

**BMW Car Club of America  
Board Conference Call  
April 7, 2020**

Tuesday, April 7, 2020

**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, Central RVP; Jeff Caldwell, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Jeff Cowan, Pacific RVP.

**National Office and Roundel:** Frank Patek, Executive Director; Heather Tollison, Director of Financial Operations; Stephen Elliott, Director of IT; Len Rayburn, Creative Director; and Chris Henneey, Director of Marketing

**Chairs:** Steve Stepanian, DEC; Shaun McKenzie, Club Race and Leslie Moyer, Recognition Committee

**3. Update**

***M Gruppe***

Adriana Diesen the founder of the M Gruppe is continuing her efforts to obtain a charter for M Gruppe as an official club. In spite of her previous communication indicating that she no longer desired an affiliation with BMW CCA and was going so far as to shut down the M Gruppe.

She was requesting to be placed under the same rules as BMW Classic & Type Clubs. This is how the Classic & Vintage Club runs their club. They would not fall under our umbrella. They would for all intents and purposes operate as their own organization. She has insisted on receiving the same benefits from BMW that are accorded to BMW CCA – meaning the Rebate Program. To become an official club Adriana will need to obtain status as a 501C7 from the IRS. It is time that we look very closely at the 19<sup>th</sup> Century business model we are operate under. We have to bring our business model into the 21<sup>st</sup> Century. The RVP structure representing landmasses is no longer sufficient and/or appropriate for today. We should be organized with RVP level positions that reflect the interests of the significant membership groups within the club.

***CCA Business Model***

We need to give serious consideration to expanding the board to include people who would have the sole responsibility of advocating and helping to organize these special interest groups, which are now significant. The 2002 group is going to be very large coming in the door. If we had an M Chapter it would also be a very large group

**BMW Car Club of America  
Board Conference Call  
April 7, 2020**

as well. If that is necessary, then it's necessary. We have to finally get with the times and leap ahead. We are in the "me" world more than ever before.

**CCA Events**

*Legends of the Autobahn*

Frank Patek reports that the Legends of the Autobahn have been suspended for 2020. All corrals are being taken in house by Laguna management forcing an end to our long running Festorics corral and hospitality experience.

*The Vintage*

Scott Sturdy has postponed the event until October 2020.

*MiX*

Frank Patek reports this event should be an annual event on the east and west coasts, with a connection to the Performance Centers.

Chris Hennecey reports there has been event interest around M and X vehicles. We have wanted to use our Headquarters for events, so we don't have to rent space. Many people want to come to Greenville/Spartanburg as we have so many attractions, i.e. Performance Center, Factory, CCA Headquarters, Foundation Museum and Zentrum. Chris has provided some ideas for several events. One-day for M cars and X vehicles – MX1 BMW CCA Enthusiast Day; Friday & Saturday event for M cars and X vehicles – MX BMW CCA Enthusiast Weekend; and last One-day "Regional Event for M cars, i Brand and X vehicles" BMW re MiX. The \$99.00 program at the Performance Center received a great amount of attention and modeling these events similarly I feel will generate interest. Have the program in late summer early fall. Do we send out teasers on the event or hold in our back pocket.

Frank indicated that if we have this event at the Headquarters, we have no housing and travel costs for staff, which will save a tremendous amount of money.

**Club Racing**

Shaun McKenzie reports they have four (4) events scheduled for May, Races at Mid-Ohio and Barber Motorsport Park, Time Trials in Colorado and Club Race school in Texas. Most likely these events will not take place. Shaun has been updating the community on a 30-day rolling basis. Club Racing has checked in with Mid-Ohio and PCA group is still planning to run that race. There has been no push back from Heart of Dixie (Barber Motorsport - Race), Rocky Mountain Chapter (Great Plains - Time Trials) or the Lone Star racing school in Texas. In June we have a race at NJMP on June 7-8, 2020, in New Jersey. Shaun feels there are going to be a lot of folks who will not want to go out just yet. We have a racing school at Mosport on June 5-7, the issue there is that the border is closed and if it's not opened we will have folks from the US unable to attend. Shaun predicts that Club Race will not open until July 1, 2020. Steve Johnson asked when Shaun would announce that all Club Race events will not resume until June 1, 2020. Shaun responded as soon as BMW CCA makes their announcement.

**BMW Car Club of America  
Board Conference Call  
April 7, 2020**

**Motion:** Jeff Caldwell made a motion to extend cancellation of all events thru June 1, 2020. Jeff Gomon seconded the motion. Motion passes 9-0.

*BimmerLife*

Len Rayburn reports he has a couple of suggestions for the board. The BimmerLife publication has its biggest impact as a physical product. An electronic version is a different ball game. We have two (2) options available to us. The first is at no cost and called Readly. This is not exclusive to CCA members; it's open to the public if they subscribe to that service. The cost is \$10/mo. Readly, has approximately 4,000 online publications and could be a source of revenue. All they asked was for CCA to combine all 5 regional publications into 1, which has been completed. We have reviewed the contracts and could jump on this right away.

The other option is more complicated, as there are a couple of ways to approach this. Roundel is a facsimile version which means it's a digital representation of the magazine as it was printed. We pay for that, it's archived back to 2002, they index all the text so it's searchable and keep it organized and costs CCA about \$1,000.00/month to maintain and add more additions to it.

For the "page-flip" (a.k.a facsimile) version, about the cheapest we can get that as a service the \$79 a month and we can have that behind the login or make it public. I'm also looking at software / plug-ins that would be a one-time cost to let us create our own (prob about \$300 or so for the software, but I want to check compatibility to make sure it's not some obsolete tech. If I'm able to find a solid solution, I'll submit it to Frank and the board for approval).

A responsive conversion to be mobile-friendly would be closer to \$1000 a month (based on our quotes from e-magazines and Publication Printers), which is what I advise against since BL does best as a physical version. Just part of that money will let us update the BL website design and functionality to have more impact as a "always current, always available" BMW news and enthusiast site.

*Finances*

Heather Tollison reports our Line of Credit is up for renewal, we are getting all paperwork finalized. Heather feels that people have adjusted to the pandemic situation and are making purchases now. Advertiser and sponsorship payments continue to come in. Frank indicated Heather and Chris have been working hard on marketing the merchandise inventory we have available. Heather and Steven processed over 100 orders in 1-day, with revenue of \$11-12,000.00.

*DEC*

Steve Stepanian reports the ITS for California is now cancelled for June. Steve feels this pandemic will carry into July. The DE Operations Manual is done, there are a few additional clean-ups that need to be done and will be submitted to the board shortly, so it can be voted on at the next meeting.

**BMW Car Club of America  
Board Conference Call  
April 7, 2020**

*IT*

Stephen Elliott reports he and Dwayne have been discussing ways to keep our video conferences secure. Our current system puts you in a chapter by zip code when you renew. We are trying to keep what you have existing already, for both chapter and non-geo chapters.

*Annual Meeting*

Frank Patek reports we will be holding our annual meeting via video conference. A date will be announced soon.

**4. Adjourn at 8:35 PM EST**

**Motion:** Darlene Doran made a motion to adjourn the conference call. Jeff Gomon seconded the motion. Motion passes 9-0.

**BMW Car Club of America  
Board Conference Call  
May 6, 2020**

Wednesday, May 6, 2020

**1. Call to Order**

The conference call was called to order by President Steve Johnson at 7:10 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, Central RVP; Jeff Caldwell, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Jeff Cowan, Pacific RVP.

**National Office and Roundel:** Frank Patek, Executive Director; Heather Tollison, Director of Financial Operations; Chris Hennecey, Director of Marketing; Len Rayburn, Creative Director; Stephen Elliott, IT Director and Satch Carlson, Roundel Editor-in-Chief.

**Chairs:** Steve Stepanian, DEC; Shaun McKenzie, Club Race and Leslie Moyer, Recognition Committee

**3. Update**

**Financial Status**

Heather Tollison reports prior to the meeting she forwarded the April 2020 financial information. As far as membership numbers we are on track for a membership loss. We have gained 233 members in the month of April. We have only had two (2) members call to cancel their membership due to COVID-19, the amount returned between the two members was less than \$45.00.

As far as cash flow we are doing okay. We are current with all payables thus far, however our accounts receivable is low. We have a couple advertisers Michael Slaff has just brought who have not paid yet. Most of our money is in deferred membership dues. Currently we are at \$1.4M higher than this time in 2019. This is due to our membership push in January before the dues increase.

Our merchandise sales are low, due to no events for 2020. There is 50<sup>th</sup> Anniversary merchandise available. We are creating bundled packages using inventoried merchandise.

Club Racing has eighty (80%) percent of their receivables still outstanding. Shaun McKenzie is concerned about collecting since there have been no events for 2020, especially Tire Rack.

**BMW Car Club of America**  
**Board Conference Call**  
**May 6, 2020**

The Foundation is two (2) months outstanding with their payment for payroll and IT services.

Insurance is high due to no events being held for 2020. Lockton will be directing a rebate credit to our account due to the COVID-19 pandemic.

Our travel expenses are down, and we will not incur any education and training expenses for 2020 as Congress has been cancelled.

We have a 2002 grill badge for the 2002 Chapter, which will net BMW CCA approximately \$13,000.00.

Our deadline with Chase has been extended through October 2020. Stephen Elliott is trying to find ways to save money in the IT department.

Brian Thomason indicated we will need to find ways to reduce expenses for 2020. Currently, travel is not an issue with the pandemic. BMW CCA is on an accrual basis accounting which means we recognize income when it is earned and billed, not when it comes in the door. We need to look at board meeting travel for later in the year as they are very expensive. We have a lot of deferred revenue out there right now and with the inability to hold events we are not providing a lot of services.

### **Roundel**

Frank Patek reports we have done everything possible about cutting costs for the Roundel. Our newest issue is content procurement, not being able to send writers out to gather information for a story. One option we have is to cut out some pages. We could cut out a signature which is 16 pages and see a cost savings of \$8 – 10K per issue with postage and printing. If we delete a signature the magazine would drop from 128 with covers to 112 with covers beginning June issue.

Satch Carlson reports he has an issue full of stories regarding the European Delivery which now has been cancelled. Frank Patek reports BMW CCA needs to take advantage of the loss of this program. If CCA once a year put together a package we could probably arrange for a group to go to Germany and pick up their cars. Satch feels if we work with the BMW Performance Center on vehicle deliveries it would be a great recruitment tool.

Len Rayburn reports the advertising billed for the last four (4) months has been declining between \$4-6K a month. Our Roundel advertising billed in April was \$40,633 and received \$31K.

Losing a signature whether temporary or permanent will be a cost savings and a good business decision. If we can do without cutting any of the meat of the magazine, most members will not notice. Satch recommends that we only change one item of the magazine at a time. The signature is the first to be changed and then maybe the weight of cover and pages, but not at the same time.

**BMW Car Club of America  
Board Conference Call  
May 6, 2020**

**Motion:** Jeff Caldwell made a motion to remove a signature (16 pages) from the Roundel beginning with the June 2020 issue and running through the December 2020 issue. Brian Thomason seconded the motion. Motion passes 8-1 absent

**Virtual Events**

Some ideas during the pandemic are scavenger hunts without seeing or touching anyone from your car and post results online. Chris Hennecey has a telephone call with BMW's Octagon, and they want to do some virtual meet and greet with the BMW RLL team drivers.

**Club Race**

Shaun McKenzie reports they had 30 events scheduled for 2020 and four (4) have been cancelled. We have managed to move racing schools out and push races out as well. If it is possible to reschedule the Mid-Ohio event and if we will only have 3 events cancelled for the year. Shaun has been in contact with the sponsors and there has been no indication of a rebate from any of them. The Heartland event has been moved to October 11, 2020, so with that we only have 2 cancelled events. There is an event the 3<sup>rd</sup> week of June at Roebing Road which is a Peachtree event and they are planning on running the event. Will BMW CCA have guidance for Club Race regarding the Peachtree event? Shaun has put together some COVID guidelines for the racers to follow. Brian Thomason requested that Shaun make price adjustments to the registration fees to cover the additional personal protection protocol measures.

**DEC**

Steve Stepanian reports we need to let each chapter follow the mandate of the State & local government(s). Steve feels we also need PPE as in nitrile gloves, hand sanitizer or sanitizing wipes. It is important not to share hand off items such as pens, paper forms, etc. Each chapter should provide their own PPE to participants and include that cost into their individual budget. All board members now have the revised DEC Operations Manual for review, but there will be some changes made from input provided. Our minimum standards regarding ambulances ALS or BLS on scene upgraded, the key is capability of transporting injured parties appropriately. Medical forms should be removed from our minimum standards. Steve further suggests implementation of wrist bands that allow drivers to personally place medical information with the driver's specific condition(s), meds and any allergies.

**In-Person Board Meeting**

Frank Patek reports our only "in-person" board meeting for 2020 will be during O'Fest Forever in California, if the event is permitted. We as a board need to pick which side of O'Fest we want to have our board meeting on. If the meeting is held post event, the staff will be unavailable to attend.

**MX1 Event**

Frank Patek indicated the individuals who will be compensated for this event are President, EVP, Secretary, Central RVP and South Atlantic RVP.

**BMW Car Club of America  
Board Conference Call  
May 6, 2020**

**Special Thanks**

Steve Johnson and Frank Patek want to thank Jeff Gomon and Darlene Doran for taking the ball and running with the charters of the M Chapter and X Chapter.

**Ombudsmen**

Dwayne Mosley reports he has two (2) individuals who have stepped up for the upcoming vacancies on this committee.

**4. Adjourn at 9 PM EST**

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



**BMW Car Club of America  
Board Conference Call  
May 13, 2020**

Wednesday, May 13, 2020

**1. Call to Order**

The conference call was called to order by President Steve Johnson at 7:02 EST.

**2. Attendees**

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

**National Office and Roundel:** Frank Patek, Executive Director

**Chairs:** Steve Stepanian, DEC

**3. Update**

**COVID-19**

BMW CCA has indicated that no insurance coverage will be provided for event prior to June 1, 2020. Chapters are wondering if the mandate is going to be extended by CCA. The board is going to adhere to the original decision of no events prior to June 1, 2020. Our excess liability policy does not cover such items as virus issues, i.e. COVID. We will need to adjust come June 1, 2020 with our decision. CCA will notify all chapters will need to follow their state and local guidelines regarding holding events after June 1, 2020.

**DEC**

Steve Stepanian reports there will be a webinar on May 21, 2020 for chapter officers regarding safe practices when event resume. Steve has a conference call with the DEC committee to further discuss the lead follow & observational corner coaching as well as two (2) other methods to add to the Driving events manual. Once events resume, the social distancing is going to be a challenge for HPDE events, both on the student and instructor side. In-car communications with a multiple number of cars and instructors will be an issue for effectiveness. An idea would be to have a set of prearranged signals for all participants to know prior to going on track. The instructor needs to be aware of calls behind him. Lead follow there are only two (2) way to communicate, hand signals from car and verbally. Steve Stepanian prefers the radios in vehicles. It's the simplest and least confusing. Steve's concern is he is not sure if all chapters can afford them. Steve will send out the changes to the Driving Events Operations Manual with the proper wording for the board's final approval.

**BMW Car Club of America  
Board Conference Call  
May 13, 2020**

**O'Fest Forever / In Person Board Meeting**

Frank Patek reports our only in person board meeting for 2020 will be during O'Fest Forever in California if the event is permitted. We as a board need to pick which side of O'Fest we want to have our board meeting on. If the meeting is held post event, the staff will be unavailable to attend. Steve Johnson reports this is our largest event time bomb regarding COVID. We have a block of 200 rooms per night and a \$60K F&B contract with the facility. If we were to cancel this event right now, we would have to write a check to the facility. We can make social distancing work for this event. What we may not be able to make work is the car show downtown in a four (4) block radius area. The event registration will open June 15, 2020. The facility has furloughed staff until June 1, 2020. Once the facility does reopen, they will be allowed up to 25% occupancy. Many of our concerns are what the California government will have in place at the time of our event. Will we be able to have a buffet, carving stations or only plated meals?

**MX1 Event**

Steve Johnson indicated the only person who will be compensated for the MX1 event will be Jeff Gomon and Dwayne Mosley. Jeff Gomon communicated to Steve that Darlene has done much of the heavy lifting for the M and X non-geographical chapters. Steve responded that he expected nothing less from Darlene. Frank Patek indicated the individuals who will be compensated for this event are President, EVP, Secretary, Central RVP and South Atlantic RVP. People are very eager to attend this event and we have sold out and added time slots due to high participation. CCA has a small block of rooms at the Marriott at \$119 per night and includes breakfast. We only have an M School scheduled at the Performance Center for Friday.

**Roundel**

Frank Patek reports we have cut out a signature which is 16 pages which will be a cost savings of \$8 – 10K per issue with postage and printing. Nothing was cut except for the missing advertising pages which we did not have.

**Ombudsmen**

Dwayne Mosley reports he has two (2) individuals who have stepped up for the upcoming vacancies on this committee.

**4. Adjourn at 8:32 PM EST**

**Motion:** Steve Johnson made a motion to adjourn the conference call. Jeff Gomon seconded the motion. Motion passes 9-0

**BMW Car Club of America  
Board Conference Call  
June 24, 2020**

Wednesday, June 24, 2020

**1. Call to Order**

The conference call was called to order by President Steve Johnson at 7:06 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, Central RVP; Jeff Caldwell, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Jeff Cowan, Pacific RVP.

**National Office and Roundel:** Frank Patek, Executive Director; Heather Tollison, Director of Financial Operations; and Chris Hennecy, Director of Marketing

**Chairs:** Steve Stepanian, DEC

**Guest:** Kristy Heath, VP Global Accounts, ConferenceDirect

**3. Update**

***O'Fest Forever***

Kristy Heath, Vice President at Conference Direct reports that LaQuinta Resort was scheduled to open July 1, which has now been delayed to August 1. Kristi concurred with the board that a gathering the size of Ofest Forever would not be advisable under the current situation. The fairgrounds where we planned to hold the AutoX, Car Control Clinic and Michelin Drive and Compare will not be available to CCA for use due to the increased cases of COVID-19. It is possible that the cancelled event will be held one week later in September of 2022 at LaQuinta Resort, Palm Springs, California.

***Raffle***

Chris Hennecy reports we are ahead by 2,000 tickets sold ahead of last year and 900 tickets sold ahead of the all-time record pace. The first special drawing end on Friday, June 26, 2020. We keep the momentum going and have a great raffle year. Chris and Heather have some ideas to generate revenue with merchandise.

**Motion:** Steve Johnson made a motion to cancel O'Fest Forever 2020 due to forced measures due to the global pandemic COVID-19. Darlene Doran seconded the motion. Motion passes 9-0

**4. Adjourn at 7:34 PM EST**

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