

**BMW Car Club of America
Board Conference Call
April 17, 2019**

Day & date

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; Tim Beechuk, North Central RVP; Jeff Gomon, South Central RVP; Jeff Caldwell, 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 Len Rayburn, *Roundel* Creative Director

Chairs: Steve Stepanian

3. Update

Club Racing

Scott Blazey will be acting as interim chair for Club Race. Steve Johnson wants nominations as soon as possible so the Board can fill the Club Race Chair position.

Jeff Caldwell has a possible candidate for the position which he has forwarded to Scott.

National Office

Frank Patek reports there have been some internal discussions regarding a dues increase. We need to look at a dues increase at our board meeting in June, something we can live with for the next so many years. All board members need to start contemplating some ideas as far as the amount of the increase.

Roundel has had another bad month with additional advertisers dropping. During our meeting we talked about the efficacy of a format change or leaving in its current format of 12 issues a year and 128 pages. It is becoming difficult to see how that will happen without a dues increase. One idea is to move *Roundel* to 10 issues per year and substituting in 2 issues of *BimmerLife* in a regional format. This version of *BimmerLife* which would be a premium issue in a different size and format than *Roundel*. There would be no cost saving, it would only subsidize the cost of our regional publication. This would also remove or update the current newsletter requirement in the Ops Manual.

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Len Rayburn reports that CCA is leaning toward a Bi-annual super-premium magazine which would take care of the newsletter requirements for the chapters. We would give them a certain number of pages for their chapter news. Have some premium features and photography features as well. We already have the model that everyone else wants and if we leverage this properly, Len feels we can grow our base significantly. The super-premium is designed to appeal to both the high-end demographics and the youth demographics. The publication would be one-half chapter news and the other half super-premium features, which will be regionalized with the primary features focusing on that region. We would be able to divert approximately \$88,000 per issue from what we normally spend on *Roundel*. The super-premium publication will be a larger publication which will eliminate the polybag issues, since it will not be bagged with a smaller publication. The publication solves many logistical issues and makes it possible for the staff working on the publication to have fewer issues with over working. Len will not be the editor of the publication; he however would like the publication to bring more regional enthusiasm. The goal is a lifestyle magazine showcasing what being a BMW enthusiast in that region enables you to do and the opportunities available to you. Len's goal would be to have the chapter events included in the publication. The publication is meant to be an expression of the BMW lifestyle. For the advertisers who would want to advertise year a round, we allow them to continue to do so via *BimmerLife*.

Steve Johnson reports this will give BMW CCA a publication that we can get into showrooms. The publication will assist in the growth of CCA. The growth of CCA will come from chapters doing events and not having to use their funds for a chapter newsletter. The proposal comes with the elimination of the chapter newsletter requirement, pending Board approval. This will give the chapters an opportunity to use these funds for chapter events or for regional events. If we get a fifty percent (50%) content from chapters, this is a win/win. We need to put on events in all regions, this will help create more members.

Jeff Cowan thinks the idea is a great move forward toward regionalizing our chapters. Will the publication be an 80-20 split as far as region verses national articles? If we eliminate the newsletter requirements for all chapters I would strongly ramp up requirements around a minimum number of events and other type of communications. Steve Johnson feels if the chapters fail or refuse to have volunteers step up and put on events, then it needs to become the responsibility of the board by extension of the office. Also discussed was the possibility of planning and executing events in under serviced areas with the local chapter paying the cost. Additionally, the joining of multiple chapters for an event and splitting the cost. Events are felt to be the main draw for new membership, both social and wheels turning.

DEC

Steve Stepanian reports there has been another incident. He further indicated that the DEC Reps and he have the DEC Ops Manual 1/3 of the way complete. His goal is to have the DEC Ops Manual complete by the end of the June board meeting. Steve

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Stepanian is looking for a new autocross person to identify the classifications of the event. Steve will move forward with his search for an autocross person.

Steve Johnson directs the board to be ready to vote at our meeting in June on the following items:

- Reduce Roundel to 10 issues
- Launch of the new Super-Premium magazine
- Suspension of newsletter requirements in the Ops Manual
- Due increase - minimum of \$55.00 per year

Dues Increase

If there is nothing else for the club to do other than offer a magazine the club will die. It became a fight point as to the increase. Our goal would be to not live off the annual raffle. To get to no increase in dues without the raffle, we would need to eliminate half of the staff and more issues of *Roundel*. We would need to modify the amount we rebate to chapters.

Upcoming Events

May

- Bimmerfest - CA
- The Vintage - SC

June

- Board Meeting / Retreat – CA

July

- PVGP – Pittsburgh
- Vintage at Saratoga

August

- Board Meeting - Boston
- Legends of the Autobahn – Monterey
- Festorics - Monterey

September

- Escapades – Palm Springs
- Council meeting – Palm Springs

October

- Oktoberfest - Greenville

November

- Leadership Congress - Dallas

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Frank Patek requests that all board members be ready to make big decisions facing CCA.

Adjourn at 7:57 PM EST

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

**BMW Car Club of America
Board Conference Call
May 22, 2019**

Day & date

1. Call to Order

The conference call was called to order by President Steve Johnson at 7:04 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; Jeff Caldwell, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Jeff Cowan, Pacific RVP.

Absent:

National Office and Roundel: Frank Patek, Executive Director

Chairs: Steve Stepanian, DEC

3. Update

Dues Increase

Steve Johnson reports all board members were charged with coming to the June Board Meeting ready to make a final decision and vote on the amount of the dues increase.

Jeff Caldwell, NARVP, had a question regarding how the accounting of the dues increase would be divided. This is a very difficult question to answer, as we have members fall off daily.

Chapter By-Laws

Frank Patek reports we need to have a model set of chapter By-Laws and marry them to all existing chapter's By-Laws.

2019 Oktoberfest

Frank Patek reports as of the conference call we have 779 registered for the event. The national office is working through the list of individuals who might not have lodging acquired yet and work to get this resolved. Frank feels we will pick up several hundred more registrants between now and the event. We will have an issue as all the rooms at the Hyatt were sold out within 2 days. We have cleared the wait-list for the Social Package. Currently, we are over 500 in attendance for all the event dinners. The only obstacle we are facing currently is we have not secured a location for the Autocross, Car Control Clinic and Drive and Compare. Our hope is that we can secure a location in the next couple of weeks. The staff is concerned regarding the allotted space we currently have, and if it will house all the registrants. We also have another opportunity to show their cars at the BMW CCA Headquarters on Saturday.

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We have also adopted the full ballroom for dinners as we need all the space we can get.

Roundel

Steve Johnson reports we will need to have a discussion regarding downsizing the publication from 12 issues to 10 issues. What are the cost benefits tradeoff? How much longer will CCA be able to support *Roundel* at the current advertising losses we are sustaining? How much pain can we sustain? What is our position as to keeping Satch Carlson on for the regional publications or to have someone new? The proposal on our last conference call was *Roundel* would lose 2 issues and the regional newsletter publication would take the place of those. We as the board need to look very close at the cause and effect of reducing the *Roundel*.

4. Adjourn at 7:52 PM EST

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

**BMW Car Club of America
Board Meeting
Newport Beach, CA
June 7- 8, 2019**

Friday & Saturday, June 7-8, 2019

1. Call to Order

The meeting was called to order by President Steve Johnson at 8:21 AM PST.

2. Attendees

Board Members: Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; Tim Beechuk, North Central RVP; Jeff Caldwell, 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; Chris Hennecy, Director of Corporate Relations; Len Rayburn, Creative Director; and Satch Carlson, *Roundel* Editor-in-Chief.

Chairs: Scott Blazey, Club Racing and Steve Stepanian, DEC

3. Minutes

The minutes of the March 30, 2019 Board Meeting were approved by vote during the April 17, 2019 Conference Call. Reading of the minutes will be waived.

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 had nothing to add to his pre-meeting report.

4.6 *North Atlantic RVP*

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

4.7 *Pacific RVP*

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

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4.8 *South Central RVP*

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

4.9 *North Central RVP*

Tim Beechuk added to his pre-meeting report that he disbursed \$500.00 of his discretionary funds for the Flat-out Classic Event.

4.10 *Executive Director*

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

4.11 *Roundel*

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

4.12 *Driving Events Committee*

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

4.13 *Club Racing Committee*

Scott Blazey had nothing to add to his pre-meeting report.

5. Review Action Items

6. Discussion Topics

6.1 *National Events*

6.1.1 *Oktoberfest 2019*

Frank Patek reports the event has 850 registered as of our meeting. Our largest attended Oktoberfest was in 2013, in Monterey. We have sold out the \$99.00 driving programs at the Performance Center. We are still up against having a location for our Autocross, Drive & Compare and Car Control Clinic. All dinners during Oktoberfest are over 500 in attendance. If we hit 850 attendees for the dinners, we will be very snug at the tables. The Ladies Performance Day Driving School sold out with 48 attendees. We are on our way to have one of the largest events in our 50-year history.

6.1.2 *Chapter Congress 2019*

Frank Patek reports the event will be the first weekend of November in Dallas, TX. Currently, a topic for the meeting is Sales. This will encompass chapter leadership and Club Race. Our host hotel will be the Sheraton instead of the Westin.

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7. Regional Events

7.1 *Updates*

7.1.1 The Vintage

7.1.2 Bimmerfest

Frank Patek reports we procured 33 1-year and 12 3-year memberships. This includes both new and renewal memberships.

7.1.3 Vintage at Saratoga, July 12-14, 2019

7.1.4 Pittsburgh Vintage Grand Prix – July 19-21, 2019

7.1.5 Monterey Legends / Festorics Weekend, August 16-18, 2019

8. National Programs and Services

8.1 *Updates*

8.1.1 IT

8.1.2 Club Racing

Scott Blazey reports the West Coast used to be pretty healthy until NASA came along. CR numbers have declined as it is cheaper to spec a car for NASA than for CR. We have several resumes submitted for the CR Chairperson and Scott feels they are all qualified. Scott would like to know what process the board would like to take to select a new chairperson. Scott Blazey feels a selection committee would be most helpful. Steve Johnson appointed the selection committee to consist of Scott Blazey, Jeff Gomon, Jeff Caldwell and Tim Beechuk. Steve Stepanian feels that Jason Crist be considered as a committee member as well, but Steve Johnson decided the committee would remain the original four appointees. The committee will develop a list of preliminary questions for the candidates. The committee will make a recommendation to the board once all interviews are conducted.

Scott also indicated that there are a few volunteer vacancies: these include Club Racing Financial Officer and Club Racing Chapter Relations and Scheduling Director. The Licensing Administrator will retire the end of August. The National Office is searching for a replacement.

Scott has implemented a monthly conference call with the Club Racing staff and national stewards to improve communications and keep everyone informed on CR matters, seek new ideas for improving the program. Scott feels the website needs to be updated and redesigned for more information and hopefully get more interest in Club Race.

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8.1.3 Driving Events Committee

Steve Stepanian reports they have had minimal travel since our last meeting. The DEC is having their in-person meeting Saturday, June 8, 2019. At this meeting the primary task is to complete the DE portion of the Operations Manual. This task has taken longer than Steve had anticipated and apologized for it not being finished. Steve further indicated that he feels there will be at least 1 mid-term revision submission to the BOD so that proper research can be done on a 1 or 2 issues of significant importance.

Steve also reports that MotorsportReg, a common tool used by BMW CCA Chapters for event registration has been purchased by Hagerty Insurance Company, who is a direct competitor with our insurance provider, Lockton Insurance Company.

The NDEC is requesting that the revised incident report forms be made available for use by the Chapters, in fillable versions, on the CCA website. Steve also suggested removal of the "incident diagram" sections on all of the reports unless it can easily be implemented for being done online. If the incident/report is not clear enough to require a diagram, he will direct the RDEC to request that information directly from the Chapter. Steve noted that there he will continue to monitor and analyze submitted incident reports for any identifiable patterns or opportunities for risk minimization measures.

Steve indicated he had three individuals who showed an interest in the Autocross Chair position however, he feels that CCA doesn't need to have an Autocross Chairperson and allow the DEC do the job and make the rules. Steve also indicated the Autocross portion of the DE Manual will be a separate document.

8.1.4 Charity Matching Funds – Nothing at this time.

8.1.5 Raffle

Chris Henneey reports the raffle launched May 31 and sales are 3956 tickets as of the meeting. Putting us on track to have another great year. There will be a 2-page spread in the July *Roundel* and the Dinan Club Edition M2 on the cover of the August issue and cover story. The mailer has gone out and sending out emails weekly and will have flash drawings as well. Dinan will continue producing videos about the car. They are producing 5 videos and the teaser has already gone out. The car will be on display at BMW CCA Headquarters during Oktoberfest this year. The raffle will run through October 4th however, we may have a last minute weekend sale for purchasing tickets dependent on whether we are close enough to giving away another car to make the extension worthwhile.

8.1.6 SIG's – Nothing at this time

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8.1.7 Roundel

Satch Carlson reports not sure what they are going to do with ECS Tuning who purchased Bavarian Auto as they are not as inspired to advertise with *Roundel*.

Changing the publication from 12 issues to 10 issues. Satch would rather see the magazine shrink verses losing two publications. Satch feels this is threat to the structure of the club. *Roundel* has been losing money for many years now due to lack of advertising revenue. At the current rate of signature pages, we use *Roundel* would have to be reduced by 16-pages. If we should reduce by the 16-pages, it will affect our printing and postage costs with our current contract. Which months will be no production months? We will contact Michael Slaff as to his thoughts on which two months should not be published. Advertisers can tell what ad an individual saw by what they purchase and where they are located. An idea would be to have a January/February issue and another bi-monthly late summer and see if anyone says anything. We are currently losing twenty (20%) percent per month in advertising revenue.

Steve Johnson reports that the magazine for years and years is what many members looked forward to and still do. In the last few years we have started bleeding off advertisers and revenue is down 700K from its high water mark of \$1.2M.

Len Rayburn has generated a 64-page concept for the regional newsletter. Len feels we will most likely need to produce a 96+4 as the finished product. This will be published twice a year for each region. The new BimmerLife magazine for the regional newsletter, this will relieve the chapters of having the burden of producing a chapter newsletter. This publication will be used as a recruiting tool and used for additional advertising revenue.

8.1.8 National Office

8.1.8.1 BWM CCA Headquarters

Frank Patek reports headquarters has new sidewalks, new front doors, garage doors will be going in the next couple of weeks. The center of the building has been ripped out and new ceilings will be installed. A decision needs to be made on raising the center stepdown or placing railings around the area. Bids are indicating that railings will be less expensive than raising the floor.

8.1.8.2 BMW CCA Business Plan

Brian Thomason reports the current business model is not working for CCA. CCA needs to take drastic measures to stay in business and find a business model that works for us. Our

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responsibility as board members is to protect all CCA, not just the National office. As board members we need to decide on a plan to move forward and that maintains existence of BMW CCA.

- 8.1.8.3 BMW CCA Growth
Frank Patek reports that since the beginning of the year we have had 4045 members opt for a 3- or 5-year membership. We are having less and less members signing up or renewing for 1-year memberships. Our total membership at the end of May was 66,646.
- 8.1.8.4 BimmerLife
Frank Patek reports BimmerLife has taken on a life of its own.
- 8.1.8.5 MotorsportReg
Frank Patek reports that MotorsportReg has sold to Hagerty Insurance. Frank feels that as we have an ongoing relationship with Lockton, Hagerty may approach BMW CCA to drop Lockton. Lockton has partnered with Track Rabbit registration service. Ryan Staub indicated the program will bring a new approach to event registration and is an easy to use program and a significantly reduced cost.

Motion: Steve Johnson made a motion to rescind the May 2017 motion to increase membership dues. Tim Beechuk second motion. 9-0

- 8.1.8.6 Dues Increase
The increase will be allocated as follows:
1-year membership - \$58.00
3-year membership - \$165.00
5-year membership - \$270.00
Lifetime membership - \$1,750.00

Motion: Brian Thomason made a motion that was later amended to increase 1-year membership dues to \$58.00; 3-year \$165.00 and 5-year to \$270.00 and Lifetime to \$1,750.00 to be effective September 1, 2019. Steve Johnson seconded motion. 9-0

- 8.1.8.7 Chapter Options
1. Centralized/Rescind Chapter Allocations
2. National Dues lowered to \$33/year; Chapters may charge OPTIONAL local dues
3. National dues raised to \$100
4. We do nothing and be bankrupt in 3 years

Brian Thomason suggested we have a drop-dead date to implement the program during Chapter Congress in November 2019. Len Rayburn indicates that just raising

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the dues and making no other changes is just prolonging the inevitable of insolvency. This will help with communications to substantiate the chapter options.

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

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 BWM CCA is hosting the 2019 meeting of the International Council of the BMW Clubs in conjunction with Pazific Ezcapades. The host hotel will be the La Quinta Resort and Spa in La Quinta, CA. Our Pacific Region and BMW MOA will co-host a BMW Car and Motorcycle show on Saturday evening September 21 in Old Town La Quinta.

9.4 Operations Manual – the new version has been uploaded to the CCA website

9.5 Chapter Newsletters

Motion: Steve Johnson made a motion that as of January 1, 2020 remove the obligation for chapters to publish newsletters pursuant to the BMW CCA Operations Manual. Jeff Cowan second motion. 9-0

10. Foundation

10.1 Street Survival Memberships

Steve Johnson reports there is a miscommunication with staff at the Foundation regarding Street Survival memberships. BMW CCA pays for one-half of the Street Survival membership and the Foundation pays the other half. However, when the student becomes a member, the National office sends to the chapter \$15.30 for each membership on behalf of SS. Do we want to as a CCA board continue providing the CCA portion of SS memberships?

11. Financial

11.1 2019 Status

12. Chapter Issues

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12.1 RVP Conference Call schedule for 2019

Pacific Region

South Central Region

North Central Region

South Atlantic Region

North Atlantic Region

July 24, 2019

12.2 RVP Chapter Visitation schedule for 2019

Pacific Region

Visitation Plans:

South Central Region

Visitation Plans:

North Central Region

Visitation Plans

South Atlantic Region

Visitation Plans

North Atlantic Region

Visitation Plans:

7/10/2019 NJ Chapter Board Meeting

7/13/2019 Vintage at Saratoga

7/19-21/19 PVGP

8/17-18/19 DelVal HPDE

8/2019 Pocono Chapter Picnic

10/19-26/19 Oktoberfest

12.3 Chapter Probation Report

12.4 Dealer Engagement Program

13. Membership

13.1 Membership

13.2 Sponsorship and Marketing

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14. BMW NA

BMW NA has requested that we work with M Gruppe and bring them into the Club.

15. New Business

16. Future Meetings

16.1 Board Meetings

August 3, 2019 – Boston

October 31 – November 3, 2019 - Dallas

16.2 Conference Calls

July 11, 2019

September 10, 2019

17. Adjourn

Motion: Darlene Doran made a motion to adjourn at 4:00 PM PST. Eddy Funahashi seconded the motion. Motion passes 9-0

BMW CCA
Board of Directors Meeting
June 8-9, 2019
Hyatt Regency
Newport Beach, CA

BMW Car Club
of America



BMW Car Club of America
Board Meeting and Retreat
Hyatt, Orange County
June 7-8, 2019

Agenda

Saturday, June 7-8 2019

8:30 am Call to Order

Introduction: Members, Guests.

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

8:35 am 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

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

10:45 am Break

11:00 am Resume Discussion of Listed Topics
New Business

Noon Lunch

5:00 pm Adjourn

Discussion Topics

1. Review Action Items

2. National Events

Oktoberfest

- 2019
- 2020

3. National/Regional Events

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

New Requests

4. National Programs and Services

IT Update

Club Racing

Driving Events

- Ops Manual Revisions

Charity Matching Funds

Raffle

SIG's

Roundel

Member Committees

Recognition Program Committee

Tech Committee

Election Status

National Office

Planning for future location

Policy and Administration

Ombudsman update

Tech Rep's update

Benefits Update

BMW Clubs International

Operations Manual

Chapter Newsletters and Communications

Recognition Committee

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BMW CCA Headquarters, Greer SC
March 30, 2019

Strategic Plan

5. Foundation

6. Financial

Proposed change as to how we bill liability insurance to chapters

7. Chapter Issues

RVP Conference call schedule for 2019

RVP Chapter Visitation schedule for 2019

Chapter probation report

Dealer engagement program

Corporate Status Non-Compliance

New Jersey 2016

River City has not reported any chapter officers and their last newsletter was 323 days ago.

8. Membership

Membership Drive

Marketing

Friend of the Marque

9. BMW of North America

10. New Business:

Reorganization and Regionalization

Quarterly regional newsletters progress

Dues Increase / Funds distributed to Chapters

Chapter Websites/Regional Websites

RVP travel policy and budgets

Election Vetting Committee

BimmerLife

Advertising

11. 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

May 9, 2019

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Past Travel:

3/11 – 3/19 Monterey, Palm Springs planning trip \$252.00

3/19 – 4/1 Greer SC. Building prep and Board Meeting \$210.00

Planned Travel:

5/22-Ontario for Bimmerfest,and pre drive remaining Council tour \$296.30

5/27- home \$307.30

6/3 – Los Angeles board meeting \$253.60

6/9 –Dallas meeting with Foundation board \$242.30

6/ 11 – Home \$469.01

7/31 – 8/4 –Boston board meeting \$858.61

9/11 – Los Angeles, International Council Meeting \$492.20

Discussion:

Next steps regarding the new CCA HQ, roll up doors, siding, new budget

Discuss next steps for regional cost savings and club racing issues

Discuss need for dues increase and vote

Regional newsletter progress

Respectfully Submitted,

Steve Johnson
President, BMW CCA

May 13, 2019

Pre meeting report

March 21, 2019 through current

To: All board members, Executive Director BMW CCA

From: Eddy Funahashi

Subject: EVP pre-meeting report

Travel:

March 28 – April 1 2019 Greenville board meeting

\$615.40

Future (Quarter) Travel:

May 25 -26 2019 Fontana, Ca. Bimmerfest

June 6th – 8th Board meeting/retreat

June 9th – 10th Meeting Dallas

Travel recap:

-March 28th – April 1 2019 Board meeting Greenville, SC

The minutes for this board meeting that took place at our new National offices will recap the weekend's meetings. We also visited the site of our Concours that will be taking place within downtown Greenville, SC.

Non-Geographical Chapters and SIG's

Controversy remains with the E30 Chapter. It is in a legal process and is progressing. There are others that are ready to assume the leadership roles to continue the Chapter.

The E31 group appears alive and well through regular well attended gatherings and continue to meet the minimum standards of a Non-geographical Chapter.

Respectfully,

Eddy

BMW Car Club
of America



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

May 29, 2019

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

Travel

1Q2019 Board Meeting Greenville, SC Mar 29-31, 2019
Flight: \$321.00
Hotel: TBD

Planned Travel

2Q2019 Board Meeting and Retreat, Newport Beach, CA June 6-19, 2019
Airfare: None (working in LA this week)
Hotel: TBD

CCA/Foundation Joint Meeting, Dallas, TX June 10, 2019
Airfare: \$520

3Q2019 Board Meeting/Okttoberfest, Greenville, SC

For Discussion

2019 Budget

Other Items

Attended Puget Sound BMWs and Burgers event in Issaquah, WA on 5/26/19. About 250 cars in attendance. Each attendee was given a "Join the CCA" brochure. Dealer presence was BMW Seattle and BMW Bellevue.

**Income Statement
For the Four Months ended April 30, 2019**

To be provided at meeting.

**Balance Sheet
At April 30, 2019**

To be provided at meeting.

Respectfully submitted,
Brian Thomason

BMW Car Club
of America



BMW Car Club of America
Brian Thomason
Treasurer
5302 138th Street Ct NW
Gig Harbor, WA 98332
Telephone: 805 267-9135
Email: treasurer@bmwcca.org

BMW Car Club of America, Inc.
Balance Sheet Prev Year Comparison
As of March 31, 2019

	Mar 31, 19	Mar 31, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Bill.com Money Out Clearing	400.00	3,126.00	-2,726.00	-87.2%
1000 - Cash				
1022 - Southern First Bank	10.68	10.68	0.00	0.0%
1024.01 - South State Bank	1,052,870.75	1,374,785.48	-321,914.73	-23.42%
1032 - TD Bank Checking	100.01	100.01	0.00	0.0%
1050 - Petty Cash	25.00	25.00	0.00	0.0%
Total 1000 - Cash	1,053,006.44	1,374,921.17	-321,914.73	-23.41%
1030 - FSA (South State Bank)	8,576.36	9,619.17	-1,042.81	-10.84%
Total Checking/Savings	1,061,982.80	1,387,666.34	-325,683.54	-23.47%
Accounts Receivable				
1100.01 - Accounts Receivable				
1130.02 - A/R MOA	-128.40	-127.20	-1.20	-0.94%
1140 - Club Racing	22,600.00	3,100.00	19,500.00	629.03%
1199.01 - Other	152,993.90	37,555.24	115,438.66	307.38%
1100.01 - Accounts Receivable - Other	152,190.36	57,069.82	95,120.54	166.67%
Total 1100.01 - Accounts Receivable	327,655.86	97,597.86	230,058.00	235.72%
Total Accounts Receivable	327,655.86	97,597.86	230,058.00	235.72%
Other Current Assets				
1200 - Investments				
1205 - Merrill Lynch	54,607.07	52,943.18	1,663.89	3.14%
1210 - State Street Research Fund	35,177.46	33,942.10	1,235.36	3.64%
1810 - Investment - BMW AG	38,301.15	53,464.04	-15,162.89	-28.36%
Total 1200 - Investments	128,085.68	140,349.32	-12,263.64	-8.74%
1300.01 - Inventory				
1305.01 - Club Logo Merchandise				
1305.05 - Oktoberfest Club Logo Merch	0.00	4,893.26	-4,893.26	-100.0%
1305.96 - Club Racing Logo Merch	2,058.23	2,608.48	-550.25	-21.1%
1305.01 - Club Logo Merchandise - Other	133,808.98	106,115.20	27,693.78	26.1%
Total 1305.01 - Club Logo Merchandise	135,867.21	113,616.94	22,250.27	19.58%
1306 - Promotional Merchandise	22,943.76	0.00	22,943.76	100.0%
1300.01 - Inventory - Other	13,364.86	13,364.86	0.00	0.0%
Total 1300.01 - Inventory	172,175.83	126,981.80	45,194.03	35.59%
1400.01 - Prepaid Expenses				
1405 - Prepaid Insurance	126,589.00	135,323.68	-8,734.68	-6.46%
1410 - Prepaid Federal Income Taxes	10,162.00	19,300.00	-9,138.00	-47.35%
1411 - State Prepaid Taxes	7,635.00	4,500.00	3,135.00	69.67%
1412 - Prepaid Event Expense				
1412.05 - Prepaid Ofest Event Exp	8,962.65	61,812.62	-52,849.97	-85.5%
1412.96 - Prepaid Club Racing Event Exp	75.35	116.15	-40.80	-35.13%
1412 - Prepaid Event Expense - Other	20,667.55	53,826.13	-33,158.58	-61.6%
Total 1412 - Prepaid Event Expense	29,705.55	115,754.90	-86,049.35	-74.34%
1415 - Other Prepaid Expenses	24,318.15	25,235.43	-917.28	-3.64%
Total 1400.01 - Prepaid Expenses	198,409.70	300,114.01	-101,704.31	-33.89%
Total Other Current Assets	498,671.21	567,445.13	-68,773.92	-12.12%
Total Current Assets	1,888,309.87	2,052,709.33	-164,399.46	-8.01%
Fixed Assets				

BMW Car Club of America, Inc.
Balance Sheet Prev Year Comparison
As of March 31, 2019

	Mar 31, 19	Mar 31, 18	\$ Change	% Change
1500 - Fixed Assets				
1501 - Land	611,750.00	0.00	611,750.00	100.0%
1505 - Building	0.00	332,736.79	-332,736.79	-100.0%
1510 - Equipment	319,380.61	316,315.62	3,064.99	0.97%
1515 - Furniture & Fixtures	0.00	96,900.11	-96,900.11	-100.0%
1520 - Database	238,699.07	0.00	238,699.07	100.0%
1599 - Fixed Assets in Progress				
1599.01 - Construction in Progress	190,583.35	0.00	190,583.35	100.0%
1599 - Fixed Assets in Progress - Other	1,237,289.43	136,172.95	1,101,116.48	808.62%
Total 1599 - Fixed Assets in Progress	1,427,872.78	136,172.95	1,291,699.83	948.57%
Total 1500 - Fixed Assets	2,597,702.46	882,125.47	1,715,576.99	194.48%
1550 - Accumulated Depreciation				
1555 - Accum. Depr. - Building	0.00	-179,572.65	179,572.65	100.0%
1560 - Accum. Depr. - Equipment	-313,765.57	-309,226.85	-4,538.72	-1.47%
1565 - Accum. Depr. - Furn. & Fixt.	0.00	-95,412.41	95,412.41	100.0%
1570 - Accum. Depreciation - Database	-23,869.86	0.00	-23,869.86	-100.0%
Total 1550 - Accumulated Depreciation	-337,635.43	-584,211.91	246,576.48	42.21%
Total Fixed Assets	2,260,067.03	297,913.56	1,962,153.47	658.63%
Other Assets				
1600.1 - Suspense	128.40	-922.53	1,050.93	113.92%
1700 - Certificates of Deposit				
1700.01 - Chelsea Financial Accr.Interest	9,412.42	148,021.60	-138,609.18	-93.64%
1700.03 - CD - HSBC Bank-Purch.2013	0.00	105,000.00	-105,000.00	-100.0%
1700.06 - CD - First Financial Bank-USA	250,000.00	250,000.00	0.00	0.0%
1700.07 - CD - Sallie Mae Bank	0.00	150,000.00	-150,000.00	-100.0%
1700.08 - CD - Benton State Bank	99,000.00	99,000.00	0.00	0.0%
1700.10 - CD - JP Morgan Chase Bank	250,000.00	250,000.00	0.00	0.0%
1700.13 - CD - CIT Bank	0.00	136,000.00	-136,000.00	-100.0%
1700.14 - CD - GE Capital Bank	0.00	225,000.00	-225,000.00	-100.0%
1700.15 - CD - HSBC- Purch. 2015	0.00	145,000.00	-145,000.00	-100.0%
1700.16 - CD - First Nat'l BK of AMER	200,000.00	200,000.00	0.00	0.0%
1700.17 - CD - BOFI Federal	100,000.00	100,000.00	0.00	0.0%
1701 - CD-Homestreet Bank	0.00	251,098.81	-251,098.81	-100.0%
1702 - CD - AMEX	235,000.00	235,000.00	0.00	0.0%
1703 - CD - XCEL FCU	0.00	247,479.40	-247,479.40	-100.0%
1714 - CD - Southern First H. Fisher	2,272.59	2,272.59	0.00	0.0%
Total 1700 - Certificates of Deposit	1,145,685.01	2,543,872.40	-1,398,187.39	-54.96%
1999 - FSA funds held at Data Path	1,500.00	1,500.00	0.00	0.0%
Total Other Assets	1,147,313.41	2,544,449.87	-1,397,136.46	-54.91%
TOTAL ASSETS	5,295,690.31	4,895,072.76	400,617.55	8.18%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000.01 - Accounts Payable	157,902.78	141,345.59	16,557.19	11.71%
Total Accounts Payable	157,902.78	141,345.59	16,557.19	11.71%
Other Current Liabilities				
2100.01 - Deferred Revenues				
2105.01 - Deferred Membership Dues	3,723,144.26	3,055,516.25	667,628.01	21.85%
2110.01 - Deferred Mailing Fees	13,760.36	12,560.76	1,199.60	9.55%
2115.01 - Deferred Advertising Revenue				
2115.07 - Def. Advertizing Rev. Digital	0.00	10,687.50	-10,687.50	-100.0%

BMW Car Club of America, Inc.
Balance Sheet Prev Year Comparison
As of March 31, 2019

	Mar 31, 19	Mar 31, 18	\$ Change	% Change
2115.01 · Deferred Advertising Revenue - Other	0.00	17,250.01	-17,250.01	-100.0%
Total 2115.01 · Deferred Advertising Revenue	0.00	27,937.51	-27,937.51	-100.0%
2120 · Deferred sponsorship revenue	188,000.00	201,950.00	-13,950.00	-6.91%
2125 · Deferred Oktoberfest Spon. Rev.	7,500.00	0.00	7,500.00	100.0%
2126 · Deferred Oktoberfest Reg Rev	0.00	104,125.50	-104,125.50	-100.0%
2170 · Deferred Revenues-Dealerships				
2170.01 · Def Rev-Dealerships-Northwest	2,426.00	2,426.00	0.00	0.0%
2170.05 · Def Rev - BMW El Cajon	946.00	946.00	0.00	0.0%
2170.06 · Def-Rev Jake Sweeney BMW	4,842.00	4,842.00	0.00	0.0%
2170.07 · Def-Rev Tom Bush BMW	-6.00	456.00	-462.00	-101.32%
2170.08 · Def-Rev BMW of Mobile	2,328.00	2,328.00	0.00	0.0%
2170.09 · Def Rev BMW of Akron	6,678.00	0.00	6,678.00	100.0%
2170.10 · Def Rev Critz BMW	2,520.00	0.00	2,520.00	100.0%
2170.12 · Def Rev-BMW of Lincoln	1,992.00	0.00	1,992.00	100.0%
Total 2170 · Deferred Revenues-Dealerships	21,726.00	10,998.00	10,728.00	97.55%
2100.01 · Deferred Revenues - Other	0.00	8,028.15	-8,028.15	-100.0%
Total 2100.01 · Deferred Revenues	3,954,130.62	3,421,116.17	533,014.45	15.58%
2101 · Payroll Liabilities				
2102 · Accrued Vacation and Comp Time	36,643.96	36,643.96	0.00	0.0%
Total 2101 · Payroll Liabilities	36,643.96	36,643.96	0.00	0.0%
2200 · Payroll Tax Liabilities				
2205 · Withheld Income Taxes	315.75	0.00	315.75	100.0%
Total 2200 · Payroll Tax Liabilities	315.75	0.00	315.75	100.0%
2201.01 · Sales Tax Payable	0.00	29.99	-29.99	-100.0%
2250 · Raffle Prizes Payable	-61,000.00	0.00	-61,000.00	-100.0%
2280 · Payroll Benefits Withheld	-976.92	-354.20	-622.72	-175.81%
2300.01 · Deposits				
2398 · BMW NA Corral Deposits	41,250.00	3,000.00	38,250.00	1,275.0%
2500.01 · Foundation Donations	-10.00	0.00	-10.00	-100.0%
Total 2300.01 · Deposits	41,240.00	3,000.00	38,240.00	1,274.67%
2400 · Accrued Expenses				
2420.01 · Accrued Membership Bucks Pay.	5,316.89	7,335.00	-2,018.11	-27.51%
Total 2400 · Accrued Expenses	5,316.89	7,335.00	-2,018.11	-27.51%
2601 · FSA Funds Held for Employees	5,097.93	6,124.07	-1,026.14	-16.76%
Total Other Current Liabilities	3,980,768.23	3,473,894.99	506,873.24	14.59%
Total Current Liabilities	4,138,671.01	3,615,240.58	523,430.43	14.48%
Total Liabilities	4,138,671.01	3,615,240.58	523,430.43	14.48%
Equity				
3001 · Opening Bal Equity	1,164,528.76	1,164,528.76	0.00	0.0%
3900 · Retained Earnings	231,831.37	289,292.61	-57,461.24	-19.86%
Net Income	-239,340.83	-173,989.19	-65,351.64	-37.56%
Total Equity	1,157,019.30	1,279,832.18	-122,812.88	-9.6%
TOTAL LIABILITIES & EQUITY	5,295,690.31	4,895,072.76	400,617.55	8.18%



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: May 14, 2019

Subject: Secretary Pre-Meeting Report

Past Travel:

- Board Meeting & Annual Meeting, Greenville, SC
March 28-31, 2019 - \$613.00 (Flight)

Expenses:

- Headquarters Prep Supplies – Lowe's 147.47
- Corporate Reports filed
First Coast Chapter - \$61.25
Hoosier Chapter - \$22.00

Planned Travel:

- Board Meeting/Retreat, Newport Beach, CA
June 6-9, 2019 - \$403.00 (Flight)
- Board Meeting, Boston, MS
August 3, 2019
- Board Meeting / Congress, Dallas, TX
October 31 – Nov 3, 2019

Drafts & Finalize Board Minutes:

March 30, 2019 Board Meeting Minutes
2019 Annual Meeting Minutes Draft
April 17, 2019 Conference Call Minutes
May 22, 2019 Conference Call Minutes

Operations Manual

Finalized New Operations Manual and posted on website

Chapter Corporate Status

April and May monthly SOS status for submission of annual reports

Filed Corporate Status Reports

First Coast Chapter

Hoosier Chapter

RPC Nominations gathered information on several of the nominees who are receiving the award.

Conference Call with Jeff Gomon and Daniel, treasurer of the New Mexico Chapter and revised their By-Laws.

Discussion Topics:

Election Vetting Committee

Dues Increase

Distribution of Funds to Chapters

Regional Newsletter status

RPC requests from Ian at March meeting

President's Position

Respectfully submitted

Darlene Doran



**TO: BMW CCA Board of Directors
BMW CCA Executive Director**

SUBJECT: North Atlantic 2nd Quarter 2019 Pre-meeting Report

TRAVEL:

Completed Travel:

Board Meeting – Greer, SC; 3/29/19 – 3/31/19 \$0.00
Tri-Chapter ITS/HPDE – NJMP, Millville, NJ – 4/12/19 – 4/14/19 \$0.00

Planned Travel:

Board Meeting – Newport Beach, CA; 6/7/19 – 6/9/19
NJ Chapter HPDE/CR; Millville NJ; 6/14/19 – 6/15/19
Teen Street Survival; Franklin Lakes, NJ; 6/30/19
Vintage at Saratoga; Saratoga, NY; 7/13/19
PVGP – BMW Pavilion, Pittsburgh, PA; 7/20/19 – 7/21/19
Board Meeting – Boston, MA; 8/2/19 – 8/4/19
DelVal BMW CCA HPDE/CR; Millville, NJ; 8/17/19 – 8/18/19
OFEST

OTHER:

Worked with Connecticut Valley on redesign of Roundel ad to support Lime Rock IMSA race corral in July. Secured giveaways from Bimmerworld for corral attendees, plus potential for meet/greet with James Clay in the paddock at event – schedule dependent.

Followed up with chapters on tax filings and annual reports. All NA chapters are now current on annual reports and corporate status. Working to sort the last stragglers on tax filings. Should be complete by the time we meet in LA.

REGIONAL EVENTS:

NA Presidents Conference Call – May 22, 2019 @ 8PM

Respectfully submitted,
Jeff Caldwell
North Atlantic RVP



**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 2st Quarter 2019 Pre-meeting Report

Travel:

Completed Travel:

Board mtg. – Greer, SC – 3/30/19	213.41
IMSA / Buckeye Corral – Mid Ohio – 5/4,5/19	32.00
Passion Opening(Foundation show) – Greer, SC – 5/17/19	20.00
The Vintage – Hot Springs, NC – 5/18/19	35.00

Planned Travel:

- Flat-Out Classic – Topeka, KS – 5/31 -6/2/19
- CCA Board mtg / DEC mtg.. – Newport Beach, CA – 6/8/19
- Deutches Marques – Grand Rapids, MI – 7/6/19
- CCA Board mtg. – Boston, MA – 8/3/19
- Legends/Festorics – Monterey, CA – 8/17/19

Other:

Continued work with chapters to resolve held distributions due to newsletters.
The occasional Street Survival Event

Regional Events:

Regional Chapter Presidents' conference call: 4/22/19, 6/4/19

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: May 28, 2019

Subject: Pacific Region 2nd Quarter Pre-Meeting Report, 2019

Travel Completed:

- San Diego/LA Chapter HPDE Buttonwillow, March 23-24, \$0
- Greenville Board Meeting, March 29-31, \$560

Planned Travel:

- Local chapters only this quarter

Discretionary Funds Requested/Dispersed:

- None

Regional Calls Completed/Upcoming:

- Completed: May 7
- Upcoming: August 6, November 5

Chapter Compliance Issues:

- Newsletters: We are giving all chapters a pass while working toward the Regional Newsletter
- Websites offline: Hawaii (they are working with Tech Committee)

Other Updates or New Business:

- None



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

Date: 5/20/19

Subject: South Central RVP Pre-Meeting Report
- Q2 BOD Meeting, Newport Bch, CA - 6/8/19

BMW Car Club of America, Inc.
Jeff Gomon
South Central RVP
3130 Jasper Ct
Lincoln, NE 68516-1635
(402) 613-6914
southcentralrvp@bmwcca.org

Completed Travel & Expense:

- Q1 BOD Meeting, Greenville, SC March 29-30, 2019 - \$343.50 (Flight only)
plus \$32.49 – (Rental Car and Fuel expenses) - \$375.99 total.

Planned Travel:

- Flat-Out Classic – Topeka, KS – 5/31/19 - 6/2/19
- Q2 BOD Meeting, Newport Bch, CA – 6/8/19
- Q3 BOD Meeting, Boston, MA – 8/3/19

RVP Discretionary Funds:

-Flat Out Classic Regional Driving School - \$500

Newsletter Delinquencies:

-As of 5/20/19 Report – Houston Chapter is past due.

Chapters on Probation:

-New Mexico Chapter (*provisional probation as chapter rebuilds*).

Relevant Notes:

-Held Regional Conference call – all chapters represented on call.
-Participated in required National BOD conference calls.
-Researched topics of discussion for upcoming Q2 BOD meeting.
-Read minutes from previous meetings and voted to approve.

Discussion Topics:

Chapters/Regional newsletter
Chapter incorporation and compliance
New Ops Manual release
Event insurance
Strategic plan
Potential dues increase

Respectively submitted,
Jeff Gomon



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

Date: May 29, 2019

Subject: South Atlantic RVP Pre-Meeting Report
Q2 BOD Meeting, Newport Beach, CA – June 6 - 9, 2019

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

Travel & Expenses:

Sebring Race – March, 13-17, 2019 - Hot Laps & CCA promotion - \$0
Tarheel Chapter – attended New Bern, NC tour, May Triangle meeting - \$0
Sandlapper Chapter Meeting in Greenville, SC - \$0
Additional upcoming IMSA races - \$0

Planned Travel:

2nd Quarter BOD meeting in Newport Beach, CA - \$676.

RVP Discretionary Funds:

\$500 to Tarheel & NCC Corral @ VIR IMSA race 8/23-25, after event.

Newsletter Delinquencies: Working with the chapters on these. What a mess.

Relevant Notes:

- Much forward movement regarding 3 FL chapters that are merging
- Requested an RVP call with topics below. Canceled it due to low participation in spite of important topics included below.
 - Member growth impact of 3-year membership rebates.
 - Recognition program and desire to not wait until the EOY for submissions
 - Submission of all required Forms to National & filing Tax Returns
 - New Operations manual – Please read, understand & implement
 - Oktoberfest Registration open
 - Leadership Conference dates & needed attendance from all chapters
 - Club Racing Leadership changes
 - Regionalization of Services
 - Regionalization of Activities
 - Regional Directors – Add paid personnel to coordinate efforts w/ chapters.
 - We have to improve the membership experience and retain members.
 - Modernization of Events - Signage, branding, professional attire, promotional materials, etc.
 - Responsiveness to Members - Members don't know who a lot of you are.
- Waiting until after CA meeting to further discuss failing Chapter and potential merger of these chapters together. It will not be welcomed.
- Other relevant discussions for proper chapter operations.

Respectively submitted,
Dwayne Mosley



BMW Car Club of America
Frank C. Patek, II
Executive Director
2350 Highway 101 S
Greer, SC 29651
864-250-0022
frank_patek@bmwcca.org

Re: June 7-8 Orange County, California

DATABASE/WEBSITE/OPERATIONS

The time is now. The decisions are yours.

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
9. Coordinated promotional/publicity program advocating the superiority of our HPDE programs over Joe's Bait and Driving School for \$99, BMW CCA Club Racing to everyone – including our chapters and the Club and what and who we are to the BMW world
10. Modernize how we bill for insurance.

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

Raffle opened on May 31st.

OKTOBERFEST 2019

Ofest will begin Tuesday October 15th, following Petit Le Mans, and will officially conclude on Saturday evening October 19th. The host hotel in Greenville will be the Hyatt downtown. Unfortunately, there will be not be an HPDE/Club Race program in conjunction with this Ofest. Although, both Peachtree Chapter and the national club were in favor of hosting both events the cost of track rental and an extended minimum rental period exceeded reasonable expectations. Ofest 2019 will include the following activities:

Opening Night Dinner and a Show
Concours and Show on Main Street
Dinan Beer Garden
Half Day Driving Experience and Lunch at the Performance Center
Charity Hot Laps at the Performance Center
AutoX
Michelin Drive and Compare
Festival at the Performance Center
“Passion” at the Foundation
Grand Opening and Car Show at the BMW Car Club of America Headquarters
Closing Dinner at Eagle Mountain Vineyard and Winery

International Council Meeting 2019

BMW CCA will host the 2019 meeting of the International Council of BMW Clubs in conjunction with Pazific Ezcapades. The host hotel will be the La Quinta Resort and Spa in La Quinta, California. BMW CCA, our Pacific Region chapters and the BMW MOA will co-host a BMW Car and Motorcycle show on Saturday evening September 21 in Old Town La Quinta.

OKTOBERFEST 2020

REGIONAL EVENTS

AFFINITY/MEMBER BENEFIT PROGRAMS

NOMINATION FOR “FRIEND OF THE MARQUE”

Submitted.

HPDE INSURANCE 2019 Per Lockton Affinity

Participant Insurance Program:

BMW CCA National/Event Liability Insurance:

There is nothing notable to report on this side. We continue to receive a “normal” number of incident notifications from Chapters, but we have not received any notifications recently that are likely to result in claims.

E-waivers have come up regularly over the last few years in our conversations at the National and Chapter levels. Our insurer is very accommodating with e-waivers. We have a handful of clients that have incorporated some sort of e-waiver system over the last year. If this is something you’d like to pursue further, I can help provide some direction on the requirements that must be met.

Participant Insurance Program:

Over the last 10 years we’ve revolutionized HPDE/Track Day insurance and have helped a variety of our partners thrive through an uncertain period (street insurers started to deny claims) where many enthusiasts were tempted to leave the HPDE sport. MotorsportReg was one of our first partners, and we had a successful partnership that played a major role in helping both of us grow over the last decade. We learned a few hours before April 1st that Hagerty acquired MotorsportReg effective 4/1/19. While we’re disappointed in this partnership ending, we understand that this transaction was very positive for MotorsportReg as a company and for Brian Ghidinelli personally. We wish them the best, but we must move forward.

Immediately following the announcement, we were contacted by many potential partners that saw this announcement as an opportunity. After an intensive evaluation period, we have entered into a partnership that was just announced. We entered into an agreement with Andy Lally Alive, and specifically their Track Rabbit registration service. Powered by a 100-person marketing and technology firm (Trellist), they bring a different approach to event registration that we believe will help organizers more efficiently handle registration, significantly reduce cost, and more effectively market their events.

Over the last ~10 months we’ve taken everything we’ve learned over the past 10 years working with thousands of enthusiasts across the country to completely redesign our insurance program and our website. Our new website is in the final stages of development

and is progressing (on-time!) to go live by mid-July. We're extremely excited to offer the easiest purchasing process in the business and less restrictive guidelines that will allow individuals the opportunity to buy insurance coverage up to the minute before they go on track. We know that no one wants to spend more time than they have to when buying insurance, and our initial testing suggests that customers will be able to buy policies in half the time.

Our year is off to a strong start with BMW CCA – while it's still early in the season, we're pacing at 7% growth over last year. We are proud to work with BMW CCA and serve your members! If you have any questions or would like to discuss anything further, please let me know.

Regards,

Ryan Staub
VP - Motorsports Practice Leader

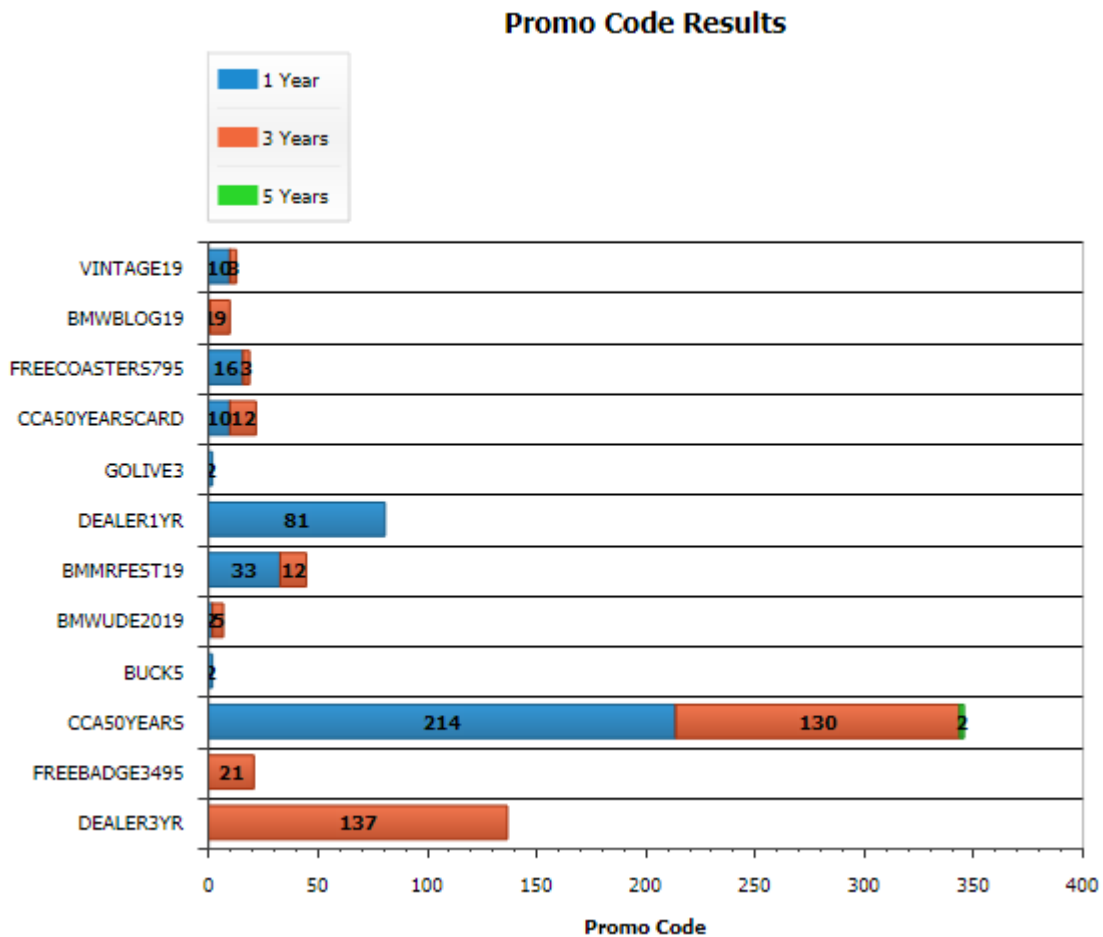
Current breakout of membership by term. This data is accurate as of August 31, 2018 & February 28, 2019:

Source	Total	Current	Lapsed	2015	2016	2017	2018	2019
Bimmer Magazine	2,381	959	1,422	85	97	156	153	89
bimmerlife.co	136	109	27	0	0	7	50	52
BMW CCA Website	8,043	3,114	4,929	314	370	402	714	313
BMW Center	5,534	2,550	2,984	205	241	257	785	570
BMW Performance Center	1,973	976	997	107	99	165	287	185
BMWBlog.com	626	397	229	34	37	35	139	127
BMWCar Mag UK by Unity Media	38	16	22	1	0	1	0	1
Car and Driver Magazine	675	309	366	23	29	35	84	42
Classic MotorSports	84	38	46	5	1	6	12	8
CPO Sample Roundel	205	83	122	8	5	4	7	3
Facebook	1,074	536	538	51	50	80	186	144
GrassRoots Magazine	295	132	163	13	17	26	28	15
Independent Shop/Dealer	1,807	777	1,030	55	74	96	233	156
Link from Another Website	2,374	1,080	1,294	87	91	120	310	235
National Aftersales Conference	9	5	4	0	2	0	1	1
Performance BMW Mag UK Unity	14	6	8	0	0	0	3	1
Radio Ad	21	12	9	0	1	1	2	5
Referred by BMW CCA Member	8,116	3,720	4,396	385	423	510	966	737
Search Engine	3,312	1,468	1,844	132	152	182	457	308
Sports Car Market Magazine	139	70	69	7	4	8	12	13
Television Ad	16	7	9	0	1	1	1	2
Ultimate Benefits Program	65	65	0	0	0	0	27	38
Word of Mouth	21,351	8,073	13,278	702	783	884	1,902	1,189

01/19 - 03/19

Since the start of the year 4045 members have opted for a 3 or 5-year membership (M Color Badge).

March 2019 Lapsed Membership Offer CCA50Years pulled back 307 members. The next lapsed member offer will go out on June 10th.



Membership totals as of May 31, 2019:

Membership Term	Primary Members	Associate Members	Total
1 Year	31,831	3,578	35,409
2 Years	6,200	855	7,055
3 Years	17,390	2,006	19,396
4 Years	363	61	424
5 Years	2,731	499	3,230
Lifetime	914	218	1,132
	59,429	7,217	66,646



BMW Car Club of America
2350 Highway 101 S
Greer, SC 29651-7206

Tel 864-250-0022

6/4/2019

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

Newsletter Status

North Atlantic	Last Issue	Days
Allegheny	4/11/2019	54
Boston	2/15/2019	109
CT Valley	3/27/2019	69
Delaware Valley	4/29/2019	36
Genesee	5/7/2019	28
Green Mountain	4/28/2019	37
Mountain State	2/14/2019	110
New Jersey	6/1/2019	3
New York	4/9/2019	56
Nittany Bimmers	2/8/2019	116
Patroon	3/29/2019	67
Pinetree	4/28/2019	37
Pocono Mountain	4/7/2019	58
Trillium	3/25/2019	71
White Mountain	4/28/2019	37
today	6/4/2019	

North Central	Last Issue	Days
Badger Bimmers	3/22/2019	74
Bluegrass	4/12/2019	53
Buckeye	5/31/2019	4
Hoosier	2/26/2019	98
Illini	5/2/2019	33
Iowa	5/2/2019	33
Michiana	4/30/2019	35
Motor City	5/13/2019	22
North Star	4/3/2019	62
Northern Ohio	4/26/2019	39
St. Louis	2/25/2019	99
Windy City	5/24/2019	11
today	6/4/2019	

Pacific	Last Issue	Days
Central CA	12/19/2018	168
Golden Gate	12/19/2018	167
Hawaii	12/19/2018	167
Inland Empire	4/9/2019	56
Los Angeles	1/30/2019	125
Oregon	12/19/2018	167
Puget Sound	1/15/2019	140
-	-	-
Roadrunner	4/3/2019	62
Sacramento	12/21/2018	165
San Diego	1/15/2019	140
Sierra	12/19/2018	167
Sin City	12/19/2018	167
Sonora	12/19/2018	167
today	6/4/2019	

South Atlantic	Last Issue	Days
Bayou	2/14/2019	110
Blue Ridge	1/21/2019	134
Choo-Choo	11/29/2018	187
Everglades	4/15/2019	50
First Coast	4/14/2018	416
Gulf Coast	9/25/2018	252
Heart of Dixie	4/7/2019	58
National Capital	3/1/2019	95
Old Hickory	4/7/2019	58
Peachtree	1/30/2019	125
Puerto Rico	1/11/2019	144
River City	5/4/2018	396
Sandlapper	4/9/2019	56
Smoky Mtn	1/29/2019	126
Suncoast	4/22/2019	43
Sunshine	5/9/2019	26
Tarheel	6/3/2019	1
Tidewater	2/15/2019	109
today	6/4/2019	

South Central	Last Issue	Days
Houston	1/17/2019	139
Kansas City	4/10/2019	55
Lone Star	4/16/2019	49
Great Plains	5/29/2019	6
New Mexico	3/29/2019	67
Rocky Mountain	3/19/2019	77
Sunbelt	2/20/2019	104
Tejas	5/20/2019	15
Wasatch	3/21/2019	75
today	6/4/2019	

Non-Geo	Last Issue	Days
E31	3/28/2019	69
E30	6/22/2018	348
today	6/4/2019	



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bmwcca.org

MARKETING REPORT

COYD RAFFLE: INCREDIBLE LINEUP OF PRIZES FOR ANNIVERSARY YEAR!



This year's BMW CCA Car Of Your Dreams Raffle will feature not one, but two special one-of-one cars to celebrate the club's anniversary year! The Grand Prize will be a one-of-one BMW CCA 50th Anniversary M4 with Competition Package built by BMW Individual with an MSRP of \$117,280. This special-edition, San Marino Blue Metallic, 444-horsepower M car has been customized with unique club-inspired details including exclusive badging and a custom Sonoma Beige Full Merino leather interior. This is only the second one-of-one M car ever produced by BMW Individual for the Club. The first was the Grand Prize Club Edition E92 M3 given away during the 2013 raffle.

1-OF-1 BMW CCA 50th Anniversary M4 Features

- Competition Package w/ 444 horsepower
- San Marino Blue Metallic
- Sonoma Beige Full Merino Leather
- Manual Transmission
- Door sills with BMW CCA lettering
- 50th Anniversary Club logo engraved on dash
- Special Club-Edition Trunk badge
- 50th Anniversary BMW CCA Grille Badge
- BMW CCA logo embroidered on headrests
- Dash plaque denoting status: 1 of 1 BMW CCA 50th Anniversary M4 produced by BMW Individual
- Executive Package
- M Driver's Package
- Adaptive M Suspension
- 20" Forged Light Alloy Wheels and more!!!

The First Prize raffle car will be the one-of-one Dinan Club Edition M2 Competition. This is the sequel to the most sought-after raffle car we've ever produced. Dinan has transformed this manual, Long Beach Blue M2 Competition into an absolute beast and what may become the most famed M2 Competition ever built. The world will see this incredible machine come to life through a series of videos produced by Dinan that will be released throughout the raffle campaign. No expense has been spared on this build that features a full slate of Dinan's performance parts, along with Forgieline GTD1 wheels wrapped in Michelin Pilot Sport 4S rubber. MSRP with Dinan and Forgieline upgrades: \$84,688.

The first teaser video of the Dinan Club Edition M2C raffle car has been posted. Five more videos will be released throughout the campaign that highlight all of the performance upgrades.

1-OF-1 Dinan Club Edition M2 Competition Features

- Long Beach Blue Metallic
- Black Dakota Leather
- Manual Transmission
- Dinan Flash Tune
- Dinan Free Flow Stainless Exhaust
- Dinan Carbon Fiber Cold Air Intake
- Dinan High Performance Heat Exchanger
- Dinan High Performance Adjustable Coil-over Suspension System
- Dinan Tension Strut Ball Joint Kit
- Dinan Adjustable Anti-Roll Bar Set
- Dinan Rear Suspension Link Kit
- Dinan Carbon Fiber Mirror Caps & Rear Spoiler
- Dinan Signature Floor mats
- Forgieline GTD1 Wheels w/ Michelin Pilot Sport 4S tires

This year's Main Prizes will be the M240i, an amazing car with exceptional performance capabilities that sprints from 0 to 60 mph in 4.6 seconds. The BMW M240i is powered by a 3.0-liter, 6-cylinder inline engine complete with direct injection, M Performance TwinPower Turbo technology with twin-scroll turbocharging, fully variable valve lift (VALVETRONIC) and Double-VANOS variable camshaft timing. MSRP: \$45,800

Raffle Ticket Sales

Raffle ticket sales for 2019 will officially begin on Friday, May 31, at 10 a.m. EDT and end on Friday, October 4, at 5 p.m. EDT. As always, tickets are \$25 each and provide a 1-in-5,000 chance of winning a car.

NATIONAL EVENTS SPONSORSHIP

O'Fest registrations are pouring in at a record pace and the excitement is building in anticipation of the 50th anniversary celebration this October. As a result, we have caught the attention of many former sponsors and potential new sponsors. Negotiations are currently underway with several companies not listed below that are interested in coming onboard.

We are pleased to announce that ZF of North America, who has production facilities in the upstate of South Carolina, has signed on to sponsor a tech talk and tours. They produce transmissions and various other components for the X series vehicles assembled at Plant Spartanburg. They are going to give our attendees a firsthand look at their transmission facility in Grey Court and conduct an insightful tech talk at the host hotel. They are returning to sponsor O'Fest after over a decade away.

50th 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," Vendor Hall Reception, Welcome Dinner, TSD Rally, Fun Rally, and Tech Talk
BMW NA Banquet and Charity Rides for the Foundation
Hagerty presenting sponsor of national headquarters grand opening
Tire Rack Autocross
ZF Group Tours and Tech Talk
Lockton HPDE Insurance Member Lounge and Games
Dinan Beer Garden
Griot's Garage Car Wash Area and Car Care Clinics
XPEL Tech Talk and Hydration Sponsor
BMW Performance Driving School driving programs, festival, and two-Day M School Giveaway
Forgeline Car Numbers
Extreme Auto Spa of Greenville

The Monterey Weekend is gaining momentum with the announcement of the RADwood addition. Plus, we will have BMW NA's main Monterey test drive and hospitality activations onsite with us this year at Pasadera. These new additions are helping us increase the event's appeal and value for sponsors.

Legends Of The Autobahn 2019 Presented By Michelin

Michelin presenting sponsor
Shell V-Power NiTRO+ Premium Gasoline
BMW NA
Griot's Garage
XPEL
Hagerty
Bring A Trailer

LOTA Trophy Sponsors

La Jolla Independent
2002 AD
The Werk Shop
SoCal Vintage
Ireland Engineering
BMW CCA LA Chapter
BMW CCA San Diego Chapter
BMW CCA Central Cal Chapter
BMW CCA Golden Gate Chapter

Bill Arnold Independent BMW Repair
Garage Welt

Festorics 2019 Corral And Hospitality Presented By Michelin

Michelin presenting sponsor
BMW NA
BMW Performance Driving School, Friday dinner sponsor
XPEL
Cool Carbon

NEW MERCHANDISE ADDED TO THE STORE

Club merchandise sales continue to grow and we have the widest selection of apparel and accessories that we've ever had. We have an entire line of 50th anniversary items including coffee mugs, magnets, tee shirts, polos, men's and women's jackets, and even koozies. We recently added several new vintage shirt designs, a new fleece pullover, and this year's Legends of the Autobahn event tee.



BMW CCA 50th Anniversary T-shirt



BMW CCA 50th Can Cooler



Ladies 50th Anniversary Black Softshell Jacket



Ladies 50th Polo White



Men's 50th Anniversary Black Softshell Jacket

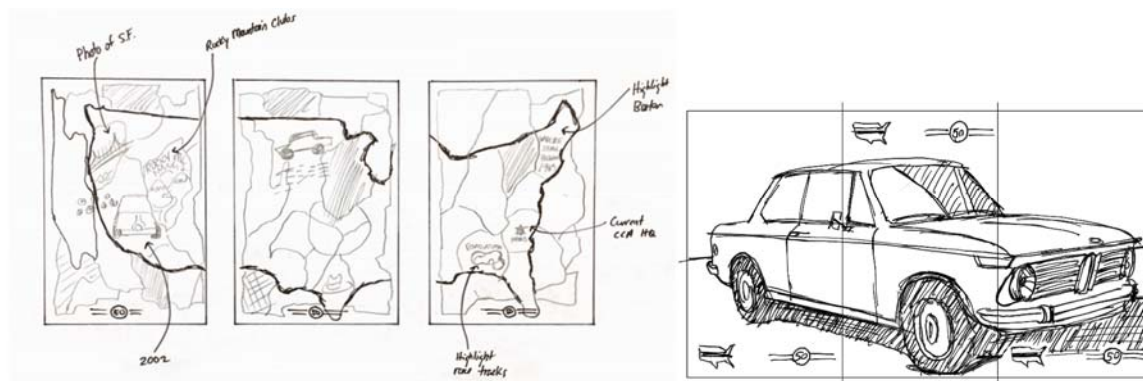


Men's 50th Navy Polo



Anniversary Poster Set

We are also working on a limited-edition set of three posters that celebrates and pays tribute to the 50 years of the club, that's not tied to a specific event. The three posters will be able to stand alone, but they will also complement each other in a fashion that will make having the full set a must. A request for proposal has been released and several artists have been invited to submit their concepts. We will be selecting one artist to complete the project based on their design concept and pricing. Our plan is to introduce these several months prior to O'fest with a print ad in *Roundel* showing it's a three-piece set that fits together. We'll advertise release dates and times in advance, so everyone has a fair chance at getting one.



BMW CCA Motorsport Team Shirt

We are working with a new vendor that specializes in race team apparel and driver's suits to produce a very unique, limited-run BMW CCA Motorsport team shirt. The shirt will have a similar look to the BMW Team RLL shirts and feature club logos, and the logos of our major sponsors. This will be a very, high-quality, custom shirt with all logos embroidered and will be available in limited quantities.



ULTIMATE DRIVING EXPERIENCE PARTNERSHIP

After several years of inquiring about opportunities, I'm excited to report that we recently landed a marketing partnership deal with the Ultimate Driving Experience. They have agreed to distribute a postcard about the club with a special promo offer at the remaining stops on the tour for 2019. This is being done in exchange for us sending emails to members near each tour stop in cases where they need help filling the events.

Our postcard highlights our rebate program, lists key membership benefits, and has a special promo code. The code provides UDE attendees a discounted membership rate online and a free grille badge (\$34.95 value) with paid shipping and handling.

This year, the UDE program has their normal UDE tour and the UDEOT (UDE on Tour) events, so they are hitting a lot more cities. The UDE events essentially consist of more days, more activities and a main pavilion (<https://ude.bmwusa.com/>). The UDEOT events consist of only Autocross and Street Drive activities and do not have a main pavilion onsite (<https://udeot.bmwusa.com/>).

We launched our postcard program with the Miami UDE event and have already seen some memberships come in as a result. We hope to expand our partnership with the UDE program next year to include more visibility for the club, but we are excited to finally have a presence.

WORKING CLOSELY WITH BMW/OCTAGON ON IMSA RACES

BMW and Octagon have been providing increased support and unique opportunities for members during IMSA race weekends. Starting with Daytona, they provided a huge fence banner that stretched from one end of the corral to the other with the BMW and BMW CCA logos printed on it, boxes of BMW Motorsport hats to giveaway to corral attendees, and set up a special meet and greet with Alex Zanardi and BMW Team RLL. When it came to Sebring, we were provided with a number of VIP race weekend packages to giveaway and they invited our members to enjoy the massive trackside hospitality area. At the latest race, Mid-Ohio, Octagon set up a special dinner with the race drivers and held a drawing among club members in the region for a chance to attend. This was an amazing opportunity. Furthermore, they are planning to work with the national club and chapters hosting corrals throughout the remainder of the schedule.

This is a snippet of the email we sent out regarding the Mid-Ohio opportunity:



JOIN THE BMW TEAM RLL DRIVERS FOR AN EXCLUSIVE DINNER BEFORE THE RACE.

BMW is pleased to offer ten lucky members of the BMW CCA's North Central Region the opportunity to feast on a delicious meal in the company of some of the best drivers on the planet - the BMW Team RLL Drivers.

Have you ever wondered what it's like to race The Ultimate Driving Machine® or how drivers prepare for the intensity of a race weekend? This is your chance to meet the individuals who get behind the wheel of the most powerful BMW vehicles and learn from them. Perhaps you will even get some valuable driving tips that will keep you safer on the streets and

INCENTIVES FOR BMW CENTER EMPLOYEES AND INDEPENDENT SHOPS

We are looking forward to launching the new incentive program as outlined below. A significant portion of this project rests with the IT department as forms, database integration, reports, and automated email features have to be created before launch. As of today, the IT department is reporting they have a backlog of work and this project has been delayed. IT was recently tasked with a number of mission critical projects including Cvent integration, chapter email services, raffle preparation, and Association Anywhere issues since the last board meeting. Below, is the content created for the program's landing page.



You're invited to participate in an exclusive incentive program for BMW Center Employees and Independent Shops.

The BMW Car Club of America (BMW CCA) wishes to increase awareness for the Club and its multitude of benefits through BMW's network of 340-plus dealerships and also independent shops throughout the country. In efforts to achieve this goal, the BMW CCA would like to extend a special incentive program to BMW Center Employees and independent shops.

We are pleased to offer the following incentive program:

- Earn up to \$500 per year by referring customers to the BMW Car Club of America. You'll be rewarded with \$10 for every successful three-year membership referral.
- It's the easiest sale you'll ever make! When your customers purchase a three-year club membership for \$134 they are immediately eligible to apply for a rebate of \$250 - \$1,500 on the purchase or lease of a new BMW, depending on the model. It's really an amazing deal for anyone buying a new or certified pre-owned BMW. Full program details [here](#).

Start Earning Financial Rewards Today!

You can start earning rewards right away! All you need to do is register using the forms on the following pages. Once registered, you will be issued a unique ID and then you'll receive a welcome packet in the mail with referral cards, brochures, decals, and other promotional items. Simply provide your client with information about the Club and your unique ID number. When the client enters this number when

registering on bmwcca.org, you earn financial rewards. At the end of each quarter, the money earned from the incentive program will be paid via check.

The Benefits of BMW CCA Membership

Not only are you earning extra financial rewards, but you are creating loyalty for the BMW brand and offering the opportunity for your clients to save hundreds on their vehicle purchase or lease. Not to mention, you're giving them access to hundreds of exclusive social and driving events, an award winning monthly magazine, and the chance to connect with other BMW enthusiasts. The Club can enrich their ownership experience unlike anything else.

Club Membership Benefits Include:

- Membership Reward Rebate Program: \$250 - \$1,500 rebate on the purchase or lease of a new or CPO BMW, depending on the model
- 15% of all BMW Performance Driving School Programs
- Award-winning monthly Club magazine
- Access to over 500 exclusive members-only driving and social events each year
- Special money-saving discounts from our many partners and sponsors.

Chris Hennecey
Director of Marketing



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Re: June 2019 Board Meeting

IT Update

AssociationAnywhere

We keep finding issues with AA. I currently have four critical issues open with them. A significant portion of my time is spent researching, reporting, and testing fixes of issues.

MagnetMail

The National Office had long endorsed MagnetMail as the official email marketing system partner. The National Staff used the platform to send all mass email messages to members, and we recommended its use to Chapter Representatives. MagnetMail was acquired by Higher Logic in October of 2017. Until recently, their pricing and service offerings had not changed. However, Higher Logic has now increased their price for MagnetMail: instead of charging fractions of a penny per message sent, they now charge a flat rate of \$20,000 per year for unlimited messages. We attempted to negotiate with them, but now they only bundle MagnetMail with other marketing features and won't budge. Chris and I reviewed their marketing features, but we didn't see the value in their offerings for the club.

One great feature of AA is that it allows the National Office to send mass emails. Beginning in April, we started testing this feature as a replacement for MagnetMail. We found that deliverability is on par with MagnetMail, and it has the advantage of tracking opens, clicks, and conversions right on the member's record. The best feature is that it doesn't increase the monthly recurring cost of AssociationAnywhere! So, we save the club money by taking full advantage of the new membership system.

Because the club is now using AssociationAnywhere instead of MagnetMail, and due to the significantly increased cost of sending email through MagnetMail, we will terminate our account effective June 30, 2019.

Chapter Email Service

There are 17 Chapters with MagnetMail accounts, so we needed to find an alternative. Fortunately, AA also allows authorized Chapter Representatives the ability to send mass email to chapter members. With a couple of clicks, the representative can send a message without having to import a list into a third-party system. We included an announcement in the most

recent News From National, and I reached out via email to the MagnetMail users who still had an account.

We created a form that a Chapter Officer can submit to request access for up to five representatives. They may choose the email address that will be created for them, and upload the preferred version of the chapter logo. The National Office will provide one email template for each chapter. It is responsive and clean, and best of all, easy to use. If a chapter would like additional templates, we'll create it as long as they provide us with the HTML.

We'll implement additional features as needs arise, but here are the features available now:

- Compose a message in an easy-to-use editor
- Use the pre-made, responsive email template, or use your own custom HTML or plain-text message
- Send to all of your current Chapter members without creating a list and importing it
- bmwcca.org From Address—send from a Chapter-specific bmwcca.org email address to ensure deliverability

Roundel App

A new version of the Roundel viewer you use in a web browser, and the app for your tablet is now available. The two apps appear and function very similarly to each other. The browser app still has an archive dating back to January 2002, and now the tablet app has the same archive. The best new feature is that you're able to log in with your username and password from bmwcca.org. You no longer have to remember separate login information!

Some members noticed that you can no longer download issues for offline viewing. The vendor has assured us that they will bring the download function back to the app! We'll make an announcement as soon as we know when download functionality will return.

Dealer Incentive Program

Chris and I have identified the data we'd like to collect from dealers when they sign up to participate in the program. I am on track to have the form ready by the end of Q2.

Headquarters Move

Segra completed installation of our fiber Internet service! We've had much better phone reception, and faster speeds when accessing online services.

Foundation

The following work has been performed for the Foundation since the last Board meeting:

- Setup new employee Mark Hughes
- Made multiple changes to TRSS emails in Automation Project
- Added new expense forms to PCA and CCA emails
- Met with Neil and MSR Support on multiple occasions to address API issue
- Completed workaround for TRSS Automation Project issue
- Made frontend changes to streetsurvival.org
- Made frontend changed to bmwccafoundation.org
- Helped locate needed services and accounts after Andrea's departure
- Created new Admin email list

Chapter Electronic Newsletters and MagnetMail Accounts

The following 35 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	Inland Empire Chapter	River City Bimmers
Bayou Chapter	Iowa Chapter	Roadrunner Chapter
Buckeye Chapter	Kansas City BMW Club	Rocky Mountain
Central California Chapter	Lone Star Chapter	Sandlapper Chapter
Connecticut Valley	Mountain State Chapter	Sierra Chapter
Chapter	New York Chapter	Sunbelt Chapter
E31 Chapter	Nittany Bimmers Chapter	Sunshine Bimmers
Everglades Chapter	North Star Chapter	Chapter
Florida Suncoast Chapter	Northern Ohio Chapter	Tarheel Chapter
Golden Gate Chapter	Oregon Chapter	Wasatch Chapter
Green Mountain Chapter	Patroon Chapter	White Mountain Chapter
Hawaii Chapter	Pine Tree Chapter	
Heart of Dixie Chapter	Pocono Mountain 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

June 2019 Pre-Board-Meeting Report

The dismal trend continues: The ad situation in *Roundel* continues to deteriorate. The collapse and sale of Bavarian Auto does not seem to have inspired ECS Tuning to fill our pages with ads, and even Dinan seems to be giving indications of dropping away. (As for Steve Dinan himself, he promises that he will return with Carbahn ads once he sells that stupid house he bought when he moved to Indianapolis).

While we are not quite pandering to our advertisers with infomercials, we *did* send Mike Self to do a story on Forgeline wheels in Dayton, Ohio; this piece will run in the July issue. I have hinted to Stevie D that once he unloads that Indiana McMansion, maybe we should write up the Carbahn shop. Again, this is not a *quid pro quo* situation; I think it is a genuinely interesting story on a guy who has supported us for many years.

On the positive side, I believe that we have a new commitment by everyone involved with the editing of our online publications and regional products—a commitment to the tedious but vital nit-picking tasks of correct grammar, punctuation, and usage. Alex Tock seems to be almost as crazy as I am in this regard, so I am spending less and less time proofreading our online *BimmerLife* items. In fact, on a few occasions I have skipped this particular chore, growing more confident that while it may not be perfect, it is getting closer.

I will keep this note brief because we are buckling down our efforts to get the July issue closer to being finished before Len is hauled off to Newport Beach for this meeting. I'll try to answer any *Roundel* questions you have when we meet in California.

Meanwhile, 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.





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May 2019
Report of the Creative Director

Since my report in March, we have settled into the HQ property, held the communications meeting where the media team and board discussed the future of the various media endeavors, reworked the concept of BimmerLife Magazine from quarterly to bi-annual in a larger and premium format, begun organizing media assets for better ease of use, and begun rolling out the use of Microsoft Teams and Planner to improve collaboration and communication.

Roundel

Concerns about declining print revenue via advertisements continue. We are discussing strategies to maintain and increase quality while reducing costs.

Quad: No significant problems to report. Wendie Martin has re-assumed her role as our liaison with the ever-expanding Quad. Quad continues to acquire and merge with other major printing companies. While this can save money in ways that leverage volume, there is a concern that we are becoming an increasingly smaller fish in an expanding ocean for them. That said, I have had no issues with their customer service whenever a question arises. We had a call with Wendie to re-emphasize the need for the Raffle inserts to be properly oriented (if you recall, we had 4,800 issues mail out with the advertisement facing outward – Quad did refund the \$443.95 of postage for those, though that wouldn't do much if the USPS took issue with the Raffle).

Freeport Press: I made a quick visit to Akron, OH to visit Freeport's facilities. Their investments in modern printing and techniques was impressive, as was the fact that they could easily run an entire Roundel issue within two hours. They use a 64-page web press with advanced automated during-run spec adjustments via computer, rather than having operators pull a sheet and manually examining it. This equates to significantly more efficient and faster print runs, allowing their prices to compete with the much larger Quad almost solely due to reduced production costs. They were also quite proud of their tech and bindery, touting each component of the printing process as the most advanced in the country. While I can't verify that, I can say that they offered options and efficiencies I have not seen previously.

Media Strategy

Relevance. That is the goal. Relevance to our members, to BMW, to our sponsors, to our advertisers, and to the public.

Ways to achieve and improve our relevance to the broad range of demographics were discussed, ranging from live-streaming at events to producing a semi-annual premium lifestyle magazine.

We are currently working to consolidate and organize our digital assets to better support a full media team working with our online, social media, and print channels. Utilizing OneDrive and SharePoint, the club's photos, videos, articles, and graphics are being organized for ease of use and reference.

We are developing the use of Microsoft Teams and Microsoft Planner to coordinate collaboration among the members of our media and design teams, allowing us to better plan coverage for our different outlets. The current plan is to have the IT, Marketing, and Design staff all primarily using Teams and Planner to coordinate and collaborate starting on June 10.

Prototypes for a premium, semi-annual BimmerLife magazine have been produced for reference. Based on industry research and trends, these concept samples have been produced in larger formats with premium paper and style to give a better sense of the look and feel sought for the new publication.

The BimmerLife magazine concept expands on the direction we took with the Heritage prototype, developing it more along the lines of a lifestyle / experience magazine for the front feature section, while retaining the chapter profiles / articles sections in the latter half. The concept still includes producing five regionalized versions. The format and style are meant to address industry trends and changing demographics while opening up new advertiser possibilities. Several strategic decisions regarding the creation and production for the magazine are still being decided.

Events

Designs for materials for upcoming events is gearing up. Logos, shirts, and a variety of advertisements have already been produced.

A 2019 Legends logo / shirt design was developed using the signature cars each marque is bringing. Soon we'll start work on various other materials for Legends and Festorics.

For Oktoberfest, we have updated the primary poster to drop the baseball field and replace that with the BMW Performance Center. The poster design then inspires or is directly used in a variety of print and online advertisements. The poster is also converted for use on the Ofest t-shirt and other materials.

Raffle

Raffle is beginning! We have two 1-of-1 prizes this year, so advertising design has been a bit more challenging as we try to fit as many details as possible about each of the unique vehicles. BMW is still building the Grand Prize, so we've had to create mock-ups of the M4 for our promotional pieces. Dinan has provided a great set of vehicle and detail photos for the M2 Competition First Prize in addition to a profile video.

Onserts for the July-September issues of Roundel have been printed and will be sent with each issue. We are also featuring single and double-page raffle ads in upcoming issues.

For special and flash drawings, we are setting up a more “permanent” set for drawing videos that should look more professional than we were able to create at the old HQ. The new Sony a6300 will be well used in the upcoming months for these videos.

Awards

Working with the awards committee, we have received the 2018 awards set from Cowart Awards and are having them shipped to the nominators for presentation to the recipients. Currently, the Friend of the Club awards are being held at HQ anticipating presentation during Oktoberfest.

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: June 3, 2019

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 Meeting in Newport Beach, CA

DEC Travel:

- Bruce Heersink attended the ITS held at COTA in May. No expenses submitted.
- DEC in person meeting, Newport Beach, CA. Event budget already provided and approved. All indications are we will be under budget at this time. Our savings is due to a scheduling conflict with one of the Committee members who cannot attend the meeting.
- Bill ONeill completed his regions annual Chapter Summit meeting with an approved budget of \$542.00.

DEC issues

Item #1

DEC in person meeting to take place June 7-8, 2019. We are hoping to bring the National DE Manual discussions to a conclusion and be in a position to prepare the final draft for presentation to the BOD for final review and approval. It is possible the NDEC may need 1 follow up call if some matters require additional rewording or consideration. The Chairperson does anticipate at least 1 mid-term revision submission to the BOD so that proper research can be done on 1 or 2 issues of significant importance.

Item #2

MotorsportReg.com, a common tool used by the BMW CCA Chapters for event registration, has been purchased by Hagerty Insurance Company, who is a direct competitor with our insurance provider, Lockton Insurance Company.

Follow up

The NDEC is requesting that the revised incident report forms be made available for use by the Chapters, in fillable versions, on the BMW CCA website.

April 2019

New Jersey Chapter Driving School at NJNP Thunderbolt -

Instructor w/no pass. on Day 1, session 1 in a prepared 1995 M3 with “R” compound tires. Good Visibility in rain conditions. Over steer situation on turn exit and spun to the inside of the track contacting the tire wall and guard rail. Moderate/repairable damage to car, no damage to the facility and no injuries.

New Jersey Chapter Driving School at NJNP Thunderbolt -

Student with Instructor as pass. on Day 1, session 2 in an unmodified 2011 M3 with street compound tires. Good Visibility in rain conditions. Over steer situation on turn exit and spun to the inside of the track contacting the tire wall and guard rail. Same corner as previous incident. Superficial damage to car, no damage to the facility and no injuries.

May 2019

Windy City Chapter Driving School at Autobahn South – Student w/ no pass. on Day 1 session 3, 2009 135i Street car on street compound tires, with minor modifications under damp conditions. Oversteer situation on exit of tight turn and spun onto wet grass hitting a tire wall. Minor damage to vehicle, no damage to the facility, no injuries

Windy City Chapter Driving School at Autobahn South – Student w/no pass. on Day 3 session 2, 1997 M3 Race car on street compound tires under damp conditions. Dropped 2 tires and spun into tire wall. Superficial damage to vehicle, no damage to the facility, no injuries.

National Capital Chapter Driving School at Summit Point (Main Circuit) – Instructor w/no pass. on Day 1 instructor run group. New car to the Instructor who went from a front engine car to a rear engine car. Turn in was too aggressive and snap over steer took place on to wet grass and into the tire wall. Significant damage to vehicle, no damage to the facility, no injuries.



BMW CCA Club Racing
Scott Blazey
Interim Chairman
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Kansas City MO 64152
Tel. (816) 877-2252
E-Mail chairman@bmwccaclubracing.com

May 31, 2019

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

Subject: Club Racing Chairman's Pre-meeting Report for June 7, 2019 Board Meeting

Travel

June 6–9, 2019 to Newport Beach, CA for National Board meeting

Planned Travel

July 10–15, 2019 for BMW CCA Club Race event at Pittsburgh International as a participant
- No CCA or CR funds to be expended.

National Staff

In addition to the position of Club Racing Chairperson, the following volunteer positions are vacant: Club Racing Financial Officer and Club Racing Chapter Relations and Scheduling Director. These may be filled at the discretion of the incoming chairperson. Sponsor relations has been added to the scope of the current Marketing Director, Isi Papadopolous. Whether the national position of Sponsorship Director will remain or will continue to be performed by the Marketing Director will be at the discretion of the incoming Club Racing Chair.

The Licensing Administrator will retire at the end of August. It is my understanding that a search is underway by the National Office for a replacement.

Appeals and Protests

There are no pending or unresolved disciplinary actions, appeals, or protests at this time.

Sponsors

Awaiting payment from Tire Rack. Messages have been sent.

Rules

The 2019 rules were in place in February 2019. Changes and clarifications approved by the Rules Committee are being made throughout the year and posted to the web site, instead of waiting until the end of the year.

Conference Call

We have initiated a monthly conference call with the Club Racing staff and national stewards to improve communications, keep everyone informed on CR matters, and seek new ideas for improving the program. The first call was held on May 22, 2019. Attendance was excellent.

Stewards and Staff Conference

Club Racing would like to hold a conference for stewards and program staff in conjunction with the BMW CCA Chapter Congress in November. \$24,000 was included in the 2019 CR budget for this meeting, but we will not know if this is a good figure until specific locations, lodging, and meeting costs are known.

2019 Season

Three race events, one Club Racing School, and two Time Trial events have been completed. The three race events so far included nine races and involved a total of 74 racers. The Time Trials at Buttonwillow and High Plains involved a total of 36 entrants.

Thirteen more race events and two Club Racing Schools are scheduled.

Planned Projects and Initiatives

- Steward and Staff Conference.
- Redesign Club Racing web site to make it more attractive, more inclusive, more instructive and easier to navigate. Highlight eligibility or other racers and time trials program.
- Update all existing forms and documents to reflect current rules, requirements, and personnel.
- Update required fire suppression requirements and enforcement to align with SFI/FIA requirements and to maximize driver safety. Research the practicality and functionality of evaluating driver emergency exit times.
- Conduct social media campaign to attract BMW racers currently running in other series.

Respectfully submitted,

Scott Blazey
Interim Chairman, BMW CCA Club Racing

