

**BMW Car Club of America
Board Meeting
The Lodge at Oak Creek Ranch
Santa Margarita, CA
May 13-15, 2021**

Thursday - Saturday May 13-15, 2021

1. Call to Order

The meeting was called to order by President Eddy Funahashi 8:30 AM Pacific time.

2. Attendees

Board Members: Eddy Funahashi, President; Lou Ann Shirk, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; David Brighton, North Central RVP; Jeff Caldwell, North Atlantic RVP; Simone Harrison, South Atlantic RVP; Jeff Gomon, Central RVP and Jeff Cowan, Pacific RVP via teleconference.

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

Chairs: Steve Stepanian, DEC Chair

3. Updates

Affirmation of votes

Motion: Simone Harrison made a motion to grant Regional Status to Petit Le Mans BMW CCA car corral, Nov 10 - 13 2021. Jeff Caldwell seconded motion. Motion passes 9-0

Motion: Eddy Funahashi made a motion to accept the DEC recommendation as written on April 20, 2021. Darlene Doran seconded the motion. Motion passes 9-0

Motion: Eddy Funahashi made a motion to allocate up to \$5,000.00 necessary to facilitate the PVGP event. Jeff Caldwell seconded the motion. Motion passes 9-0.

Motion: Jeff Gomon made a motion to accept the Affirmation of Votes as written. Jeff Caldwell seconded the motion. Motion passes 8-1 absent.

National/Regional Events

VIR Corral

Motion: Simone Harrison made a motion to grant Regional Status to the VIR IMSA Corral co-hosted by Tarheel and National Capital Chapters, October 8-10, 2021. Darlene Doran seconded motion. Motion passes 8-1 absent.

Road America Corral

Motion: David Brighton made a motion to grant Regional Status to the Road America IMSA Corral hosted by Badger Bimmers, August 6-8, 2021. Jeff Caldwell seconded motion. Motion passes 8-1 absent.

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Operations Manual

Verbiage has been added to the Operations Manual pertaining to paragraphs 3.1, 6.6, and 6.15.

Motion: Darlene Doran made a motion to accept changes to the Operations Manual as written. Simone Harrison seconded motion. Motion passes 8-1 absent.

Driving Events

Club Racing Licensing Policy

Motion: Jeff Caldwell made a motion to accept the updated Club Racing Licensing Policy as written April 2021. Jeff Gomon seconded motion. Motion passes 8-1 absent.

Motion: Brian Thomason made a motion to accept the updated DEC recommendation as written on May 14, 2021. Simone Harrison seconded. Motion passes 8-1 absent.

National Office

Motion: Simone Harrison made a motion for the staff to assess hiring an independent firm to conduct a membership survey to acquire feedback on outbound club communication and membership experience. Brian Thomason seconded motion. Motion passes 8-1 absent.

Motion: Darlene Doran made a motion to give the national office authority to obtain bids for the expansion of the lower-level patio area at Headquarters. Lou Ann Shirk seconded motion. Motion passes 9-0.

Chapter Compliance

Motion: Brian Thomason made a motion that CCA undertake a review of all chapter compliance, including tax returns, financial statements, corporate standing and official branding requirements. Communication will be sent to out-of-compliance chapters and require remediation completed by December 31, 2021. Darlene Doran seconded. Motion passes 9-0.

**BMW Car Club of America
Board Conference Call
July 6, 2021**

Tuesday, July 7, 2021

1. Call to Order

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

2. Attendees

Board Members: Eddy Funahashi, President; Lou Ann Shirk, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; David Brighton, North Central RVP; Jeff Gomon, Central RVP; Jeff Caldwell, North Atlantic RVP; Simone Harrison, South Atlantic RVP and Jeff Cowan, Pacific RVP.

National Office and Roundel: Frank Patek, Executive Director; Heather Tollison, Director of Financial Operations; Len Rayburn, Creative Director; Edward Tamsberg, Director of IT; and Chris Hennecy, Director of Marketing

Chairs: Steve Stepanian, DEC

3. Update

Raffle

Chris Hennecy reports this year's raffle is going very well. We have had a very strong start, slightly ahead of all previous years. We sold 16,804 raffle tickets on the first day we were within 20 tickets sold of the day one record and have held the lead in previous years and staying ahead. This is amazing results considering the South Carolina members are not eligible to purchase tickets. The grand prize raffle car will appear on the cover of the August issue of *Roundel* and will be the cover story. The first episode of the videos has been released and the second will be a teaser in Thursday, July 8th email and will be released the following week. There will be a total of eight episodes for the build of the grand prize car. The build sponsors have done a great job in helping promote the raffle.

E30 Picnic

Brian Thomason reports the E30 picnic was a success and he really enjoyed the event. What he didn't enjoy was the over 100+ degree temperatures. There were a number of challenges this year besides the heat. One week before the event, the venue had double booked and the E30 picnic had to change locations. The chapter leadership did an outstanding job even with all the hiccups they encountered. They did have media complaints as the event had some changes from prior years. As a board member of BMW CCA, this is a chapter who did everything right. The leadership went entirely out of pocket to hold the event as they don't have the funds to front the event. Their hope is everyone will eventually get paid back. We as a national organization need to figure out how to evangelize willingness to assist chapters, even if it means fronting the funds. They had 300 registered cars, if someone showed up

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and wasn't registered. There was an executive decision was they would not be charged. Brian made a suggestion that at our next Chapter Congress, we need to have a session on "I want to hold an event, but my chapter is too small". We as a board need to provide a 1-2 page document on how to hold an event, even if your chapter is small. Chapters seem to respond better to each other versus the board or national office.

Regional Events

PVGP

Jeff Caldwell reports the event runs itself and he will be attending. This is a huge event held at Schenley Park in downtown Pittsburgh, with lots of vintage cars racing. CCA has a great presence at the event with our club merchandise. The Allegheny chapter is not expecting outrageous numbers in attendance. Promotion has not been as robust as in past years.

Legends of the Autobahn

Eddy Funahashi reports we have found a new home in Carmel Village. The event will be quite different from past years, as it will be structured in two different locations. Part of the event will be held on grass and the other portion will be on pavement in the village surrounded by cafes and tasting rooms. The corral is sold out with 150 registered spots. We have a waiting list and still have room for cars who want to be judged. BMW NA is coming out in full force this year. They will be bringing the i4 and iX and will also have a display of M Cars. Bill Auberlen and John Edwards will be on site for the event as well.

'02 Mid-America Fest

Jeff Gomon reports the event has 96 registered cars and both hotels are completely full. This event is totally free, they charge nothing. The event sponsorship and donations make the event free. The 2002 Chapter will be hosting the event in Eureka Springs, AR. The event has added another day and hotel. Terry Sayther is no longer 2002 chapter president; Hal Boyles is the new president. This is the first time as a regional event.

Pazifik Eskapades

Frank Patek reports the event is September 17-19, 2021. The village has change management. However Frank has brought them up to speed as to what CCA has done in the past. Frank will be sending a map as to the areas we would like to park vehicles. They have added more lighting in the village. This will kick off in the village around sundown. We will bring the cars in, have a band and will have our tent manned. This will follow on Saturday evening, September 18th.

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Lime Rock

Jeff Caldwell reports have had some issues with naming rights for the event. Signup has been slow for the DE, we have 34 signed up for the Club Race and 13 for the HPDE. Jeff feels the no cancel no refund policy seems to be hurting race signups. Have made some changes to the HPDE sign up and cancel rules, working on language and early bird pricing and what that will be. We have added a Car Control Clinic event on Saturday hosted by the Boston Chapter. We may do have the skid pads for the HPDE folks on Friday. The Sunday event Bimmers in the Park, FCP is going to send out an email blast of theirs to help promote the event. FCP seems to feel we will get 800 - 1,000 cars attending the event. We will be having a midway with FCP's and BMW NA's semi-trailers as anchors. BMW NA will be providing some vehicles and FCP will be providing some swag. We will have Max BMW which is the largest Motorrad dealer and restorer in the USA. We will have classic BMW bikes and new bikes. We will be sending a teaser out in the next week to ten days. We want this to be a fantastic event and have people very pleased. Frank Patek suggested to Jeff they have a signup this way they have a better chance of having like kind cars together.

O'Fest Forever

Lou Ann Shirk reports the venue is going to be awesome. Frank Patek indicated they have secured downtown Bluffton for Friday evening. We will have a band and taking over the streets of the town, should be a lot of fun. Everyone is excited about having Legends East in the future. Dirk de Groen has a list of 8-10 cars he would like to submit for the Legends part of the event. We will be asking for members to provide photos of their cars as we are limited to only 50 cars.

DEC/CR

Steve Stepanian reports he does not feel there is a current need to change our COVID policy for driving events. Regarding the variant strain(s) that he spoke about previously, he has heard nothing except that they are on the rise and very little information is available other than the fact that they appear to very communicable. Steve feels that from a risk management standpoint, we are not yet at a point where we need to change our policy. Frank Patek feels when the cooler weather comes, and people are staying inside more, that's when the virus could impact our chapters and events in areas with low vaccination rates. Once we changed our COVID policy regarding in car allowance, our incident reports have picked up. A majority of the reported incidents seem to be coming from overly aggressive driving, but for the most part, they have been minor situations.

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Board Travel Policy

Eddy Funahashi reports our policy has always been, if a board member brings their spouse/partner to an event, it's the board members responsibility to pay for any cost factors i.e. meals, incurred by the spouse/partner.

Logos

Len Rayburn reports they have 2/3 of the initial designs submitted. BMW is requiring us to have a primary and a fallback version of the logo. The primary is fully transparent, and the fall back is not. BMW has changed the color of the blue in the logo and it's now darker.

RVP Updates

Hawaii Chapter

Jeff Cowan, Pacific RVP reports he is checking with them every couple of weeks with communications. They are still trying to get their compliance issues straightened out. They have made some progress; however we are still withholding their allocations.

River City

Simone Harrison, South Atlantic RVP reports progress on assessing a potential merge of the River City Chapter with the Old Hickory Chapter.

RVP Conference Call schedule for 2021

Pacific Region –September 7, and December 6

Central Region – as needed

North Central Region – August 19, October 21 and December 16

South Atlantic Region – August 4 and November 3

North Atlantic Region – August 4

RVP Chapter Visitation schedule for 2021

Pacific Region Visitation Plans:

August 14, Legends of the Autobahn
August 28-29, Motorfest Oregon Chapter
September 11, M-Car Day, Puget Sound
September 16-19, Pazifik Eskapades and Boar Meeting
October 1, HPDE, Golden Gate Chapter

Central Region Visitation Plans:

September 16-18, Mid America '02 Fest

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North Central Region Visitation Plans:

July 17, Three Chapter Weekend, Illini, St. Louis and Windy City
August 1, Iowa Cubs Game and Car Show
August 6-8, IMSA Race Road America, Badger Bimmers
August 21, ///M Madness, Illini Chapter
August 28, ARTOMOBILA, also a special BMW Polooza, Indpls, IN
September 17-19, National Board Meeting, Palm Springs, CA
October, North Central Chapter Gathering, North Star

South Atlantic Region Visitation Plans:

July 16 – Sandlapper board dinner
July 17 – Sandlapper BMW of Columbia
July 18 – Peachtree Cars and Coffee
July 24 – Peachtree Dinner Social
August 15 – Peachtree Cars and Coffee
September 3-5 – Peachtree HPDE/Club Race, Road Atlanta
September 16-19 – Pazifik Ezcapade/Board Meeting
September 24-26 – Lime Rock Park HPDE, Club Race, Bimmers in the Park
October 29 – 31 – Sandlapper HPDE/Club Race, CMP
Nov 2 – Nov 6 - Ofest, Hilton Head, SC
Nov 10 – 13 – Petit Le Mans BMW CCA Corral, Road Atlanta

North Atlantic Region Visitation Plans:

July 9 – NJ Chapter Biergarten car club night
July 11 – Teen Street Survival – Franklin Lakes, NJ
July 17/18 – NJ Chapter HPDE/Club Race
July 23-25 – PVGP Allegheny Chapter
August 13-15 – NJ/DelVal HPDE, Club Race, ITS – NJMP
August 20-22 – GVC HPDE, ITS – Watkins Glen
August 29 – NJ Chapter 50th Anniversary celebration and car show –
September 16-19 – Pazifik Ezcapade/Board Meeting
September 24-26 – Lime Rock Park HPDE, Club Race, Bimmers in the Park
Oct 9, Vintage at Saratoga, Patroon Chapter
Nov 2 – Nov 6, Ofest, Hilton Head, SC

Board Meetings/Conference Calls

September 16-19, 2021

Fly in Thursday, Meeting Friday, Pazifik Eskapades Saturday

4. Adjourn at 8:46 PM EST

Motion: Darlene Doran made a motion to adjourn the conference call at 8:46 PM EST. Lou Ann Shirk seconded the motion. Motion passes 9-0

**BMW Car Club of America
Board Meeting
Miramonte Indian Wells Resort and Spa
Indian Wells, California
September 17, 2021**

Friday, September 17, 2021

1. Call to Order

The meeting was called to order by President Eddy Funahashi at 9:18 AM PST.

2. Attendees

Board Members: Eddy Funahashi, President; Lou Ann Shirk, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; David Brighton, North Central RVP; Jeff Caldwell, North Atlantic RVP; Simone Harrison, South Atlantic RVP; Jeff Gomon, Central RVP and Jeff Cowan, Pacific RVP

National Office and Roundel: Frank Patek, Executive Director; Heather Tollison, Director of Financial Operations; Chris Hennecey, Director of Corporate Relations; Len Rayburn, Creative Director; Steven Schlossman, Member Services; and Satch Carlson, *Roundel* Editor-in-Chief.

3. Minutes

The minutes of the April 9, 2021 Board Meeting were approved by vote during the April 20, 2021 Conference Call. Reading of the minutes will be waived.

4. Reports

4.1 *President*

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

4.2 *Executive Vice President*

Lou Ann Shirk had nothing to add to her pre-meeting report.

4.3 *Secretary*

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

4.4 *Treasurer*

Brian Thomason had added to his pre-meeting report he attended the E30 Picnic. Brian indicated event chairs did an outstanding job on the event. The event was an exemplary job representing the Chapter, the Club, the Marque and creating a top-tier member experience.

4.5 *South Atlantic RVP*

Simone Harrison had nothing to add to her pre-meeting report.

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- 4.6 *North Atlantic RVP*
Jeff Caldwell added to his pre-meeting report he spoke to Oleg and NA reps. Copy Tom/Alex on communications for awareness.
- 4.7 *Pacific RVP*
Jeff Cowan added to his pre-meeting report chapter conference call dates.
- 4.8 *Central RVP*
Jeff Gomon had nothing to add to his pre-meeting report.
- 4.9 *North Central RVP*
David Brighton added to his pre-meeting report he would be attending the planning meeting for the St. Louis Chapter to assist them with recruiting unfilled board positions on November 13, 2021. David indicated he would be doing the same type of event for the Bluegrass Chapter in Kentucky early 2022.
- 4.10 *Executive Director*
Frank Patek had nothing to add to his pre-meeting report.
- 4.11 *Roundel*
Satch Carlson added to his pre-meeting report his recent trip to Germany. Working through communication issues, workflow plans and proofing with National Staff for *Roundel*, *BimmerLife*. Deadlines are critical for success of proofing rounds.
- 4.12 *Driving Events Committee*
Steve Stepanian had nothing to add to his pre-meeting report.
- 4.13 *Club Racing Committee*
Scott Reiman had nothing to add to his pre-meeting report.

4. Affirmation of Votes on conference calls since last Board Meeting

Motion: Eddy Funahashi made a motion to accept the DEC recommendation as written June 2, 2021, reflecting the latest approved process for in-car instruction. Brian Thomason seconded the motion. Motion passes 9-0

Motion: Jeff Gomon made a motion to grant MidAmerica '02 Fest Regional Status for the September 16-18, 2021 event. Darlene Doran seconded the motion. Motion passes 9-0

Motion: Jeff Caldwell made a motion to approve the proposal from IPSOS to conduct a media and membership survey for the BMW CCA. The proposal includes approximately \$20,000 for design and deployment of the survey. Additional expense is approximately \$10,000 for

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design and implementation of a simulator to manage and interpret data going forward. Jeff Gomon seconded the motion. Motion passes 9-0

Motion: Jeff Gomon made a motion to accept the Affirmation of Votes as written. David Brighton seconded the motion. Motion passes 9-0

6. Discussion Topics

6.1 *National Events*

6.1.1 Oktoberfest 2021

Frank Patek reports the site rental for Legends East is approximately 10k. The working relationship with the HHIC concurs and Lindsey Harrel has been very positive. There is an opportunity to make Legends East an annual event in conjunction with the Hilton Head Island Concours. BMW CCA will park 50 cars on the field, Mercedes 50 and Audi 50 as well. If for some reason Mercedes and Audi cannot fill their spots, CCA can fill in from our waiting list. Mercedes as of the meeting has 43 slots and Audi is at 25. The Sonesta Resort- our host hotel has CDC guidelines in place and mandates masks be worn in all public spaces. We will have a separate cash bar in the pavilion for our participants. We will be capping indoor dinners to 350 guests.

O'Fest Forever Vaccine And Mask Requirements

Proof of vaccinations is required for all attending BMW CCA O'Fest Forever at Hilton Head Island, SC, scheduled for November 3-6, 2021. Guests must be fully vaccinated with an FDA or WHO authorized vaccine at least 14 days prior to the event, and must show proof of vaccination at registration.

Mask Requirements

Masks are required for all guests indoors, regardless of vaccination status. Masks must be always worn while visiting indoor areas except when eating or drinking. All masks must completely cover the nose and mouth and comply with the CDC guidelines for acceptable face coverings.

Health certification

By entering the indoor event areas, guests are acknowledging that all of the statements below are true as of the day they complete the form. If any of the statements is NOT true, you shall not come to the event.

- I have not tested positive for COVID-19 through a diagnostic test in the past ten (10) days.
- I am not and have not recently experienced (within the last 48 hours) any new or worsening symptoms of COVID-19.

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- Within the past ten (10) days, I have not had close contact or proximate contact with any person(s) confirmed with a diagnostic test or suspected based on symptoms, to have COVID-19.

***We adopt this policy provided by Broadway Direct with necessary modifications into the BMW CCA COVID-19 health policy.*

Motion: Jeff Caldwell made a motion to mirror the language from recent Broadway Direct communication into a COVID policy for BMW CCA O'Fest Forever 2021. Second by Cowan. Passed 9- 0.

6.1.2 Chapter Congress 2022

Frank Patek reports we could do a possible virtual Zoom call with a keynote speaker on the same day for all regions. However, the bulk of the conference schedule should be broken into two or three presentation days so as to not have members staring at monitors for eight plus hours. The RVPs will collaborate on an idea for a 2022 Virtual Congress. We need to have a high-quality presentation where participants can attend at home, with possible breakouts via Zoom.

7. National/Regional Events

7.1 *Updates*

7.1.1 Bimmerfest – cancelled for 2021

7.1.2 Flat Out Classics, June 2022

Jeff Gomon indicated the event was very successful and will return in 2022.

7.1.3 Pittsburgh Vintage Grand Prix – July 2022

7.1.4 Monterey Legends Weekend, August 2021

Eddy Funahashi reports the event has its issues with the location change at the last minute. Our sponsors are key to the event, and some were thrown off with the location change. Merchandise sold at the event was a record from past years. We sold over \$10k which is 3k more than past years. The event was a great success, and it created a brand name for BMW CCA internationally with a quality event. We ranked 3rd in the nation for car shows.

7.1.5 The Vintage, September 2021

7.1.6 MidAmerica '02 Fest

Jeff Gomon has requested Regional Status for the event in 2022

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Motion: Jeff Gomon made a motion to grant MidAmerica '02 Fest Regional Status for , April 28-30 2022. Lou Ann Shirk seconded the motion. Motion passes 9-0

7.1.7 Pazifik Escapades, September 2021

7.1.8 Lime Rock Fall Festival, September 2021

Jeff Caldwell indicated the event is filling and should be a great event. Weather permitting; we should have a greater attendance in cars for Sunday portion.

7.1.9 Vintage at Saratoga, October 2021

8. National Programs and Services

8.1 *Updates*

8.1.1 IT

Edward Tamsberg reports the last five months have been challenging, however great strides have been made on significant projects and solutions to some unexpected situations. Our Raffle is being processed through Association Anywhere via their payment processor, Certellipay. We upgraded our TERM server without the need to purchase a new license for QuickBooks. We continue to search for better pricing to complete the upgrade of the website from Drupal 7 to its latest iteration. . We have several projects recommended by the Board which include Teams Collaboration/Board Portal; Quarterly Chapter Officer Contact List; Optimize Event Platform; RVP New Member welcome email and Web Integration for dealerships.

8.1.2 Club Racing - see attached report

8.1.3 Driving Events

Steve Stepanian reports board approval need for the new South Atlantic Region DEC Representative.

Motion – Eddy Funahashi made a motion to approve per the DEC Chairperson, Steve Stepanian, Joe Marko as the South Atlantic DEC Representative. Simone Harrison seconded the motion. Passed 9-0

8.1.4 Charity Matching Funds – nothing at this time

8.1.5 Raffle

Chris Hennecy reports we have sold 32,800 tickets trailing 2019 and 2020. We remain ahead of 2018 pace of ticket sales which was a 9-car raffle. We have slowed on ticket sales; however, we have elevated special incentive offerings to a new level,

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which should boost our ticket sales. Ticket sales end October 1, 2021, and the drawing will be held, Friday, October 15, 2021, at 1 PM.

8.1.6 SIG's

Lou Ann Shirk would like a revamp of SIGs; possibly becoming non=geographic chapters or transforming into a registry list. Lou Ann will research and examine Section 5.5 of the current Ops Manual for clarification as to what our options are.

8.1.7 Roundel

8.1.8 Member Committees

8.1.8.1 Recognition Program Committee

Leslie Moyer would like to increase the criteria for Friend of BM CCA as this is the highest award given by the club.

8.1.8.2 Technology Committee – nothing at this time

8.1.8.3 Election Nomination Committee

Eddy Funahashi reports the Nominations Committee – as provided for in the club by-laws are to be filled. The recommendation for members of the committee are Scott Blazey, Steve Johnson and Dan Tackett, all having served as BMW CCA past board members. The primary function of the committee will be to interview candidates running and/or considering a run for a position on the national board. The committee will have the opportunity to help candidates better understand the workload and time commitments necessary to be an effective member of the board. Prior to release of the slate of candidates the Committee will provide the board with its recommendation as to the qualifications and readiness of each of the candidates seeking election. At the discretion of the board that information may be released to the membership at large. At no time should that information be made public before all candidates are made aware.

Motion: Eddy Funahashi made a motion to appoint Scott Blazey, Steve Johnson, and Dan Tackett as the members of the Nomination Committee with up to two more additional members. Brian Thomason seconded. Pass 9-0

8.1.8.4 Ladies Committee

Lou Ann Shirk reports the committee currently lacks a chair. Lou Ann will continue to look for a chair, and has a long time and well qualified person in mind.

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8.1.9 National Office

- 8.1.9.1 BMW CCA Headquarters
Frank Patek reports everything good order at headquarters. MOA is still deciding whether to take the upper floor of the second building. Currently, they have the lower level and are the best prospect for taking the space at the current time.
- 8.1.9.2 BMW CCA Business Plan – nothing at this time
- 8.1.9.3 BMW CCA Growth
As members of the club, we should all be actively promoting club growth. Somehow, we need to better communicate and/or convince our local leadership and members of the significant impact they could have on our numbers if they held stand-alone recruitment events and/or built recruitment into every public facing event they hold. Not least of which is requiring non-member participants in high value events to be members. Not only will it grow the chapters and the club – it a requirement of our 501 C7 tax status as granted by the IRS.
- 8.1.9.4 BimmerLife Newsletter Progress
Len Rayburn reports the latest edition of BimmerLife has been mailed to all members. They have finally developed a theme for each issue, with the September issue theme focusing on the young enthusiasts. This issue showed significant chapter participation with some great articles. The BimmerLife staff did a great job with the latest version of the magazine. The advertising team is working closely with Len as far as ad space available. Some of the regions have more adverting than other regions and we must be careful of extra pages as the cost to increase is significant. Our digital company is closing, and we need to find a way to remain having the magazines online, without using a 3rd party vendor. Len would like to explore some in-house options. Eddy Funahashi received many compliments as to the September issue of the BimmerLife magazine. The possible theme for first quarter of 2022 will be the evolution of engineering. Have the chapters try to submit articles with the theme we are targeting.
- 8.1.9.5 IPSOS Survey
Andy Bedsworth reviewed the survey template questions and with some contributed modifications by the board. The survey should take approximately 20 minutes. We will be doing a random selection between mail and digital issuance. Should we have a low response rate via mail, we will assess a second

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issuance. Population and demographic assessment for insights. Timing for issuance to be provided by IPSOS. Goal is to have complete by end of November 2021.

- 8.1.9.6 Elections
The positions of Treasurer, Pacific Regional Vice President and North Atlantic Regional Vice President are up for election this year. All candidate statements must be submitted to the National Office on or before 5:00 PM EST on October 29, 2021.
- 8.1.9.7 Archival Project
Frank Patek reports we will soon begin a new project documenting Club history in the form of oral recordings from all members wishing to participate. An invitation will go out via email, postcard, and a telephone campaign. Members will first learn of the project via a drop in card inside the October Roundel polybag. There will be a printed history book of the club for members to purchase.

9. Policy and Administration

- 9.1 Ombudsman – nothing at this time
- 9.2 Benefits Update
Chris Henneey reports our new member benefit is Amica insurance. They have signed a three-year agreement as the official auto, home, and life insurance partner of BMW CCA.
- 9.3 BMW Clubs International
Frank Patek reports this year the International Council meeting will be two days long with 3-hour sessions the end of September via video conference. Each club has a delegate & observer attending the meeting. 2022 meeting will be held in Germany or elsewhere in Europe
- 9.4 Operations Manual – nothing at this time
- 9.5 Chapter Logos
Len Rayburn reports all have been sent to Munich and are under review by BMW. Rollout package and link with guidelines by first week of October. Chapters will need to update websites, social channels, and chapter newsletters, etc. by Jan 1, 2022. Munich has been gracious to grandfathering in some old logos. AG has made the blue in the Roundel logo 20% darker and they have given BMW CCA the exact color formulas to make our match.

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10. Foundation

10.1 M Car Exhibit

The theme for the next exhibit at the Foundation will be the Power of M.

11. Financial

11.1 2021 Status

Heather Tollison reports the advertising revenue is up and merchandise sales trending positive year after year, especially ahead of the holiday season. 2022 budget will be sent to the board within 30 days.

12. Chapter Issues

12.1 RVP Conference Call schedule for 2021

Pacific Region

Central Region

North Central Region

South Atlantic Region: November 3 2021

North Atlantic Region

12.2 RVP Chapter Visitation schedule for 2021

Pacific Region

Visitation Plans:

Central Region

Visitation Plans:

North Central Region

Visitation Plans

South Atlantic Region

Visitation Plans

Oct 15 Sandlapper/Peachtree at Taylor BMW for BMW CCA Raffle Drawing

Oct 16 BMW CCA recognition award at Global BMW with Peachtree

Oct 23 Fall mountain drive with Peachtree

Nov 3-6 BMW CCA O'fest Forever, HHI, SC

Nov 10 – 13 BMW CCA corral at Petit le Mans IMSA, Road Atlanta

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North Atlantic Region
Visitation Plans.

- 12.3 Chapter Probation Report – nothing at this time
- 12.4 Dealer Engagement Program – nothing at this time
- 12.5 Corporate Status – nothing at this time

13. Membership

13.1 Membership

13.2 Sponsorship and Marketing

Chris Henneey reports our sponsorship continues to thrive. We want to thank our loyal sponsors for the Legends of the Autobahn West are Michelin, BMW NA, Amica Insurance, Akrapovic, BBS USA, Griot's Garage, XPEL, Hagerty, Franck Muller, and KW Suspensions.

Our O'Fest Forever and Legends of the Autobahn East Michelin, Griot's Garage, XPEL, BMW NA, Amica Insurance, Hagerty, Turn 14, Akrapovic Tire Rack, MOTUL, Lockton, Dinan, BMW Performance Center, Forgeline and Dr. Color Chip.

Chris further indicated we will be having a new 1:43 E92 model, with its very own grill badge attached.

Marketing & Branding -

- Promotions to generate raffle sales proving successful.
- Some sponsors cutting activation budgets because of 18 months of COVID, seeing this particularly with Michelin as tire sales revenue is down. O'Fest at Hilton Head Island is the same time as SEMA, which stretches ability to support both events. Anticipate 2022 O'Fest Forever in Palm Springs should return to normal operations.
- Legends West 2022: Need to determine location for next year's event. Festorics will be Saturday and Sunday, which potentially pushes Legends to Thursday.
- BimmerLife is well received. Sharing across digital channels. Regional advertising plan is being implemented strongly.

14. BMW NA

15. New Business

16. Future Meetings

- 16.1 Board Meetings
January 2022 Retreat

**BMW Car Club of America
Board Meeting
Miramonte Indian Wells Resort and Spa
Indian Wells, California
September 17, 2021**

16.2 Conference Calls

17. Adjourn

Motion: Darlene Doran made a motion to adjourn at 4:42 PM PST. Jeff Cowan seconded the motion. Motion passes 9-0

BMW CCA
Board of Directors Meeting
September 17, 2021
Miramonte Indian Wells Resort
Indian Wells, CA

**BMW Car Club
of America**



BMW Car Club of America
Board Meeting
Miramonte Resort and Spa
September 17, 2021

Agenda

Friday, September 17, 2021

9:00 am Call to Order

Introduction: Members, Guests.

Affirmation of votes conference calls since the last Board Meeting.

9:15 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

5:30pm Reception with Local Club Members

Discussion Topics

1. Review Action Items

2. National Events

Oktoberfest

- 2021
 - Covid Policy
- 2022

3. National/Regional Events

- The Vintage, September (2021)
- Bimmerfest West (unlikely to occur),
- Pittsburgh Vintage Grand Prix
- Vintage at Saratoga,
- Monterey Weekend August 2021 and 2022
 - Legends of the Autobahn
 - Festorics at Rolex Motorsport Reunion
- Chapter Congress?

New Requests

4. National Programs and Services

IT Update

Club Racing

Driving Events

Charity Matching Funds.

Raffle

SIG's

Roundel

Member Committees

- Recognition Program Committee
- Tech Committee
- Nominations Committee
- Ladies Committee

National Office

- Headquarter updates
- Dues Increase Postponement
- BimmerLife newsletter progress
- Attendance Requirement - **Congress**
- Chapters required to pay anything – **Congress**

5. Policy and Administration

Ombudsman update

Tech Rep's update

Benefits Update

BMW Clubs International

Operations Manual

- Driving Events

Chapter Newsletters and Communications

Strategic Plan

6. Foundation

7. Financial 2021

8. Chapter Issues

RVP Conference call schedule for 2021

RVP Chapter Visitation schedule for 2021

Chapter probation report

Minimum # of events requirement for chapters

Dealer engagement program

Corporate Status Non-Compliance

Badger Bimmers & National Capital

9. Membership

Membership Drive

Marketing

10. BMW of North America

11. New Business:

Reorganization and Regionalization

Chapter Websites/Regional Websites

RVP travel policy and budgets

12. Future Meetings / Calls

Pre meeting report
April 2021 through current

To: All board members, Executive Director, BMW CCA

From: Eddy Funahashi

Subject: President pre meeting report

BMW Car Club
of America



BMW Car Club of America
Eddy Funahashi
President
124 W 6th St
Hanford, CA 93230-4514
Tele: (559) 707-0521
Email: president@bmwcca.org

Travel:

- April 8th – 12th Annual Board meeting/MX 1 – Greer SC \$951.00 (Subsidized cost for an upgrade)
- May 1st Site plan review – Carmel Village, CA \$0.00 (Drove: Subsidized mileage and fuel)
- May 12th -16th Board retreat – Santa Margarita, CA. \$0.00 (Drove: subsidized mileage and fuel)
- July 22-26 PVGP – Pittsburgh, PA. \$1014.00 (Subsidized for an upgrade)
- August 7th Monterey Fairgrounds site plan review \$0.00 (Drove: subsidized mileage and fuel)
- August 12th – 15th Legends of the Autobahn. \$0.00 (Drove, subsidized mileage and fuel)

Future (Quarter) Travel:

- September 15th – 19th Board meeting, club car show and BMW NA West coast Performance center.
- September 23rd – 26th Lime Rock, CR, HPDE, Corral. Lakeville. CT
- November 2nd – 8th Oktoberfest/Legends of the Autobahn East. Hilton Head Island, SC.

Past (Quarter) Travel recap:

April 8th – 12th Annual board meeting and MX1

This year's annual board was combined with a new gathering called MX1

Our meeting marked a closer to our 2020 year. We opened our 2021 year with our new board member. The pandemic has affected all of us both in our private lives and has created many considerations for our events regarding safety while creating a need for a new committee that dealt with COVID while submitting recommendations to the board with dealing with our crisis.

Our National DEC and Regional DEC's continue to contribute to our ongoing concerns regarding masking and creating guidelines for all types of events.

A debt of gratitude is owed to all of the committees, DEC's, and contributors that have been working at all levels.

-May 1st – Site planning for Legends – Carmel Village Ca.

There's so much to say on this subject. We suffered terribly at times but this planning trip showed no clue of what was to become.

-July 22nd – 26th Pittsburgh Vintage Grand Prix

This year's Grand Prix followed 2019 due to COVID.
We (CCA) continue to support this worthy gathering.

-August 7th – Site plan review – the Monterey fairgrounds was secured in our 11th hour
for Legends of the Autobahn 2021.

With very little time to plan, layout, market, etc we went into “machine mode”.
Our hard work was rewarded. Although extremely fatiguing for all, our participants,
members and sponsors all seemed to truly enjoy our presentation.

Respectfully,

Eddy

Eddy Funahashi

August 23, 2021

Pre meeting report

To: All board members, Executive Director BMW CCA

Subject: EVP pre-meeting report

Travel:

April 8-11 2021 Annual meeting and MX1 event Greer \$113

April 12-15 2021 Hilton Head Ofest Forever site visits \$188

May 12-16 2021 BOD Meeting CA \$764 (including rental car for group)

May 21-23 2021 Amelia Concours \$0

July 5-11 2021 ZFEST Greenville, SC \$0

July 22-25 2021 PVGP \$380

July 31 2021 East e30 Picnic Grantville, Pa. \$0

Aug 9-16 2021 Legends West \$1000

Sept 14-19 2021 Palm Springs Ofest Forever site visit, BOD meeting, Eskapades \$580

Future Travel:

Sept 23-26 2021 Lime Rock-Bimmers in the Park

Oct 7-10 2021 Vintage Saratoga

Nov 2-7 2021 Ofest Forever HH

Accomplishments:

Three-week transition period to vacate the Ladies Program Chair position by May 1, 2021. Moderated April 26 and April 29 Zoom calls for dozens of women members of the club. Selected a tent and worked with Len on branding for the LPC to display at events. Attended PVGP in July where the tent was displayed for the first time with much activity and great attention.

BMW Car Club
of America



BMW Car Club of America
Lou Ann Shirk
Executive Vice President
7531 Registrar Way
Sarasota, FL 34243-2528
Tel: (717) 808-5586
Email: evp@bmwcca.org

Had verbiage changed on CCA website to allow NSO's the opportunity to receive Recognition Awards.

Collaborated with IT to streamline the process for adding events to the National Calendar. (Ongoing)

Liaison to the ZSCCA for ZFEST in Greenville, SC July 2021 (Including a meeting with the ZSCCA President concerning SIG status)

Attended multiple zoom calls for Legends West to get up to pace with the committee. Volunteered at Legends West to assist with major last-minute changes to the venue.

Attended multiple zoom calls with Mini Club development group. Also met with Mini folks at Amelia Concours.

Assisted North Atlantic RVP with Lime Rock Bimmers in the Park event.

Topics relating to the Board:

Mini Club status

SIG's

Ofest Forever Hilton Head-Covid Policies

Official BMW Club

September 2, 2021

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

Travel

3Q2021 Board Meeting, September 17-18, 2021 La Quinta, CA
Cost TBD

Planned Travel

Oktoberfest, November 3-6, 2021 Hilton Head, SC
Cost TBD

For Discussion

No agenda items to add.

Other Items

None

2021 Financial Statement Summary

2021 year-to-date financial information to be provided under separate cover

Respectfully submitted,
Brian Thomason

BMW Car Club
of America



BMW Car Club of America
Brian Thomason
Treasurer
353 N Center St.
Orange, CA 92866
Telephone: 805 267-9135
Email: treasurer@bmwcca.org



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

Date: August 25, 2021

Subject: Secretary Pre-Meeting Report
September 16-19, 2021, Palm Springs, CA

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

Past Travel:

- Board Meeting, Greer, SC
April 8-11, 2021 - \$494.00 (Flight)
- Board Retreat, San Luis Obispo, CA
May 12-16, 2021 - \$647.00 (Flight)

Planned Travel:

- Board Meeting, Palm Springs, CA
September 16-19, 2021 - \$625.00 (Flight)
- O'Fest Forever
November 3-6, 2021 - TBD (Flight)

Drafts & Finalize Board Minutes:

April 9, 2021 Board Meeting Minutes
April 20, 2021 Conference Call Minutes
July 6, 2021 Conference Call Minutes
July 20, 2021 Conference Call Minutes
August 23, 2021 MINI Conference Call Minutes

Chapter Corporate Status

April, May, June, July and August 2021 monthly SOS status for
submission of annual reports

Operations Manual

Several revisions to Operations Manual

Discussion Topics:

Respectfully submitted
Darlene Doran



September 2, 2021

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

BMW Car Club of America
Jeff Caldwell
North Atlantic
Regional Vice President
PO Box 716
Clarksburg, NJ 08510-0716
609 658-6798

SUBJECT: North Atlantic Region: Sept 17, 2021 Pre-meeting Report

TRAVEL:

Completed Travel:

PVGP Historics at Pitt Race – Wampum, PA – July 15-18	\$1541.20
PVGP Schenley Park- Pittsburgh, PA – July 23-25	\$0.00
NJ/DelVal ITS – NJMP – Millville, NJ – August 13-15	\$0.00
GVC ITS – WGI – Watkins Glen, NY – August 20-22	\$0.00
NJ Chapter 50 th Anniversary – Clark, NJ – August 29	\$0.00

Planned Travel:

Board Meeting – Palm Springs, CA, Sept 16-19	\$1011.00
FCP Euro Fall Classic – Lime Rock – Lakeville, CT – Sept 24-26	\$0
Vintage at Saratoga – Saratoga Springs, NY – Oct 9	\$0
National Club Race – WGI – Watkins Glen – Oct 15-17	\$0
Ofest Forever – Hilton Head, SC – Nov 2-7	\$?

Discretionary Funds Dispersed in Q3:

Support for NJ Chapter 50 th Anniversary	\$500.00
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Conference Call: North Atlantic Region – June

Topics: General discussion re: Covid-19 and ongoing mitigation procedures.

Remainder of time mostly scheduling and event related. NA chapters have a very busy summer/fall.

Notes:

Lime Rock event is approaching. We have good support from FCP Euro and things appear to be on track for a great weekend at LRP.

Respectfully submitted,
Jeff Caldwell
North Atlantic RVP



To: Board of Directors, BMW CCA
Executive Director, BMW CCA
Date: August 31, 2021
Subject: North Central RVP Pre-Meeting Report

BMW Car Club of America
David Brighton
North Central
Regional Vice President
4503 Spoonbill Ct
Marion, IA 52302-8912
(515) 570-5549
ncrvp@bmwcca.org

Activities, Travel and Expenses:

May 12-16-Annual Board of Directors Retreat-San Luis Obispo, CA-\$625.00
June 4-6-Flat-Out Classic Driving School-Topeka, KS-Iowa, St. Louis-\$378.04
July 17-18-Three Chapter Weekender-Atlanta, IL-Windy City, Illini, St. Louis-\$123.76
August 1-Iowa Cubs Game and Car Show-Iowa-\$0
August 6-8-IMSA race at Road America-Badger Bimmers, St. Louis, Windy City-\$222.48
August 21-///M Madness-Peoria, IL-Illini-\$72.24
September 16-19-National Board Meeting in Palm Springs, CA-\$556.33

Future Travel:

September 16-19-National Board Meeting-Palm Springs, CA
October/November-Site visitation for North Central Region Summer Gathering
October/November-Planning meeting in St. Louis to recruit Board members
November 3-6-O'Fest Forever-Hilton Head, SC

RVP Discretionary Funds:

Flat-Out Classic-\$250

Relevant Notes/Accomplishments:

Chapter President's Calls-May 20, June 17, August 19
Topics: O'fest Forever, 02fest, raffle, logos, Legends of the Autobahn,
Sandlapper Driving School prior to O'Fest Forever, mailers to Presidents,
Membership, Growth and Retention Committee
One-on-One Calls with Chapter Presidents-Six completed

Topics for National Board Meeting:

Membership, Growth and Retention Committee

Official BMW Club

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

Date: 09/01/2021

Subject: Central RVP Pre-Meeting Report

**BMW Car Club
of America**



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

Completed Travel & Expense:

- May 12-16, Annual Board of Directors Retreat – San Luis Obispo, CA
Airfare and group Rental Car
- June 4-6, Flat Out Classic Driving School – Topeka, KS
Mileage and Hotel
- September 3-5, Rocky Mountain Visit. Denver, CO
Mileage and Hotel

Planned Travel:

- September 3-5, Rocky Mountain Visit, Denver, CO
- September 16-19, National Board Meeting, Palm Springs, CA
- November 3-6, O-Fest Forever, Hilton Head, NC

RVP Discretionary Funds:

- \$500 to KC Chapter for the Flat Out Classic Regional Driving Event. Q2
- \$500 to 2002Forever Chapter for Mid America '02 Fest in Eureka Springs, AR Q3

Chapters on Probation:

- None at this time.

Discussion Topics:

- Many conversations with multiple chapters surrounding BimmerLife submissions.
- Chapter discussions concerning Insurance and Income related to non-member participation in events.
- Working discussions with Non-Geo chapters on growth and marketing opportunities.
- Ongoing Zoom meetings and regularly scheduled National Board calls.
- O'Fest Forever planning and discussion pertaining to Covid-19 impact.
- Reminders to chapters to submit candidates to the Recognition Committee before deadlines pass.
- Possibility and Likelihood of in person local events and meetings in the remainder of 2021.
- Roundel performance and plans to mitigate continued loss of revenue.
- Chapter Branding.
- Upcoming Chapter Logo Requirement changes.

Respectively submitted,
Jeff Gomon



Simone Harrison
Regional Vice President
South Atlantic
sarvp@bmwcca.org
770-670-9777

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

Date: August 12, 2021

Subject: South Atlantic RVP Pre-Meeting Report
September 17 2021 Board Meeting, California

Travel / Meetings Completed (\$899.05):

- April 9: Board meeting, Greer, SC
- April 10: MX1 Event, Greer, SC
- April 20: Board meeting: DEC in-car instruction guidelines (web call)
- April 21: BMW CCA Logo Review
- April 29: Women of the CCA webinar
- May 13-15: Board offsite, California (\$433.71)
- May 19: Quarterly regional call (Leadership team from 16 chapters)
- May 20: BMW CCA Foundation, Closing of Genesis
- June 3: SA Treasurer's call w/ Frank Patek, Brian Thomson & Heather Tollison
- June 18-20: HPDE/Club Race, Roebling Road (Peachtree)
- June 20: Savannah/HHI member engagement meeting with Larry Koch and Dale Critz
- June 29: Chapter consolidation review web call (Old Hickory & River City)
- July 7: Board meeting (web call)
- July 17: CCA Car Show at BMW of Columbia; presentation of recognition award to BMW Center General Manager, David Miles (Sandlapper) (\$465.34)
- July 20: Board meeting (web call)
- July 24: Chapter social meeting (Peachtree)
- August 2: Savannah/HHI engagement review web call (Peachtree & Sandlapper)
- August 4: Quarterly regional call (Leadership team from 16 chapters)

- August 15: BMW CCA Cars & Coffee (Peachtree)
- September 3-5: HPDE/Club Race, Road Atlanta (Peachtree)

Planned Travel:

- September 16 - 19, 2021 Pazifik Eskapades/Board Meeting, Palm Springs, CA
- September 26, Bimmers in the Park, Lime Rock Park, CT
- October 29 - 31 HPDE/Club Race, Carolina Motorsports Park (Sandlapper)
- Nov 2 - 6 O'fest Forever, Hilton Head Island, SC
- Nov 10 - 13 Petit le Mans BMW CCA Corral, Road Atlanta

Discretionary Funds Requested/Distributed:

- 3rd Quarter: \$250 Tarheel for VIR BMW CCA Car Corral
- 3rd Quarter: \$250 National Capital Chapter for VIR BMW CCA Car Corral
- 4th Quarter: \$500 Peachtree Chapter for Petit Le Mans BMW CCA Car Corral

BimmerLife Fall 2021 Edition:

All chapters in South Atlantic shared content and imagery for the regional edition of the BimmerLife magazine with the exception of:

1. *River City* - Chapter not in operation. Working to merge membership potentially with Old Hickory. Regional governor volunteer identified to represent the River City area.
2. *Bayou* - Chapter did not provide content per the editorial standard. To be addressed for Spring 2022 publication.
3. *Puerto Rico* - Multiple attempts to reach Chapter leadership with no response. Plan to engage Chapter leadership and chapter members to be enacted Fall 2021 to assess current chapter operational status.

South Atlantic Chapter Regional Calls Completed/Upcoming:

- May 19 - All chapter leadership web call
- June 3 - Treasurer's call to review tax and member revenue requirements
- August 4 - All chapter leadership web call
- November 3 - All chapter leadership F2F at O'fest & web call

Chapter Compliance Issues:

With the exception of items noted above under the BimmerLife section, all Chapters in South Atlantic are in-compliance with Chapter operating requirements on behalf of members.

Other Updates/New Business:

I greatly appreciate the support and encouragement I have received from the Board, Executive Director Frank Patek, our National Office team, the various Committees, the Club editorial staff (especially Satch, although he keeps calling me Nicole!) and our Chapter leadership across the South Atlantic region during my first few months as RVP. My transition from a Chapter-level focus to a Regional and National focus has been smooth because of this great group of people.

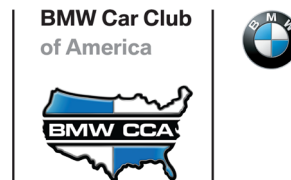
The Club is operating during one of the most challenging times in its history. Balancing the goals of membership value, engagement and growth during a Global Pandemic has resulted in new ways of working for our Staff and Chapter volunteers. The Club experience using virtual meetup platforms and recorded webinars along with a doubling down on digital communications - web, social and email - has sustained the spirit of the BMW CCA for our members during this difficult time. **Digital Engagement** is a powerful brand marketing tool for a social club such as ours and I recommend we continue to have digital strategies in our toolbox for our Chapter leadership volunteers and club members.

I trust our upcoming **Membership Survey** will give us actionable insights from Club members on what's working well, what we can do to improve and where we need to shift to deliver on our mission: *to enhance the BMW experience through camaraderie, education and social responsibility*. The output from the membership survey will guide us and set a course of action for the coming years.

The topic of a **Chapter Event Playbook** to document how to create and manage member events has been raised by the Chapters in the South Atlantic region. We also discussed this on one of our July Board calls. Having a documented checklist and guidelines for how to organize a social meetup, a scenic drive, a digital webinar, a dealership meet & greet, a driving event (as examples) would be a valuable tool for our current and future Chapter volunteers. I'm forming a Chapter working group within the SA region to kick this off, and plan to have a draft for review and contribution from my RVP colleagues by November. The goal is to have an event playbook ready to share with all Chapter Boards by January 1.

Respectively submitted,

Simone Harrison



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: September 17, 2021

DATABASE/WEBSITE/OPERATIONS

With Stephen Elliott's departure in the spring, our in-house IT team has been numbered one. I must give credit to Edward Tamsberg as he not only stepped into PH's position but has kept our systems working and has still provided to the Foundation the hours owed them as part of our managed services agreement. We have actively been seeking to add back the position but until just last week could not find anyone with the requisite skills, working in the Upstate and not resistant to working in the office. As of now we have filled the position via a local recruitment firm – providing us a 90-day trial period.

The database seems to not have any major flaws or problems now and we are not planning for any major buildouts or upgrades. However, as previously discussed our website remains in need of a major platform overhaul and visual modernization. The work to do so has largely been stalled as we grappled with the quotes to move from Drupal 7, the version of Drupal that we use, to Drupal 9, the most current version. The good news is that Drupal 7 has been granted several life extensions and we now have until at least 2025 before our hosting provider will no longer support it. In the meantime, we are beginning to see quotes from alternative vendors that indicate a more affordable upgrade may be available.

Tricia Jones has returned to CCA as event planner. For those who were in NJ you will remember her work as it truly stood out from our past offerings. The Prohibition Costume Party and the dinner that moved throughout the hotel and grounds. Beautiful tickets that members requested back. The unique venue in Atlantic City for the closing dinner and many other individual touches. As we look to diversify and refresh our event offerings have Tricia leading this side of operations will be invaluable. At twenty hours a week she has her work cut out for her, but she is more than capable of hitting any deadline. Besides Ofest Forever she has also begun work on three getaway weekends for 2022.

Ipsos has been reengaged to conduct a survey of the membership that is aimed at determining the value that members place on our publications. We all know that Roundel consistently ranks as our number one benefit. We also know that print costs are up, and print advertising is in the tank – meaning that each year more member funds are required to produce, print and deliver Roundel and BimmerLife. While there are many in the club who are comfortable with electronic publications, I have long argued that there are more members who prefer their one consistent and monthly contact with club appears in their mailbox. What neither side of the argument has is a hard answer. At the conclusion of the survey – if it goes well, we should know what impact further reduction in our print schedule could have on our membership numbers. The survey is likely to go out in late September.

Oral History Project

In 2010 we commissioned a membership directory project and after an initial bumpy start proved popular with members and earned a profit for the club. The concept of a printed directory 11 years on is passe but recording oral histories from members is popular and a great way for us to obtain the memories large and small along with forgotten facts of our history. There is no upfront cost to club. We did receive a guaranteed upfront revenue payment and there is potential for additional revenue if successful. Beginning in October members will receive notice and can schedule a call with an "interviewer" who will not just listen but also ask questions. Once that phase of the project is complete it will enter the editing phase. Each participating member will be guaranteed 300 words in a print publication. Depending on the number of participants the publication could be a multi volume set. Recordings will be

hosted by the provider for 5 years. Additional benefit: phone campaign to include lost members. Only members can purchase the book and to increase the leads the provider is willing to reach out to lost members for renewal at their expense. Regardless of success the club will get back that updated list and will likely see an increase in members during the call period.

BMW CCA Media

BimmerLife launched in March of 2020 with great success and widespread appreciation. Regardless, some have been disappointed to lose two issue of *Roundel* per year. Ultimately, as we strive to reach a new demographic and to strengthen our relationship with BMW NA BimmerLife has been a critical step forward.

This year we welcomed a new ad sales team led by Steve Kittrell and are happy to say that they are achieving a level of success that bodes well for the remainder of 2021.

OPERATIONS

EVENTS FOR MEMBERS ONLY

There has been pushback in certain quarters as related to the updates Ops Manual requirement that non-members may not participate in events where they are asked to pay significant fees. In fact, as a 501C7 there is documented legal opinion that we should never derive tax benefit where we appear to be competing in the public marketplace. As but I simple country lawyer I prefer a commonsense test – nobody is buying cows when the milk is free.

I think we can reasonably apply a similar commonsense test to things like “driving tours” and social events”. When the cost of admission is low, and “guests” are most likely to be spouses or children we can clearly see that our club member is covering the cost of his/her guests and will be in line with IRS rules. That said, they would not be the IRS if they did not promulgate rules. In this instance they have provided clear rules and guidance. See below for detailed instructions that all chapters will need to follow if the board reverses position.

Recordkeeping Requirements

[Revenue Procedure 71-17 PDF](#) details the recordkeeping requirements for social clubs that conduct activities with nonmembers. The records must distinguish one type of income from another (gambling income vs. food sales income) and one type of expense from another. The records should be retained for at least three years from the due date of the organization’s annual return.

Clubs that allow nonmembers to use their facilities must collect and maintain certain information. The information collected for an event should include:

- *Date*
- *Total number in the party*
- *Number of nonmembers in the party*
- *Total charges*
- *Charges attributable to nonmembers*
- *Charges paid by nonmembers.*
- *Where a member pays all or part of the charges attributable to nonmembers, a statement signed by the member indicating whether he or she has been or will be reimbursed for such nonmember use and, if so, the amount of the reimbursement.*

Failure to keep records that distinguish the types and sources of income and expenses will result in a presumption that all income is unrelated to your exempt purpose and therefore subject to unrelated business income tax.

As we look for solutions that are short of tax fraud, one option the board could consider would be a one time only discounted event membership that might apply in certain circumstances.

NEW CLUB

I am pleased to report that we now have in hand a signed letter of agreement with BMW North American operations to assist in the formation and operation of a new national car club. The organization will be headquartered at the club’s executive office complex here in Greer, SC. At start up existing BMW CCA staff will support the organization with the expectation that staffing will be added as this new club grows.

RAFFLE 2021

As of September 1, 28,941 raffle tickets have been sold. We are close to adding the sixth car to the raffle. Chris has a more detailed report. For Simone and David who are experiencing their first raffle as board members we had expectations buoyed by a fast start and strong sales through July. It is possible both possible and reasonable to expect

that we may fall short this year. It is also possible and reasonable to expect a healthy surge in the closing hours of ticket sales. This is not the first time we have seen a blip in the sales cycle. History shows in those instances we have bounced back strongly often. As someone said to me; 2020 was hell on earth, and 2021 will prove to be hell frozen over.

I want to thank the team at Turn 14 for one upping themselves from 2020. Few areas of the M2 were left untouched and it is truly spectacular. Chris as always marshals every mile of the marketing and communication of the raffle. Kim works directly with Chris to build e mails that must do not go out until they match, equal or exceed Chris' vision. Chris and Heather plan and source the "special incentive" prizes. Often they have begun that work before the current raffle has completed.

OKTOBERFEST 2021

While Ofest 2019 ended in the rain, it is safe to say that all in attendance had a great time. It was a good note to end on and we look forward to hosting our next annual gathering in Palm Springs 2020. Well, that did not happen, but it will in 2022. In the meantime, we look forward to hosting the first Ofest Forever on Hilton Head Island in November of this year. Another first will be *Legends of the Autobahn*, at the *Hilton Head Island Concours*.

International Council Meeting 2020 and 2021

The 2020 meeting was held via video conference. The 2021 meeting is scheduled for South Africa in September. On behalf of BMW CCA, I have informed the club office in Munich that BMW CCA will not plan to attend the meeting in person due to Covid-19 concerns.

Legends of the Autobahn 2020 and 2021.

Covid-19 prevented us from holding Legends during Monterey Auto Week. 2021 has been touch and go ever since we received notice from Pasadera in February that they will not host the event this year. However, we are in the process of securing a unique and more spectator friendly venue...Carmel Valley Village. The event is planned for Saturday August 14, 2021.

FESTORICS

After a more than 23 year run this member favorite event will not be on the calendar for 2021. Unfortunately, the new and very misguided management team at Laguna Seca has decided they have better expertise in running car corrals and will not permit any car club to have a corral on site during the Rolex Monterey Motorsport Reunion.

O'fest Forever 2021 / Legends of the Autobahn East / Club Rendezvous

Room Block

As of Sept. 10th, 981 rooms out of our block of 1090 have been reserved. This puts us at 90%, which is 10% over our required attrition.

	<u>10/31</u>	<u>11/1</u>	<u>11/2</u>	<u>11/3</u>	<u>11/4</u>	<u>11/5</u>	<u>11/6</u>	<u>11/7</u>	<u>TOTAL</u>
Contracted	0	20	100	190	210	210	210	150	1090
Reserved	11	52	107	180	194	198	179	60	981

Registration

As of Sept. 10th:

<u>Full</u>	<u>A la Carte</u>	<u>CCC</u>	<u>TSD</u>	<u>AutoX</u>	<u>Paint/Wine</u>	<u>Photo Talk</u>
248	169	24	66	52	64 (13 WL)	92

Legends Hospitality Legends Spectating 185
333

Social Events

Receptions and dinners are set with menus, decorations and entertainment. Tanger Outlets in Bluffton has been contracted for the Car Show.

Tech Sessions are set with Griot's, Michelin and Motul

Working on additional tour offers and outings. We will suggest tours to Daufuskie Island, Burnt Church Distillery and Galleries in Bluffton.

The Paint Party and Photography Talk both seem to be very popular items so these might be the types of events to start considering for future O'fests.

Driving Events

Car Control and Autocross will be held on Hutchinson Island. A food truck will be available Friday for lunch.

The TSD route has been established.

Need Driving Tour routes both organized and self guided possibly to Savannah.

Legends of the Autobahn East

Selection of the cars is under way.

The club will have a 40x80 hospitality tent for breakfast and lunch - a larger size to accommodate social distancing.

Club Rendezvous 2022

RFPs have been sent to multiple locations for Rendezvous in 2022 including locations in VT, NH, Bend Oregon and Branson, MO.

We hope to start out with 2-3 in 2022 and grow from there.

O'fest Forever 2021 / Legends of the Autobahn East Covid Policy Recommendations

I have lost more sleep and more hair over the last month worrying whether we would be able to hold Ofest and Legends East. Of late my worry has shifted to "should" we hold Ofest and Legends East. For anyone unaware South Carolina is running a mean race with the state of Tennessee – it's a race to the bottom. Both have the highest infections rates per hundred thousand in the nation. It's hard to imagine how that factoid can get worse, but it does. It turns out that is South Carolina was its own nation – it would have an even more tragic record tied around its collective neck. Fourth worst Covid-19 rate in the world. Hold that thought as I make my way towards a recommendation.

As you can see from the previous page, we have exceeded our minimum room block and our F&B minimums for Ofest. If those numbers were to hold, we could breathe a sigh of relief. I think by October 1st we will see a flurry of cancellations. October 1 is the day we have shared with members that their full registration cost will be charged. If a miracle occurs and the SC infection rate reverses itself our worries are over. Sadly, that would require a miracle larger and grander than the one Dorothy thought she would find in the Emerald City.

So, if I am correct, we need a policy in place ahead of September 30th so that we properly inform attendees. The decision we need to meet a very few, but critical tests:

1. It must be clearly written using everyday language which demonstrates transparency and no question of intent and interpretation.
2. It has two aims. Give all attendees a high level of comfort BMW CCA took all reasonable and necessary steps to reduce as close to zero those factors brought to Hilton Head because of our events. Reasonable people can disagree as to what impact that will impact the club and the events. Not having a policy in place will lead to disagreement over refunds and will generally put the staff at the center of the storm. We are here to help members and that is always our first act. To do so we need a policy, and we need one that we all believe in.
3. My recommendation is that to gain entry to the Sonesta Resort public and private spaces being utilized by BMW CCA and its board, staff, volunteers, sponsors and vendors for meal functions, recreation, educational sessions

all presentations and other functions must submit proof of vaccination either via electronic format to be determined by both staff and board. Alternatively, members planning to attend may bring their proof of vaccination with them and submit it for review onsite via a process to be announced Proof of vaccination must show that it was received no less than 14 days before the start of the event.

4. Members with compromised immune system and are thus not eligible for the currently approved vaccination regimens will need to submit a request for exemption supplied by their healthcare professional. The letter must be on the providers letterhead, signed by the provider and dated.
5. I recognize that in making every effort to protect our members, our friends and family while at Hilton Head some will be excluded. By and large our members are well read and professional. There are two highly efficacious vaccines available to every American free of charge. They have been widely available since the first quarter of 2021. At this point in time anyone without a valid medical reason – who is either reluctant or refusing to be vaccinated is not within the mainstream. Compounding an already bad situation is their belief that no power on earth can compel them to wear a mask and that they are free to roam where they please and shame on you for objecting when they stand beside you in an empty room.
6. I am not thrilled to make this recommendation, but I do recognize my fiduciary duty to the club and or members. We consistently aver two things in this club. Every event is conducted with safety first whenever your commitment to the club runs up against a family obligation – it's always family first.
7. I am open to compromise on this matter – however the compromise must offer the same or better protection.

HOW MEMBERS HEARD ABOUT US

Source	Total	Current	Lapsed	2017	2018	2019	2020	2021
Bimmer Magazine	2,719	934	1,785	114	65	144	82	127
bimmerlife.com	354	266	88	2	27	110	48	79
BMW CCA Foundation	135	100	35	0	0	20	28	48
BMW CCA Website	9,004	2,800	6,204	250	341	542	207	259
BMW Center	7,009	3,054	3,955	143	479	1,373	215	205
BMW Performance Center	2,691	1,286	1,405	95	172	437	148	178
BMWBlog.com	873	504	369	22	84	245	44	43
BMWCar Mag UK by Unity Media	38	13	25	0	0	1	1	0
Car and Driver Magazine	889	376	513	25	43	98	44	61
Classic MotorSports	112	44	68	3	3	13	6	9
CPO Sample Roundel	222	67	155	2	4	7	6	4
Facebook	1,633	690	943	42	71	184	116	195
GrassRoots Magazine	349	122	227	12	11	12	15	14
Independent Shop/Dealer	2,295	912	1,383	54	121	334	100	105
Link from Another Website	3,003	1,267	1,736	66	181	456	123	139
National Aftersales Conference	8	3	5	0	1	1	0	0
Performance BMW Mag UK Unity	17	9	8	0	3	2	0	2
Radio Ad	33	17	16	1	1	8	3	1
Referred by BMW CCA Member	10,573	4,333	6,240	302	519	1,279	491	700
Search Engine	4,556	1,855	2,701	115	210	503	271	413
Sports Car Market Magazine	162	69	93	6	9	10	5	8
Television Ad	22	9	13	1	0	2	1	3
Ultimate Benefits Program	158	136	22	0	21	79	15	20

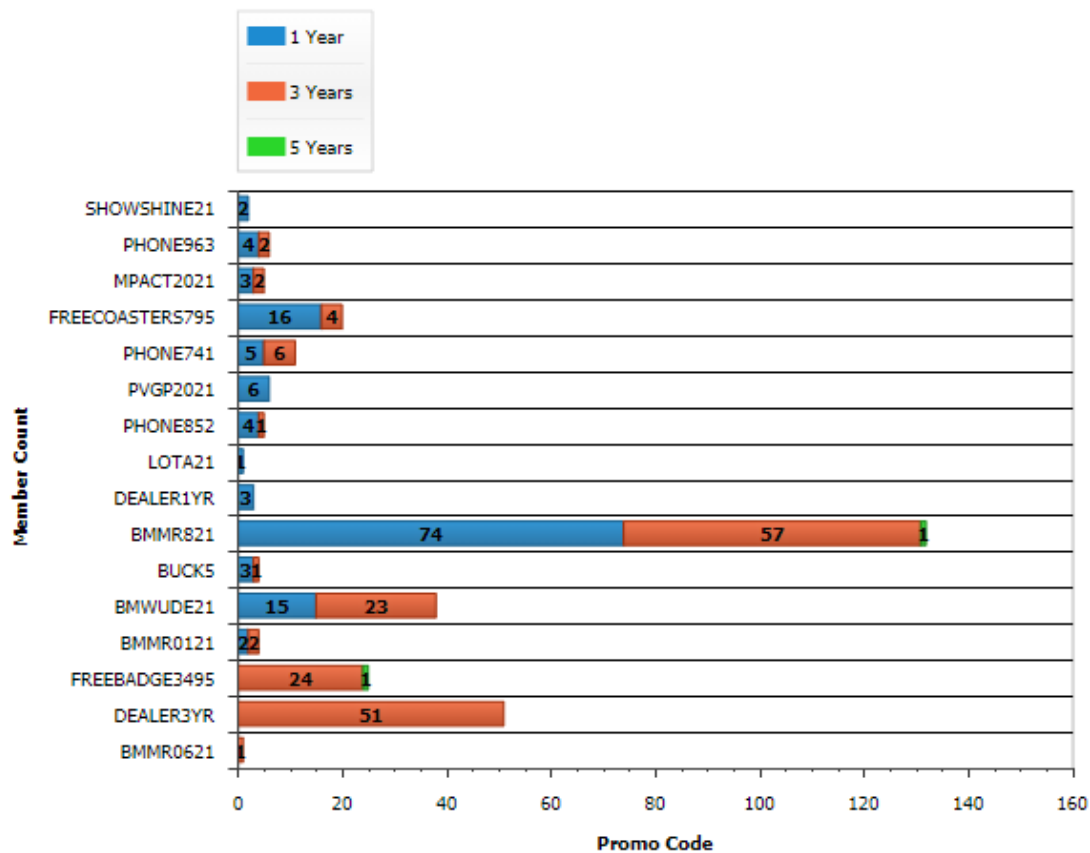
SPECIAL OFFERS

01/01/2021-09/13/2021

Since the start of the year, **2599** members have opted for a 3 or 5-year membership (M Color Trunk Badge).

2nd quarter June Lapsed Membership Offer CCAEXP0621 pulled back 157 members. The 3rd Qtr Lapsed Offer is scheduled for this week.

Promo Code Results



MEMBERSHIP TOTALS

As of September 13, 2021:

Member Type	Primary Members	Associate Members	Total
1YEAR	22,354	3,240	25,594
2YEAR	62	14	76
3YEAR	30,516	4,758	35,274
4YEAR	139	23	162

5YEAR	3,463	734	4,197
LIFETIME	1,105	282	1,387
Total	57,639	9,051	66,690

NATIONAL MEMBERSHIP GROWTH

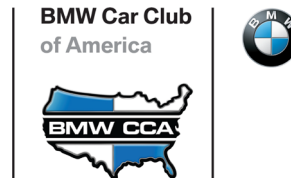
The following report shows the average count of new members over a 5-year period between January 2015 and 2019. There are additional columns for 2020 and 2021, along with the percentage over or under the average. A negative value indicates a lack of growth. (Our dues increase took affect February 1st, 2020)

Month	All Members				
	5-year Avg 2015 - 2019	2020	2020 % of Avg	2021	2021 % of Avg
January	802	1638	104.24	478	-40.4
February	784	731	-6.76	452	-42.35
March	972	388	-60.08	648	-33.33
April	975	287	-70.56	640	-34.36
May	1,155	384	-66.75	720	-37.66
June	1034	595	-42.46	731	-29.3
July	1010	513	-49.21	632	-37.43
August	1069	583	-45.46	744	-30.4
September	994	539	-45.77		
October	874	566	-35.24		
November	783	397	-49.3		
December	1112	433	-61.06		

The following report is the same as above, except that it breaks down the growth for Primary and Associate members for comparison.

Month	Primary Members					Associate Members				
	5-year Avg 2015 - 2019	2020	2020 % of Avg	2021	2021 % of Avg	5-year Avg 2015 - 2019	2020	2020 % of Avg	2021	2021 % of Avg
January	718	1269	76.74	407	-43.31	84	369	339.29	71	-15.48
February	698	629	-9.89	383	-45.13	86	102	18.6	69	-19.77
March	882	303	-65.65	540	-38.78	90	85	-5.56	108	20
April	885	235	-73.45	527	-40.45	90	52	-42.22	113	25.56
May	1044	286	-72.61	598	-42.72	110	98	-10.91	122	10.91
June	931	489	-47.48	629	-32.44	103	106	2.91	102	-0.97
July	926	430	-53.56	530	-42.76	84	83	-1.19	102	21.43
August	982	464	-52.75	641	-34.73	88	119	35.23	103	17.05
September	903	451	-50.06			91	88	-3.3		

October	788	452	-42.64	86	114	32.56
November	711	340	-52.18	72	57	-20.83
December	999	362	-63.76	113	71	-37.17



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

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

September 11, 2021

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

OFest Forever

Registration opened August 18 after a 1 day soft launch with 260 registrations the first day. Registration was a complete new mobile friendly build that resulted in zero calls requiring help. Registration for Legends Of The Autobahn for all three clubs began Sept 9. The balance of registration fees will be charged beginning September 27. No refunds after October 1. Our COVID policy needs to be presented prior to credit cards being charged.

Trillium Chapter

Note. Trillium Chapter continues to accept membership dues through their website. Monthly reports are sent to the office where members are either created, renewed, or reinstated. Trillium members are also renewing through the BMW CCA website. Home address and emails often differ between Trillium and BMW CCA causing a disconnect between data.

American Express Global Travel

AMEX Global Travel is used by Club Racing and the CCA Board for air travel. AMEX Global Travel does not provide reporting, nor confirmations which makes it difficult to reconcile our monthly AMEX statement. Confirmations need to be sent to the office in a timely fashion with an explanation for what event it is for. This is especially important for Club Race receipts so we know what event to expense it to. We will investigate other companies who provide a similar service. Also open to suggestions.

Sincerely,

Steven Schlossman

RECOGNITION PROGRAM COMMITTEE

Report For the BMW CCA September Board Meeting

The Recognition Program Committee (RPC) received the approved 2020 award nominations from the Board after the April 2021 annual meeting. The finalized spreadsheet of the award winners was forwarded to Len Reyburn for the award plaques to be manufactured and distributed. The RPC sent out emails to all the nominators informing them that their nominee had won the award for which they had submitted. Emails were also sent to inform the nominators of the nominees who were not chosen this year. This was done to thank the nominator for their submission and to encourage them to consider resubmitting their nominee for the following year. All the awards were mailed out to the nominators in May, except for those that are being held by National to be presented later.

The RPC section of the National website will be updated later this year with the names of the 2020 award winners, once all the awards have been presented. Some of the Friends of the BMW CCA awards will be presented in November at O'fest Forever.

The RPC is currently reviewing and making changes to the descriptions of two of the awards

Friend of the BMW CCA: we are altering the criteria of this award to make it clearer and more definitive.

Outstanding BMW CCA Supporter: BMW Center: We will be keeping this award as is, but we are creating a new award that would recognize a specific individual at a BMW Center who goes above and beyond to accommodate CCA members. The award name and criteria to be determined. We will be sending these recommendations to the Board for review shortly.

The committee will be starting the promotions of the 2021 awards on October 1. We will once again be using the same information pathways as we did last year to reach out to the membership. This will run until January 31, 2022, 5:00 EST, which is the close of the award nomination submissions for 2021.

I would like to thank Len Reyburn for his assistance with ordering and distributing the 2020 awards. I would also like to thank all the staff at the National Office for their continued support of the RPC.

Respectfully Submitted

Leslie K Moyer

Chair, Recognition Program Committee



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

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

MARKETING REPORT

We are pleased to announce a new three-year agreement that will make Amica the official auto, home, and life insurance partner of the BMW Car Club of America (BMW CCA) through 2024.

The agreement provides Amica exclusive status, a presence at national Club events, and significant exposure via the club's communication channels, including ads in each issue of *Roundel* and *BimmerLife* Magazine. Amica recognizes the BMW CCA as one of the world's most prominent enthusiast organizations and a key partner in the industry—with a large membership base and chapters in every major market.



Members can visit **Amica.com/BMW-CCA** or call +1 (844) 832-8583 to inquire about Amica's insurance products.

Legends Of The Autobahn (Monterey), August 14

After overcoming many obstacles and the last-minute location change, Legends Of The Autobahn West was a very successful event. Spectators were lined up to get in the gate throughout the morning and we sold nearly all the club merchandise we brought. We placed the sponsor booths along the main pathway through the show to create a midway of sorts. This placement along with a smaller event footprint seemed to create a unique and exciting atmosphere. The sponsors were very pleased with how the event turned out. Many were completely out of their marketing materials and giveaway items before it was even over. Eddy also interviewed each sponsor on the PA during the height of the event, which helped generate even more traffic and engagement on the vendor row.

Please join me in thanking our loyal sponsors listed below who stuck with us through everything we endured this year.

Michelin presenting sponsor
BMW NA
Amica Insurance
Akrapovic
BBS USA
KW Suspensions

Griot's Garage
XPEL
Hagerty
Franck Muller

O'Fest Forever and LOTA East, November 3-6

We look forward to celebrating O'Fest this year in Hilton Head, South Carolina, with the support of our presenting sponsor, Michelin. The event will be held in conjunction with the Hilton Head Island Concours and inaugural Legends Of The Autobahn East. Sponsorship sales were a little more challenging this year due to the dates being the same as SEMA in Las Vegas. However, we still have very strong support.

Michelin Presenting Sponsorship and Tech Talk
Griot's Garage Car Wash Area and Car Care Clinics
XPEL Tech Talk and Hydration Sponsor
BMW NA Banquet
Amica Insurance vendor hall receptions
Hagerty Driving Tours and TSD Rally
Turn 14/Akrapovic Welcome Dinner
Tire Rack Autocross
MOTUL Tech Talk
Lockton HPDE Insurance Member Lounge and Games
Dinan Luggage Tags
BMW Performance Center
Forgeline Car Numbers
Dr. Color Chip

DREAM CAR RAFFLE 2021 UPDATE



As of September 1, we have sold 28,941 raffle tickets and are close to adding the sixth car to the raffle.

Interesting Facts About This Year's Raffle

- Fastest to 5,000 tickets ever
- Ahead of all previous raffles for entire month of June
- Ahead of 2020 raffle sales until approximately July 27
- Within 100 tickets of 2020 sales numbers until approximately August 3

Then came the resurgence of COVID-19 and consumer sentiment plunged.

U.S. consumer sentiment plunged to its lowest level in nearly a decade in August as consumers' views of their personal financial prospects continued to worsen due to smaller income gains amid higher inflationary trends. (Source: Reuters, University of Michigan Survey)

Despite these obstacles, plus the recent SC resident exclusion, we are still currently on pace for a 9-car raffle, but we are trailing 2019 and 2020 ticket sales. We remain ahead of the 2018 pace though, which was a 9-car raffle.

We are not taking the slowdown in sales lightly. Instead, we have elevated our special incentive offerings to a new level. Most recently, we have introduced an exclusive M3 print set offering as outlined below. In addition, we have keychain, lapel pin, and special drawing incentives scheduled.

Exclusive M3 Anniversary Print Set Promo

In celebration of the 35th Anniversary of the BMW M3 and its significance to the BMW CCA, the Club has commissioned famed artist Adrian Mitu to create a three-panel work of art that highlights the first three generations of the M3 (E30 M3, E36 M3, and E46 M3).

We are offering a once-in-a-lifetime opportunity to own one of the limited prints of each panel. These prints are being offered exclusively through the BMW CCA Dream Car Raffle over and no more will ever be produced following the conclusion of ticket sales. One print is offered free each week with the purchase of 4 raffle tickets.



We also have 3 keychains, and 4 lapel pins we are using as incentives throughout raffle.

Model-Specific Keychain and Pins Promo

From now until the end of raffle ticket sales on October 1, we will release new lapel pins and keychains that will compose an exclusive, 4-pin collector's set and series of 3 keychains that are only available through raffle! These items are offered on certain weeks with the purchase of 2 or more raffle tickets.



2021 BMW CCA DREAM CAR RAFFLE

E28 M5 Bottle Opener Keychain

FREE WITH EVERY TWO TICKETS PURCHASED 8/16-8/20

Collect all three during raffle!
Details below.

LIMITED EDITION - RAFFLE EXCLUSIVE

Additional Special and Flash Drawings

There are even more ways to win during the raffle than just the main car drawing. Members who purchase raffle tickets during one of the special drawing periods will be entered to win the associated special prize. For every raffle ticket they buy, they receive 1 entry into a special drawing for 1 of the 5 prizes listed below.

June 2 - June 25 | \$1,000 American Express Gift Card
 June 26 - July 23 | Michelin Tire Certificate
 August 9 – 13 | Flash Drawing: M Package + \$250 AMEX
 July 24 - August 20 | \$1,000 Amazon Gift Card
 August 21 - September 17 | One-Day M School
 September 18 - October 1 | BMW CCA Lifetime Membership

Raffle Ticket Sales

Ticket sales for 2021 officially began on Wednesday, June 2, at 11 a.m. EDT and end on Friday, October 1, at 5 p.m. EDT. As always, tickets are \$25 each and a new car is given away for every 5,000 tickets sold!

MEMBERSHIP DRIVE 2021 FLASH INCENTIVE PROMO

During the month of May we ran a special flash membership drive promotion with a carbon fiber membership card as the incentive. Members who referred enough friends and fellow enthusiasts to



the club to make the month of May's top twenty list of referring members earned a custom membership card. This card design is exclusive to the membership drive incentive program and not available for sale.

This special incentive is on top of the already announced awards and prizes available to referring members via the annual BMW CCA membership drive.

Membership Card Winners

Denis Sangulin, Pawel Potera, Kyle Van Hoften, Adam Daly, Roberto S Grasso, Rusty Johnson, Rodney Brown, Paul Seto, Alfred Schneider, Anthony Sorgi III, Robert Ernest Anthony, Maggie Jemison, Rachel Baker, Quenton Smith, Kyle Swift, Philip W. Lovell, Richard Singer, Samson Nargizyan, Alejandro Aviles, and Joshua Ridikas Parker

NEW MERCHANDISE ADDED TO THE STORE



Limited-Edition BMW CCA M Package Set With Metal Membership Card

As a follow up to the successful Executive Package, we just launched a new limited-edition BMW CCA M Package set. As of September 1, we have sold 377 packages.

The Limited-Edition BMW CCA M Package Set includes the following items:

- Personalized white, metal membership card with laser etching.
- Premium woven Lanyard with detachable clip and laser etched logo.
- Motorsport-themed metal trunk badge with adhesive backing.
- Metal keychain with BMW CCA Motorsport logo and member designation.

- BMW CCA magnetic closure box.

Members were able to preorder theirs for \$49.95 at bmwcca.org/shop. The initial preorders will be delivered on or before September 30. All items are exclusive to the new M Package and not sold separately. The metal membership card is personalized with name, primary chapter, member ID, and membership expiration date.

Cars & Coffee Magnet Set

We've just released a Cars & Coffee themed pack. The fridge magnet set includes three cars (M2, E30 M3, and E28 M5) along with coffee cup, two donuts, and M color map logo.

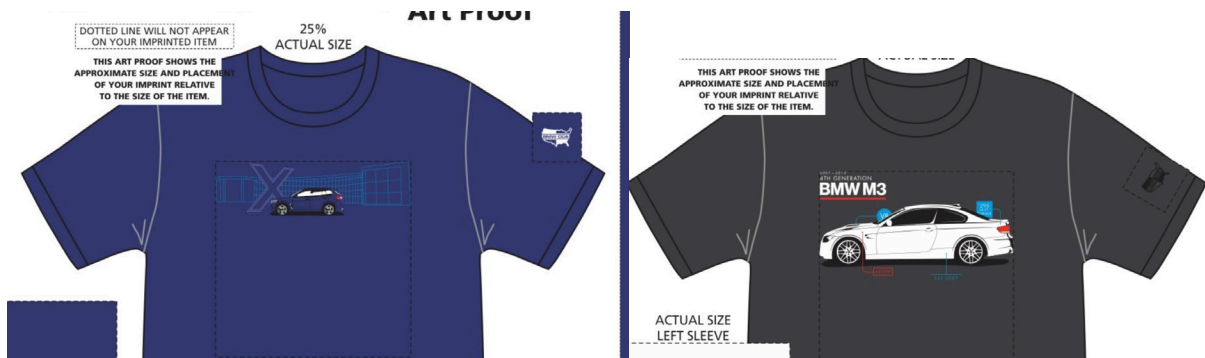
35th Anniversary M3 Coffee Mug

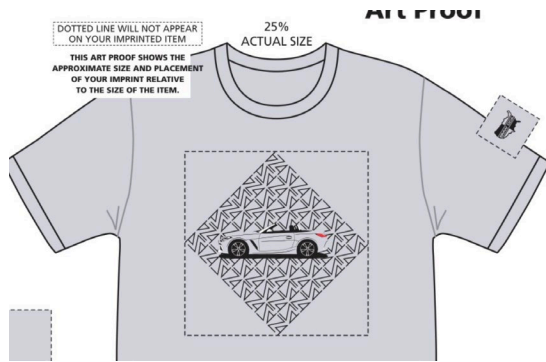
Our latest limited-edition coffee mug release celebrates the 35th anniversary of the M3 with an illustration of the first 4 generations. This design is limited to only 200 mugs.



New Shirt Designs

We have added several new, model-specific designs to the store including the X5M, E92 M3, and Z4, and E28 M5. All three are 100% pre-shrunk cotton and are just \$20 each!





New Ladies' Apparel

New ladies' apparel items have arrived including a performance polo, Driving Divas adjustable cap, and V-neck.



LAPSED MEMBER EMAIL CAMPAIGN

In June, we offered the opportunity for lapsed members to rejoin the Club. All lapsed members were offered a special discount via email between Tuesday, June 8, and Friday, June 11. Those who received the offer were able to reinstate their membership for one year at \$52 and three years at \$149. During the lapsed member campaign, we were able to add 156 lapsed members back to the Club.

1YR Members: 91

3YR Members: 65

Chris Hennecy
Director of Marketing



Re: September 2021 Board Meeting

IT Update

The last 5 months

The last 5 months have been a challenging but fruitful time for the IT Department. There have been great strides made in significant projects and solutions produced to a few unexpected ones. Staffing issues have certainly increased the turnaround time on projects, but this has not affected members or staff services.

BMW CCA Projects

Raffle in Association Anywhere

Raffle season began in June and for the first time we are processing purchases of raffle tickets through Association Anywhere and their payment processor, Certellipay. There have been some minor issues but overall, the system has been on par with past providers. There are some improvements that should be explored if the club were to use Association Anywhere for raffle payments next year e.g. bulk processing of mail orders. Planning would be crucial to any future improvements because the hourly cost associated with any project involving Association Anywhere can quickly make it cost-prohibitive because the vendor ACGI charges us a large hourly fee.

Upgrade TERM Server

In June, a server that is used primarily by HR began to experience issues with Microsoft Office and then a few days after that QuickBooks was no longer able to function normally. This server was still using Microsoft Server 2008 as its operating system and the decision was made to upgrade it to Microsoft Server 2012 with the hopes that would resolve the issues. Server upgrades and maintenance can be time consuming projects that are usually planned months in advance to prevent issues from happening but maintenance on this server had been put off for some years. Thankfully, the server was able to be upgraded quickly and the issues resolved without the need to purchase a new license for QuickBooks.

Drupal 7 Upgrade

Significant progress has been made towards achieving a cost-effective upgrade of our existing website within the time-of-life it has left. In June, we connected with 2 agencies, Ameex and Savas, to provide us with alternative quotes for upgrading our website to the most current

version of Drupal. Ameex came back to use with an all-in quote of \$65,000 and we are still waiting to hear back from Savas. In June our hosting provider, Acquia, also announced they would be supporting Drupal 7 for another 3 years after its scheduled end-of-life in 2022, pushing support for it back to November of 2025. Acquia has also recently released a free service called Acquia Migrate Accelerate that automates a large portion of the upgrade process from Drupal 7 to Drupal 9. We are currently exploring this service to see if it would allow us to perform the upgrade in-house and relieve us of the cost provided by using a vendor.

Board Projects

After the Board Retreat in California several projects were referred to the IT department for work. They are listed below:

1. Teams Collaboration/Board Portal – The Board has been provided with access to Microsoft Teams for their use in collaboration on Club projects. If there is also a desire to have a report dashboard setup for Board members, then this could also be done. Please just provide the types and amounts of reports needed along with
2. Quarterly Chapter Officer Contact list – This report has been created and will start running October 1st and will run on the first of January, April, July, and October going forward. It lists chapter officer's name, chapter, position, email address, mailing address and phone number, assuming they have provided them. Please let me know if you would like to include Join Date or any other information related to the chapter officers.
3. Optimize Event Platform – I have heard from a handful of chapter officers that they have issues with posting events to the submission form on the website. I have not been able to reproduce the issue and have reached out to these members to setup times to do a remote session so I can inspect the issue on their machines. To date, only 2 officers have been willing to meet with me: Will Harris and Delight Lucas. The issue had resolved itself for Delight before I met with her, and I was able to learn more about the issue from my meeting with Will, but I need to meet with more officers before I can correctly diagnose the issue.
4. RVP New Member welcome email – This can be setup as an automatically sent email or a manually sent. If done manually then it will be up to RVPs to log in to the website, compose and then send the email themselves. If it is done automatically then it would be up to RVPs to communicate with National Staff when changes need to be made to the email and rely on them to make the changes necessary. Which would you prefer?
5. Web Integration for dealerships – After reaching out to Peter Liu at the Sunwise Automotive Group in May it became apparent that significantly more effort would be needed to address this project that initially hoped. Content will have to be made specifically for each dealer and could not be dynamically generated. Since then, no movement has been made on this project.

MINI projects

As part of our growing relationship with MINI, we have produced a boiler-plate website for their approval and chosen an online membership database service, YourMembership, to use for their members. We are just waiting on the go-ahead from MINI before finalizing a contract with YourMembership and making the website live to the public. If MINI were to grow to demand more services from the IT Department, then extra staff may be needed to handle that demand.

iMirus Closing

One July 20th we learned that the vendor we use to provide online access to current and past issues of Roundel would be closing their doors and their last date of service would be on October 1st, 2021. We are currently in the process of porting over a module we use for access to BimmerLife issues online from WordPress to our Drupal website. iMirus will be providing us with PDF copies of all the issues of Roundel we have given them, and these will be uploaded to our site. This will result in a net savings by reducing our need for a vendor to provide this service.

Foundation Projects

As of September 8th, 271.25 hours have been spent on Foundation projects this year, which is an increase of 134.25 hours since the last Board report in early April. Here are a few of the projects we have worked on with them:

- Museum membership program
 - Project completed in early May
 - Provides the Foundation with an online form for prospective members to sign-up for dynamically configurable membership levels, email notifications on purchase and the ability to password protect content on their website for member-only
- Memorial Garden website
 - Supported third-party agency in completion of project in May
 - In late May, took over management of site, migrating site from third-party agency to national hosting
 - Currently exploring merging Garden install with existing Foundation site to reduce costs and resources used
- Support for TRSS after Neil's retirement
 - Created new Office365 account for Jaynee Beechuk so she can provide continuing support to TRSS
 - Provide access, training and support to Jaynee on TRSS systems
- The Ultimate Driving Museum website
 - Create a new website using new name for museum
 - Migrate existing Museum content off Foundation website to new Museum website
 - Meeting with Trustees on 9/15 to discuss next steps

Respectfully submitted,

Edward Tamsberg
Director of Information Technology
BMW Car Club of America



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April 2021
Report of the Creative Director

Since my report in April 2021, we've completed another edition of *BimmerLife*, learned that our long-time vendor for *Roundel* digital editions is closing up shop, launched a modified raffle, made progress for the logo redesigns, and launched events and new projects.

Member Survey

Per the board's direction from the retreat meeting, we are pursuing the membership survey to provide insight needed for setting priorities and allocating resources. We've provided past survey details and materials, with the vendor moving forward with the project. We've worked to address issues regarding access to participation given that some members may not be able or willing to participate electronically. While we'd hoped to have initial data before the September board meeting in Palm Springs, that does not appear to be possible.

BMW Rebranding

We've been working closely with Munich and Eva Moga to get the project completed. All but a couple of the primary (transparent) versions are in the approval process, with most being approved and awaiting the secondary (fallback) design required by the new guidelines.

Most of the logos are gliding through the approval process, as Munich has followed a policy of "if it was approved previously and hasn't significantly changed, it's grandfathered in and approved." They are asking for some changes on existing designs, including eliminating or greatly reducing any use of gradients. They also are pushing for us and the Foundation to change our existing standard blue to their new, darker blue.

New designs, however, are subject to the full set of guidelines. The new guidelines bar use of motorsport colors or any BMW-related marks or implied marks. That has resulted in some back and forth with a handful of chapters that recently redesigned their logos.

We anticipate completing the project before the end of September. The current plan is to roll out all of the new logos to chapters at the same time, providing vector and rasterized versions along with a link to the new usage guidelines. I will, of course, immediately take a month-long impossible-to-reach vacation to avoid the tidal wave of negotiations and "but can we do X" that I've already started getting. (Kidding about the vacation. Maybe.)

***Roundel* digital editions and library**

We received notice a couple of months back that our longtime vendor, Imirus, will be closing shop and discontinuing their digital edition service that we've utilized since 2002. That means that, as of October 1, the online library and app library of *Roundel* editions will go offline.

The good news is that such an eventuality was anticipated a few years back. The question was asked "what if the vendor closes?" We combined that question with a search for ways to complete the online library and archive by scanning print copies of the magazine. As a result, we weren't caught unprepared.

We've been working with Imirus to obtain their highest resolution files for the entire library they used. They've provided those, so we have all of the files they utilized from 2002 to 2012. For 2013 to present, we already have the full layout files. We are currently setting up a workflow to get these files organized and processed for internal and possibly external options.

We have already successfully utilized an internal solution for our *BimmerLife* editions, which are all available at bimmerlife.com/publications. Currently, the plan is to use the same method to rebuild the *Roundel* digital library internally, rather than simply migrating to another vendor that would put us in the same dependent position with the same risk.

Ultimately, we still would like a comprehensive publication library, stretching back to 1969 with both online accessible/searchable content and a set of future-proofed (as much as possible) files that would allow us to reprint any page or issue on-demand.

BimmerLife

For the new September issue of *BimmerLife*, we were finally able to develop the theme before pursuing content. Those of you who were on the board in 2019 may recall that was part of the original concept and another element intended to separate the publication's content approach, making it more focused and "timeless" as it will sit on coffee tables and dealer counters for six months.

The first three issues ended up being themed "after the fact," with the theme being developed after the content was commissioned.

For this issue, we wanted to focus on young enthusiasts, and chose the theme "youth movement" back in May (though we'd discussed it as early as February), and promoted that theme in requests for content generally and specifically to the chapters. The main feature articles were commissioned with that theme in mind, and even secondary features were aimed in that direction. The result was closer to the original concept and intention for *BimmerLife*, and also showed significant chapter participation that supported the theme.

Thank you again to the board, staff, and chapters that continue to participate and make BL such a premium publication.

Advertising Sales:

We continue to work with the advertising team to support sales. The monthly routine has smoothed out somewhat, though we still hit some snags for online sales formats. We are working on those issues.

Currently, and as anticipated, we have not seen a significant increase of ad sales compared to last year. With those revenues remaining flat or decreasing, we continue to seek ways to increase those sales and offset the continued increases in printing, paper and postage costs.

We do need to set the 2022 issue schedule to help the advertising reps negotiate multi-issue ad contracts. They'll start selling the ads for 2022 in October.

Magazine Costs

We've received notices that continued increases in postage, printing, and paper costs will continue unabated. Paper costs have jumped and forecasts expect continued increases for the foreseeable future (typically one to two years is reliable).

One aspect of the continued increases is the need for extended lead times for orders. As mentioned at the retreat, we need to confirm 2022 schedules to get the orders in place and avoid any additional fees should we need additional paper supplies.

Events, Special Merchandise and Raffle

MX1, Legends West and East, O'Fest, and special merchandise offerings all required design and creative support. For events, standard advertising and event materials/signage were generated. Promotional designs, videos and other needs were created to support raffle sales.

Development of the new metal-card and promotional package sets continues. As of this writing, we are preparing to launch the new M Box set.

The new tryptic poster set from Adrian Mitu is also ready to launch. We received the artwork and created the digital versions for the reprints, striving for detail and color accuracy. These will be used to support further raffle sales, with the originals being a major prize for one of the periodic drawing promotions.

Thank You!

W. Len Rayburn

BMW CCA Creative Director



BMW Car Club of America
Steve Stepanian
National DEC Chairperson
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Date: September 2, 2021

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

From: Steve Stepanian
National Driving Events Committee Chairperson

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

DEC Travel:

- All Travel has already been addressed and approved with only submission for travel to Denver for the Club Race School hosted by the Rocky Mountain Chapter Sept. 4-5. Estimated total for all expenses to be approx. \$1,100.00.
- Only prior travel was for the Central Region earlier this year with that travel and reimbursement completed.
- DEC Congress meeting was canceled due to the national pandemic.

Request for Approval

The DEC Chair requests formal approval for the appointment of Joe Marco as the new South Atlantic Region DEC Representative. Joe will be replacing Scott Meyer who has resigned his position. Joe has been a long-time supporter of the BMW CCA, BMW CCA Club Racing and is a respected business member and authority within the retail and racing community. After a regional search, I have determined that Joe would be best suited to fill this position. This choice is supported by this Chairperson, the exiting SA DEC member and the regional RVP. The NA RVP has offered his support of this candidate, as well.

Pending the Board's approval, the DEC Chairperson makes a request for a motion to be presented for the appointment, followed by any appropriate discussion and a subsequent vote.

COVID-19 & Variant Update

Earlier this year, the NDEC presented what they felt were the appropriate policies for the BMW CCA driving events to operate under. At that time, a discussion was had about the pending issue on the horizon of "the variant's" (mutations) with regard to the COVID-19 virus and their presence around the world.

That being said, it is important to understand that mutations are common and just like every year with the flu virus, new strains are monitored and the vaccinations are updated. Since the beginning of the COVID-19 pandemic, the SARS-CoV-2 coronavirus that causes COVID-19 has mutated (changed), resulting in different variants of the virus. One of these is called the delta variant. The delta coronavirus is considered a “variant of concern” by the CDC because it appears to be more easily transmitted from one person to another. As of July 2021, delta is regarded as the most contagious form of the SARS-CoV-2 coronavirus so far.

Robert Boillinger, M.D., M.P.H. an expert in the field of infectious diseases at Johns Hopkins Univ. Medical Center has been quoted as stating, “As far as these variants are concerned, we don’t need to overreact. But, as with any virus, changes are something to be watched, to ensure that testing, treatment and vaccines are still effective. The scientists will continue to examine new versions of this coronavirus’s genetic sequencing as it evolves.” He goes on to say “In the meantime, we need to continue all of our efforts to prevent viral transmission and to vaccinate as many people as possible, and as soon as we can.”

What is important to know right now:

- **Following the fundamental guidelines of getting vaccinated, wearing a mask in enclosed spaces, frequently washing your hands with hot water and soap for at least 20 seconds and maintaining a 6 foot distance are still the best ways to protect ourselves and curb the spread of a viruses.**
- Currently, the CDC recommends that everyone wait until they are fully vaccinated for COVID-19 before traveling internationally. Traveling internationally if you are not fully vaccinated for COVID-19 is not recommended, because it puts you at risk for coronavirus infection, including the SARS-CoV-2 delta variant. This includes unvaccinated children.
- It is clear that an overwhelming majority of COVID-19 deaths are now occurring in unvaccinated people.
- Delta is rapidly becoming the dominant variant of the SARS-CoV-2 virus in the U.S. this year.
- Delta variant SARS-CoV-2, the virus that causes COVID-19, is now in many countries and people traveling internationally are likely to encounter it.
- As long as the coronavirus spreads through the population, mutations will continue to happen with most coming and going, but some (like the Delta version) can pose a problem as with the more people who are unvaccinated and infected, the more chances there are for mutations to occur.
- Unvaccinated adults and children should strictly follow mask, distancing and hygiene safety precautions and avoid international travel if possible.
- Being fully vaccinated for COVID-19 can protect you from the delta variant, but breakthrough infections sometimes occur.
- Although vaccines afford very high protection, infection with the delta and other variants remain possible. Fortunately, vaccination, even among those who acquire infections, appears to prevent serious illness, hospitalization and death from COVID-19.

DEC Conference/Congress

While the DEC would like to schedule both of these events, it would seem inappropriate at this juncture to set such an event due to the nature and size of the event with all that it entails. It is felt that this topic should be tabled for a time at least 1 year away with discussion/consideration revisited quarterly. The DEC seeks the Board's guidance as to this projection/plan.

Reported Incidents

Clearly, the national pandemic caused a reduction in events for the year 2020 and part of 2021. As vaccinations began to increase and the BMW CCA's policy's evolved, there has been an increase in held/attended wheels rolling events. With such a large time dormant, it was expected that "complacent incidents" would take place with mostly minor results.

Unfortunately, we did experience one incident of concern involving the Patroon Chapter in the North Atlantic Region. An instructor, who was alone in his vehicle operating in what was said to be "ideal" weather & track conditions, was involved in a solo car incident at Lime Rock Park.

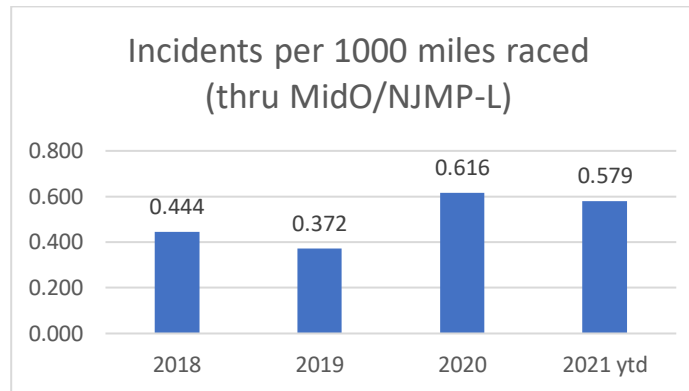
The instructor dropped 2 wheels off the track and ended up into the barrier to the driver's right. After impacting the barrier, he barrel rolled approx. 3 times and came to a rest. The incident resulted in his car being a total loss (driver was cut out of the vehicle) and the driver sustaining multiple injuries requiring both hospitalization and surgery (ies). As of the writing of this report, the driver's status is unknown as the NA DEC representative has not received this information.

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

Subject: Club Racing Pre-Meeting Report - BOD Meeting September 2021

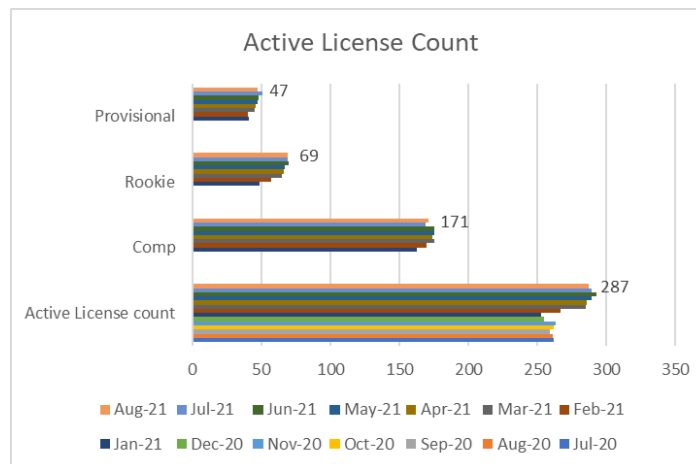
Safety

- Contact incidents running below 2020 total at 0.6/1000 miles raced (no injuries sustained YTD)



Performance to budget

- '21 Sponsors – All contracts returned and paid
- Licensing revenue tracking to budget (racers per event up ~30% on 2020 average)



- Other revenue and expenses:
 - CR run race schools (Pitt & WGI) and race (MidO) yielded ~\$10k cumulative (unbudgeted) profit
 - Lime Rock race registrations ok; HPDE portion is soft. Seeking additional sponsor support for ancillary costs for all three days; plan is to cover all costs
 - WGI October (CR to run) w/good early registrations – expect between \$5k and \$10k profit
 - Overall YTD costs running below budget; full year underspend estimated at ~\$10k

Event management

- Focus has been on consistency for:
 - Incident avoidance (pre-event expectations sent to rookies/provisional drivers, consistent penalty management, requiring in-car video for investigations, pre-event coordination calls)
 - Crisis Response - CR plan now complete; reaffirming chapter crisis plans available pre-event

- Two virtual Steward's conferences held (Feb and August) to reinforce consistency focus
- Upcoming schedule:
 - September: Road Atlanta, High Plains Raceway (school), Hallett (race and Time Trial), LRP
 - October: Summit Point, Nelson Ledges (school), Watkins Glen, Buttonwillow, Carolina Motorsports Park (contiguous to O'Fest)
 - November: Thunderhill, MSR Cresson (race and TT)
 - December: Roebling Road (school and race)

Member/driver satisfaction

- Average Net Promoter score YTD at 80
- Operational focus to continue; racer recognition through use of budgeted marketing \$ to be emphasized during the remaining months of the season