800 people received the September Raffle onsert with the raffle side facing outward (which will be viewed negatively by the USPS).

We have exchanged emails with our representatives and service managers at Quad regarding this. The raffle onsert incident was tracked to a single employee not reading the explicit instructions at their station.

The last issue onsert incident has happened previously, but not to the scale we saw it for the September issue. Even some lifetime members received "last issue" notices. Quad is still investigating what happened to cause that. As the number of onsert sheets used wasn't unusual, I expect we'll learn that many who should have received last issue notices did not.

To address this issue, Quad is bringing all last issue polybagging back into their main Waseca plant. The last issue onserts will never leave their printing facility, which should eliminate the possibility of this problem recurring.

Contract: Our contract with Quad is expiring. We are reaching out to other niche publication publishers to get competing quotes. Currently, one of the most relevant reasons we have stayed with Quad is the steep discount we get by being part of their two-million piece co-mail pool each month. However, other printers are eager to see how they can compete on overall price while not sacrificing quality. Freeport Press has

signed an NDA in order to receive very detailed information that should allow them to give us as accurate and realistic of a quote as possible. Bryan Bullock, our former rep with Publishers Press when they printed *Roundel*, is our contact at Freeport Press. He knows the magazine well and is eager to win the contract back.

Events

Oktoberfest, Legends and Festorics for 2018 were successfully completed. Signage, materials, and other creative needs went more smoothly this year for Oktoberfest.

For Legends, we did have two signage issues emerge at the last minute. The first was a vendor product change that I missed for three new Legends traffic signs. While the price was virtually the same, the signs no longer came with the stands. When we discovered the change, it was too late to get the stands in time.

The second was an issue for two field flags we developed and approved with Impact Canopy. We were not charged for the flags after approving the final designs or contacted for payment. As a result, their production department did not make them until after I requested an update on delivery, by which time it was too late to get the flags for Legends. Their rep took responsibility for it, technically, but still charged us for the flags and shipping. While I should have followed up more thoroughly, I expected better communication from a regular vendor. I am researching alternative vendors for those types of flags and signage.

Regional Newsletter

We are working closely with Tyler Gallo of AandD Studios to develop the first of the quarterly newsletters, "Heritage." Tyler's company is handling the development, design and production of the newsletter. I'm providing support via file access currently and likely funneling some relevant content in the future. We've had a couple of calls and will likely plot out a more formal plan for sharing the considerable Club and *Roundel* photo archives I've compiled. The plan is to leverage our OneDrive system for the sharing, but will adapt as needed.

Raffle

Oktoberfest gave us an unexpected boon with direct access to examples of the M5 Competition and M2 Competition. Kevin Philips of BMW was kind enough to let me get inside and get some great detail shots of the M5 for our raffle promotions.

Kim and Chris have handled most of the Raffle promotions and ads this year. I've drafted a few with a different feel, using the original photos taken at Oktoberfest. I must throw in that those frozen paint job on the M5 Competition made it a joy to photograph. Normally, half of the time is spent trying to get the photographer's reflection out of the shot. With the frozen finish, I was able to focus on angle and lighting in a way that really let us have original studio-quality shots.

Merchandise

As we are about to launch a much nicer online shop, we are retaking all of the product imagery to improve the quality and consistency. We will also be able to present products with multiple images and angles, rather than just a single image. Additionally, as the

store has a large, rotating slider at the top, we will work to take better advantage of that with some specialty photography for featured items.

All photos will be taken with print in mind, with versions then optimized for the website.

New Office

I am very much looking forward to moving into the new offices. Currently, when we need to do things like shoot a raffle drawing or set up an area for product photography, it requires co-opting space or pathways used by the rest of the office, causing inconvenience. It will be very useful to have a space we can utilize as an occasional “studio” to improve our in-house photography in quality and consistency.

Thank You!
W. Len Rayburn
BMW CCA Creative Director



BMW Car Club of America
Steve Stepanian
National DEC Chairperson
640 South Main Street, Suite 201
Greenville, SC 20601
Tel: (909) 227-7666
Email: PacificDEC@aol.com

Date: September 25, 2018

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

From: Steve Stepanian
National Driving Events Committee Chairperson

Subject: National Driving Events Committee Report
Q3 BOD Pre-Meeting Report

DEC Travel:

- All Travel has already been addressed in the Q2 report with nothing new submitted to date.
- Chairperson did travel to Bimmerfest in Fontana, CA...all of 15 miles from home. No costs were incurred.
- DEC Congress meeting in November will have all representatives present except the Auto Cross Chairperson, who has a prior family commitment.

Request for Approval

Item #1

The NDEC is submitting the attached incident report forms for approval. The DEC recommends the adoption of these 3 separate reporting forms for the event specific situation(s). The incident reporting forms have been updated with more complete information and were revised to require both waivers and tech forms be submitted with any incident report. If approved, a fillable version should be made available online for all Chapters to begin using immediately.

Item #2

In Q2 report, a request was made for approval regarding an allowance for shirts to be made for the DEC reps for the DEC Congress in Nov. No authorization or budget approval was noted. 2nd request for approval.

Follow up

The NDEC requested a review of the BOD's policy regarding charity rides at events with discussion regarding our concern about vehicle evacuation abilities in the event of an emergency, possible requirement of certain clothing while in the car and the suggested use of a head & neck restraint when racing harness are in use. The DEC Chairperson would be willing to lead such a discussion and make specific suggestions for the BOD's consideration/evaluation.

DEC Conference

The new agenda for the conference will be done shortly. A preliminary agenda was completed, but had to be completely changed due to a number of reasons. The event will focus on liability issues, crisis management and proper procedures.

#

Reported Incidents

August 2018

Boston Chapter Driving School - Instructor that was solo in his E36 race car had an ABS failure and hit the tire barrier. Minor damage and no injuries reported.

Lone Star Driving Tour – Participant failed to stop in time for slowing traffic and hit the rear of another vehicle. No specific reason provided, but confirmed no cell phone or alcohol was involved. Moderate, repairable damage to the vehicle with no injuries reported.

San Diego Chapter Driving Tour – Large group of drivers headed to a popular lunch spot. Road was slightly damp. Two drivers who knew one another picked up speed and were too aggressive with their speeds on a blind, up-hill, slightly banked right turn. Driver one slid off the turn to the drivers' right and ended up in a ditch. Driver of car #2 basically used car #1's speed as his measure of what speed was acceptable and ended up doing the same thing, but coming to rest teetering on a dirt mound. Somewhat moderate damage to Car #1, but needed to be towed from the scene. Car #2 suffered minor damage and was driven away. No injuries or property damage reported.

Oktoberfest 2018

3 Incidents reported related to the driving school and one (1) vehicle fire.

#1) A student with an instructor in the car (E36 M3) entered the corner at an overly optimistic speed and lost traction going off track. The driver appears to have given up on the steering input mid-corner. There was minor to moderate damage and no injuries.

#2) An instructor with a student was given what looked like a point by and when passing, the lead car turned into the passing car. The instructor did not make the pass on the appropriate portion of the track. Minor damage with no injuries. 2 cars involved.

#3) Instructor with no passenger. Description is unclear, but suggests that the driver simply entered the corner too fast and hit the tire wall. Minor damage with no injuries reported.

BMW CCA INCIDENT REPORT

AUTOX, ST. SURVIVAL, CAR CONTROL CLINIC, GYMKHANA

For internal BMW CCA use only

Date and time of incident: _____ Location: _____

Chapter: _____ No. participants _____

Facility: _____ Configuration: _____

Driver: ☐ Student ☐ Instructor Name: _____

Passenger: ☐ Student ☐ Instructor Name: _____

Experience (number of days)

Driver: ☐ 0 ☐ <3 ☐ 4-8 ☐ >8

Passenger: ☐ 0 ☐ <3 ☐ 4-8 ☐ >8

of vehicles involved: _____ (If more than 2, submit separate form as needed)

Vehicle # _____ Vehicle Owner: _____

Year _____ Mfg. _____ Model _____ Transmission: ☐ Manual ☐ Auto

Vehicle Modifications (check ALL that apply):

☐ Suspension ☐ Brakes ☐ Engine ☐ Software ☐ Body ☐ Exhaust ☐ Race Car

Tires:

Brand & Model _____ Date Codes: _____

☐ Street Compound ☐ "R" Compound ☐ Race slicks

Vehicle # _____ Vehicle Owner: _____

Year _____ Mfg. _____ Model _____ Transmission: ☐ Manual ☐ Auto

Vehicle Modifications (check ALL that apply):

☐ Suspension ☐ Brakes ☐ Engine ☐ Software ☐ Body ☐ Exhaust ☐ Race Car

Tires:

Brand & Model _____ Date Codes: _____

☐ Street Compound ☐ "R" Compound ☐ Race slicks

BMW CCA INCIDENT REPORT**AUTOX, ST. SURVIVAL, CAR CONTROL CLINIC, GYMKHANA (CONTINUED)****Visibility at time of incident:**☐ Ideal ☐ Good ☐ Fair ☐ Poor**Weather Conditions at time of incident:**☐ Clear ☐ Cloudy ☐ Fog ☐ Rain ☐ Snow**Surface conditions at time of incident: (check ALL that apply):**☐ Dry ☐ Damp ☐ Wet ☐ Drizzle ☐ Rain ☐ Snow ☐ Fluid on track ☐ Debris on track**Extent of damage to vehicle # (your judgment, BMW CCA purposes only)**☐ Superficial ☐ Minor ☐ Moderate ☐ Major ☐ Repairable ☐ Total loss☐ Tow required ☐ Drivable ☐ _____**Extent of damage to vehicle # (your judgment, BMW CCA purposes only)**☐ Superficial ☐ Minor ☐ Moderate ☐ Major ☐ Repairable ☐ Total loss☐ Tow required ☐ Drivable ☐ _____**Extent of damage to vehicle # (your judgment, BMW CCA purposes only)**☐ Superficial ☐ Minor ☐ Moderate ☐ Major ☐ Repairable ☐ Total loss☐ Tow required ☐ Drivable ☐ _____**Extent of damage to facility/property (your judgment, BMW CCA purposes only)**

What was damaged: _____

☐ Superficial ☐ Minor ☐ Moderate ☐ Major ☐ Repairable ☐ Must be replaced☐ Misc. _____**Description of incident (check ALL that apply):**☐ Hit barrier/fixed object ☐ Into ditch/embankment ☐ Hit another vehicle☐ Rollover ☐ Spin to inside / outside ☐ Drove off course inside / outside☐ Spin & Collect ☐ Mechanical failure☐ Other _____**Description of factors believed contributed to incident (check ALL that apply):**☐ Sudden braking ☐ Sudden lift ☐ Sudden acceleration☐ Sudden steering input ☐ Entry speed too fast ☐ Exit speed too fast☐ Vehicle off line ☐ Apex too early ☐ Apex too late☐ Over-correction ☐ Exit speed too fast ☐ Mechanical failure☐ Slick surface (rain, coolant, "marbles", debris, etc.) ☐ Lost on course☐ _____

BMW CCA INCIDENT REPORT
AUTOX, ST. SURVIVAL, CAR CONTROL CLINIC, GYMKHANA (CONTINUED)

Description of the Incident:

Diagram of the Incident:

BMW CCA INCIDENT REPORT
AUTOX, ST. SURVIVAL, CAR CONTROL CLINIC, GYMKHANA (CONTINUED)

Any party involved injured? ☐ Yes ☐ No

Any injury (ies) requiring medical treatment? ☐ Yes ☐ No ☐ N/A

Any party (ies) transported from the venue? ☐ Yes ☐ No ☐ N/A

If yes to any of the above, please describe:

If serious injuries occurred, you must contact AmWins Motorsports immediately! AmWins can be reached at **(260) 437-3389**. IN ADDITION, you must telephone the Executive Director IMMEDIATELY if the incident involves EITHER: (a) bodily injury requiring emergency transportation to a hospital; OR (b) anyone who expressly or impliedly threatens to make a claim, file a lawsuit or retain an attorney for any reason whatsoever. **Also: please submit a copy of the release waiver.**

Chapter representative completing form: _____

Best time to contact: _____

Telephone: (____) _____

Email: _____

Please submit copies of signed waiver pages (with names of all involved circled) and all involved vehicle tech forms with this report.

Please submit this form and supporting documents (signed waivers) within 48 hours of the event to:

BMW Car Club of America
640 South Main St., Suite 201
Greenville, SC 29601
Attn: Executive Director
Phone (864) 250-0022 / Fax (864) 250-0038

BMW CCA HPDE DRIVING INCIDENT REPORT

Submit to BMW CCA National Office within 48 hr of the event

For internal BMW CCA use only

Date and time of incident: _____ Track: _____

Chapter: _____ No. students _____ Instructors _____ Include Club Race? _____

Driver: ☐ Student ☐ Instructor Name: _____

Passenger: ☐ Student ☐ Instructor Name: _____

HPDE Experience (number of days)

Driver: ☐ 0 ☐ <3 ☐ 4-8 ☐ >8

Passenger: ☐ 0 ☐ <3 ☐ 4-8 ☐ >8

Of Cars Involved: _____

(IF MORE THAN 2 CARS, PLEASE USE BACK OF SHEET AND ENTER THE SAME INFORMATION AND NOTE HERE)

Vehicle # _____ Make _____ Model _____ Year _____

Vehicle Modifications (check ALL that apply):

☐ Suspension ☐ Brakes ☐ Engine ☐ Software ☐ Body ☐ Race Car

Tires: Brand & Model: _____ Date Codes: _____

☐ Street Compound ☐ "R" Compound ☐ Race slicks

Vehicle # _____ Make _____ Model _____ Year _____

Vehicle Modifications (check ALL that apply):

☐ Suspension ☐ Brakes ☐ Engine ☐ Software ☐ Body ☐ Race Car

Tires: Brand & Model: _____ Date Codes: _____

☐ Street Compound ☐ "R" Compound ☐ Race slicks

When during the event did the incident occur?

Day (1, 2, 3, etc.) _____ Session (1, 2, 3, etc.) _____

Visibility at time of incident:

☐ Excellent ☐ Good ☐ Fair ☐ Poor

BMW CCA HPDE DRIVING INCIDENT REPORT

Submit to BMW CCA National Office within 48 hr of the event

For internal BMW CCA use only

Track conditions at time of incident:

☐ Dry ☐ Damp ☐ Wet ☐ Raining ☐ Snow ☐ Fluid on track

Extent of damage to this vehicle (your judgment, BMW CCA purposes only)

☐ Superficial ☐ Minor but drivable ☐ Moderate but repairable
☐ Major but repairable ☐ Total loss

Description of incident (check ALL that apply):

☐ Hit barrier ☐ Hit ditch/embankment ☐ Hit another vehicle
☐ Rollover ☐ Spin to inside ☐ Spin to outside
☐ Off track/returned ☐ Drove off inside ☐ Drove off outside

Description of factors believed contributed to incident (check ALL that apply):

☐ Sudden braking ☐ Sudden lift ☐ Sudden acceleration
☐ Sudden steering input ☐ Entry speed too fast ☐ Exit speed too fast
☐ Vehicle off line ☐ Apex too early ☐ Apex too late
☐ Over-correction ☐ Exit speed too fast ☐ Mechanical failure
☐ Slick surface (rain, coolant, "marbles", debris, etc.) ☐ Got lost on course

Description of the Incident:

BMW CCA HPDE DRIVING INCIDENT REPORT

Submit to BMW CCA National Office within 48 hr of the event

For internal BMW CCA use only

Diagram of the Incident:

Any party involved injured?

☐ Yes

☐ No

Any injury (ies) requiring medical treatment?

☐ Yes

☐ No

☐ N/A

Any party (ies) transported from the venue?

☐ Yes

☐ No

☐ N/A

If yes to any of the above, please describe: _____

If serious injuries occurred, you must contact AmWins Motorsports immediately! AmWins can be reached at **(260) 437-3389**. IN ADDITION, you must telephone the Executive Director IMMEDIATELY if the incident involves EITHER: (a) bodily injury requiring emergency transportation to a hospital; OR (b) anyone who expressly or impliedly threatens to make a claim, file a lawsuit or retain an attorney for any reason whatsoever. **Also: please submit a copy of the release waiver.**

Chapter representative completing form: _____

Best time to contact: _____

Telephone: (____) _____

Email: _____

Please submit copies of signed waiver pages with names of all involved circled with this report. Also forward any tech forms submitted by the participants involved.

BMW Car Club of America
640 South Main St., Suite 201
Greenville, SC 29601
Attn: Executive Director
Phone (864) 250-0022 / Fax (864) 250-0038

BMW CCA HPDE DRIVING INCIDENT REPORT

(CONTINUED)

For internal BMW CCA use only

BMW CCA INCIDENT REPORT

ROAD RALLY, DRIVING TOUR, CAR SHOW

Submit to BMW CCA National Office within 48 hr of the event

For internal BMW CCA use only

Event: ☐ Rally ☐ Tour ☐ Car Show

Date and time of incident: _____ Chapter: _____

Location: _____

Driver(s): _____

Passenger(s): _____

Number of vehicles involved in incident: _____ Pedestrian(s) involved: _____

(IF MORE THEN 2 VEHICLES INVOLVED, USE ANOTHER SHEET ENTERING THE SAME INFORMATION)

Vehicle# _____:

Make _____ Model _____ Year _____

Vehicle Modifications (check ALL that apply):

☐ Suspension ☐ Brakes ☐ Engine ☐ Software ☐ Body

Tires:

Brand/model _____ Date Codes: _____

☐ Race ☐ High Performance ☐ Summer ☐ All-season ☐ Winter

Vehicle# _____:

Make _____ Model _____ Year _____

Vehicle Modifications (check ALL that apply):

☐ Suspension ☐ Brakes ☐ Engine ☐ Software ☐ Body

Tires:

Brand/model _____ Date Codes: _____

☐ Race ☐ High Performance ☐ Summer ☐ All-season ☐ Winter

If a Pedestrian is involved, enter information below:

Name: _____ Contact Phone #: _____

Date of Birth: _____ If a minor, parent or guardian's name: _____

Home Address: _____

Property Damage or Injuries: _____

If this is a property damage only loss: Owner's name : _____

Owner's phone #: _____ What was Damaged: _____

BMW CCA INCIDENT REPORT

ROAD RALLY, DRIVING TOUR, CAR SHOW

Submit to BMW CCA National Office within 48 hr of the event

For internal BMW CCA use only

Visibility at time of incident:

☐ Good ☐ Fair ☐ Poor

Surface conditions at time of incident:

☐ Dry ☐ Damp ☐ Rain ☐ Snow ☐ Debris, Fluids

Extent of damage to this vehicle (your judgment, BMW CCA purposes only)

☐ Superficial ☐ Minor but drivable ☐ Moderate but repairable
☐ Major but repairable ☐ Total loss

Description of factors believed contributed to incident (check ALL that apply):

☐ Sudden braking ☐ Sudden lift ☐ Sudden acceleration ☐ Driver inattention
☐ Sudden steering input ☐ Speed too fast ☐ Misjudged turn ☐ Driver distraction
☐ Over-correction ☐ Mechanical failure ☐ Slick surface ☐ unclear direction

Description of incident (check ALL that apply):

☐ Hit barrier (Armco, tree, curb, etc.) ☐ Hit ditch/embankment ☐ Hit another vehicle or Ped.
☐ Rollover ☐ Spin ☐ Slide
☐ Off road and returned ☐ Drove off road, stopped ☐ Hit fixed object

Narrative of the incident:

Diagram of the incident:

BMW CCA INCIDENT REPORT

ROAD RALLY, DRIVING TOUR, CAR SHOW (CONTINUED)

For internal BMW CCA use only

Any party involved injured?

☐ Yes

☐ No

Any injury (ies) requiring medical treatment?

☐ Yes

☐ No

☐ N/A

Any party (ies) transported from the venue?

☐ Yes

☐ No

☐ N/A

If yes to any of the above, please describe:

If serious injuries occurred, you must contact AmWins Motorsports immediately! AmWins can be reached at **(260) 437-3389**. IN ADDITION, you must telephone the Executive Director IMMEDIATELY if the incident involves EITHER: (a) bodily injury requiring emergency transportation to a hospital; OR (b) anyone who expressly or impliedly threatens to make a claim, file a lawsuit or retain an attorney for any reason whatsoever. **Also: please submit a copy of the release waiver.**

Chapter representative completing form: _____

Best time to contact: _____

Telephone: (____) _____

Email: _____

Please submit copies of signed waiver pages with names of all involved circled with this report. Also include any tech form submitted by the participant(s) with this form.

Please submit this form and supporting documents (signed waivers) within 48 hours of the event to:

**BMW Car Club of America
640 South Main St., Suite 201
Greenville, SC 29601
Attn: Executive Director**

Phone (864) 250-0022 / Fax (864) 250-0038



BMW CCA Club Racing

640 S Main St. Suite 201
Greenville, SC 29601
864-250-0022

BMW CCA CLUB RACING

Gary Davis
Chairman
18159 Meridian Road
Grosse Ile, MI 48138
chairman@bmwccaclubracing.com

September 20, 2018

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

Subject: Club Racing Chairman's Pre-Meeting Report for the September 28, 2018
BMW CCA Board of Director's Meeting.

Travel:

September 28-30, 2018	BMW CCA Board of Director's Meeting; French Lick, Indiana.
November 2-5, 2018	BMW CCA Board of Director's Meeting/ BMW CCA Club Racing Steward Workshop; Dallas, Texas.
December 6-7/ 2018	Performance Racing Industry National Convention; Indianapolis, IN; meet with Club Racing Sponsor's.

Appeals and Protests

None

New Business

- BMW CCA Oktoberfest Club Race at PVGP- 71 racers in 2 run groups; entry fee goes to the Allegheny Autistic Society/other charities.
- 2018 Racer Survey on BMW CCA Club Racer's participation in BMW CCA;
 - 40% Chapter officer/ leadership position
 - 83% Instructors in BMW CCA HPDE's
 - 63% Support/ participate in TRSS
 - 38% Coordinate other chapter activities (newsletter,etc.)
- Does BMW CCA Club Racing fulfill its mission?
 - 2018 CR supported: 18 Club Races
 - 7 Club Race Schools
 - 3 Time Trials

- BMW CCA Club Racing's financial impact with the Chapters.
 - (see attachment)
- As a single marque race series, CR has faced substantially increased competition for racers/ racer dollars (similar situation for CCA HPDE)
 1. CR competition 2010: NASA, SCCA.
 CR competition 2018: AER (56% of the laps turned have been done by a BMW), NASA, SCCA, WRL, Champcar, HSR, SVRA.
 2. Since the economic downturn in 2007-2008, racers have chosen to race closer to home and race in multiple series (versus series loyalty and long tows).
- Since at least 2010, there has NOT been an increase in the sponsorship fees for Club Racing. For 2019, it might be time to consider a 10-15% increase in sponsorship fees for all sponsors. For over half of our sponsors, this would be less than \$500 per year but for all sponsors, it would generate \$10,000-15,000 more in CR income.
- BMW CCA travel expense policy.
- 2016 Board of Director's meeting minutes.
- BMW CCA Marketing strategy for 2019:
 - Chapter focus
 - Racer focus

Respectfully submitted,

Gary Davis
 National Chairman, BMW CCA Club Racing

2018 BMW CCA Club Racing Participation

<u>Year</u>	<u>Races</u>	<u>Participants</u>	<u>Per Race</u>	<u>O'fest</u>	<u>WGI</u>	<u>VIR</u>	<u>CHAPTER</u>
2008				Yes	98	65	
2009				Yes	47	55	
2010	29	646	22.28	Yes	43	43	\$315,700
2011	29	601	20.72	Yes	47	32	\$297,550
2012	25	617	24.68	Yes	48	50	\$309,100
2013	29	599	20.65	No	59	43	\$299,750
2014	26	534	20.54	No	48	55	\$267,300
2015	24	539	22.45	Yes	43	36	\$270,600
2016	24	597	24.86	Yes	46	47	\$299,750
2017	20	463	23.15	No	35	43	\$239,540
2018	10	318	31.8	YES	??	58	<u>\$198,000</u>
							\$2,497,290

(The \$2,497,290 represents the amount of entry fees that BMW CCA Club Racers have paid to BMW CCA Chapters in entry fees since the start of 2010. Any entry fees that would have been paid to other sanctioning bodies such as PVG, NASA, etc. have been excluded. It is important to note that an incredible amount of the money paid to Chapters is coming from Club Racers that do not belong to that Chapter.)

