

**BMW Car Club of America
Board Conference Call
January 18, 2022**

Tuesday, January 18, 2022

1. Call to Order

The conference call was called to order by President Eddy Funahashi at 6:55 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; and Edward Tamsberg, Director of IT.

Chairs: Steve Stepanian, DEC

3. Updates

Boisett Wine Collection Member Benefit

Frank Patek reports we have a possible new member benefit for our BMW CCA membership. Boisett Wine Collection proposes the following benefit. Membership will have the ability to access their large collection of wines. There are no membership dues for their services. They have dedicated wine concierges available for assistance. Some of their services are complimentary wine tastings, invitations to exclusive events and additional savings on other promotions.

Motion: Eddy Funahashi made a motion to move forward with the Boisett Wine Collection Member Benefit program. Jeff Cowan seconded the motion. Motion passes 8 yes -1 no (Harrison)

MX1 Event

Frank Patek reports the event will be held April 8-10, 2022. Friday evening will be registration at BMW CCA Headquarters, along with test drives of new BMWs. Saturday will be the actual event, with M School activities at the BMW Performance Center. The Performance Center is offering half-day driving programs for members to enjoy. Saturday morning, we will host Cars & Caffeine at BMW CCA Headquarters. Headquarters will have the Long Beach Grand Prix on the big screen televisions Saturday afternoon. There will be a dinner that evening after the event.

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Bourbon Trail Rendezvous

Frank Patek reports this event is scheduled for June 2-5, 2022. The host hotel is The Brown Hotel in Louisville, KY. There will be Bourbon tours on both Friday and Saturday.

Legends of the Autobahn and Festorics

Frank Patek reports Legends will be held on Thursday, Festorics will return on Friday and Saturday.

Regional Events

Mid-America '02

Jeff Gomon indicated this event will be held April 28-30, 2022

Flat Out Classics

Jeff Gomon indicated this event will be held June 3-6, 2022.

Motion: Jeff Gomon made a motion to designate Mid-America '02 and Flat Out Classic events with Regional status. Lou Ann Shirk seconded the motion. Motion passes 9-0

BimmerLife

Len Rayburn indicated he is having some difficulty receiving input from 9 of the chapters for the upcoming publication. Some of the RVPs indicated they have sent their chapter information; however it seems things are getting lost in the cracks and inaccurate communications to Len. The RVPs will send notices to those chapters not yet reporting. Len further indicated the E-30 Non-Geo Chapter has submitted a surplus of information. . He would like to use some of the pages for the non-Geo chapters if we have unused space.

Chapter Area Representatives Guidelines

Simone Harrison and the other BMW CCA RVPs have created a Role Description and Guidance on how to create Area Representatives for BMW CCA Chapters (see attached).

Motion: Simone Harrison made a motion to issue the Chapter Area Representatives guideline document to Chapter Leaders via Chapter News and to post the document on the BMW CCA website Chapter Toolbox. The document provides guidance to Chapters on how to operationalize a Club chapter area representative program and extend the member benefits of the club locally throughout the Chapter's area of coverage. Jeff Gomon seconded the motion. Motion passes 9-0

2022 Virtual Chapter Congress Proposal

Jeff Cowan reports he and the other RVPs have compiled ideas for a Virtual Chapter Congress (see attached).

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Future Board Meetings

April 10, 2022, BMW CCA Headquarters, Greer, SC

June 11, 2022, Austin, TX

September 11, 2022, Minneapolis, MN

4. Adjourn at 8:33 PM EST

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



Draft: Chapter Congress 2022
Nov 29 2021

Purpose of BMW CCA Chapter Congress Meetings:

Brings Chapter leaders together for presentation of updates from National, exchange of ideas, sharing of best practices and discussions in regional breakout sessions.

Historical Costs:

	Dallas	Regional	Dallas
	2019	2018	2017
Credit Card Fees/Bank Charges	\$255.27	\$0.00	\$130.73
Printing	\$4.69	\$55.57	\$0.00
Meals	\$28,801.35	\$26,740.32	\$43,126.29
Hotels, Travel, and Meeting Space	\$79,305.42	\$199,799.38	\$80,107.59
Total	\$108,366.73	\$226,595.27	\$123,364.61

Reimagining a Chapter Congress Event:

- Combination of in-person and virtual, hosted at a high-tech venue
- Chapter-led presentations (3-4 set at 10 mins each) with moderated panels for live discussion & QA
- Podcast-style recording

- Hire a conference facilitator/moderator

Suggested Topics for 2022:

BMW CCA National Strategy
 Membership Survey Results, Findings & Actions
 Non-geographical Chapters (M, X, i)
 Recognition Program
 Dealer Engagement Program & Successes
 Volunteerism: how to engage and retain volunteers
 Program overview: Chapter Area Representatives
 How to create impactful events
 Chapter marketing and member communication
 DEC
 Membership Growth: Activating your shops, dealers, and members to drive growth

2022 Virtual Chapter Congress Proposal:

- No in-person events
- Create a monthly webinar series whereby each webinar focuses on a particular topic
- The webinars should be limited to no more than 1 hour
- We recommend hiring an event management contractor to own the program development—we will guide on topics and providing content or subject-matter experts
- The contractor can manage the entire process including writing of communications, preparing the content/presentations/speakers, registration, and hosting the live event via a professional online conference application such as hopin, cvent, aventri, zoom or others.
- We will facilitate the sending of all communications for data privacy reasons
- All webinars will be recorded and made available on demand, building up a great library of resources for current and future chapter leaders.
- We recommend a budget of \$50k to fund this effort.

If this proposal meets with the board's general approval, the next steps would be to interview and select an event management contractor or team.



[DRAFT V4: WORK IN PROGRESS]

BMW Car Club of America

Chapter Area Representatives:

Role Description and Guidance on How to Create Area Representatives for Your Chapter

Prepared by: Simone Harrison, SA RVP

Contributors: Jeff Caldwell (North Atlantic RVP), Jeff Cowan (Pacific RVP), Jeff Gomon (Central RVP), David Brighton (North Central RVP), Paul Seto (NCC), Tom Lappin (Sandlapper), Neil Baer (Sandlapper), Paul Dunlevy (Tarheel), Stan Dale (Florida Suncoast)

January 2021

Background- BMW CCA Operations Structure

The Club operates and delivers value to its 68,000 members across the United States of America through the efforts of the National Board, Executive Director, National office staff, sixty-eight geographical chapters and five non-geographical chapters.

BMW CCA Chapters are grouped within five primary regions: Pacific, North Central, Central, South Atlantic and North Atlantic. Regions are governed under the leadership of five elected National BMW CCA Regional Vice Presidents, who serve on the National Board of Directors.

Each regional Chapter operates in accordance with the minimum operating requirements as established in the BMW CCA Operations Manual. The Operations Manual defines the minimum structure for establishing Chapter leadership as an elected Chapter Board of Directors.

Each Chapter's Board of Directors represent the BMW CCA locally for the Club members allocated to their Chapter. The Chapter Board is responsible for membership growth, retention and engagement in their Chapter area.

Challenge- Chapter Geographical Reach

Many Chapters cover large geographical areas, often an entire state, encompassing many cities and counties. Non-geographic Chapters (M Chapter, X Chapter, etc) cover all of the USA. This geographical size for Chapters is often challenging for a Chapter Board of Directors to engage volunteers and extend reach to current members and potential new members.

Solution- Chapter Area Representatives

To address this challenge, many Chapter Boards have or are creating a new role for expanded area coverage — **Chapter Area Representatives** (also referred to as Area Coordinators, Regional Governors or Chapter Regional Vice Presidents).

Area representatives form part of the Board as non-voting Board members. Area representatives organize Club events for members and reach new members in their assigned Chapter area, often determined by a city area, grouping of zip codes and/or member density areas.

Guidance- Creation of Area Representatives in Your Chapter

The following provides general guidance for Chapters as they assess options for adding area representatives to their operations structure.

How is an area defined within a Chapter?

An Area of Responsibility can be however the Chapter best determines where a group or population of members reside within their Chapter. This could include:

- A region within the State
- A metropolitan area
- A county
- A district or geographical region
- Area grouped by phone area code(s)
- Mileage zones
- A group of zip codes
- An individual zip code

Some Chapters have also partnered to create Area Representatives that cross Chapters to better serve Club members along Chapter borders.

How is an area representative identified?

Chapter volunteers represent the Club Chapter to serve and engage BMW CCA members. Chapter Boards issue a public notice for area representative volunteers for the area they wish to provide coverage. This position opportunity can be communicated on the Chapter website, email, social, LinkedIn volunteer job posting or directly through one-on-one recruitment.

Is an Area Representative Appointed or Elected?

Area representative volunteers are most often appointed by the Chapter Board versus elected by the membership. Some Chapters have opted to modify their by-laws to make the Area Representative position(s) an elected role with term limits.

Who's the point of contact on the Chapter Board for area coordination?

Chapter Board's decide which Board position Area Representatives work with and often select the Board role responsible for Chapter events and member communications.

Do Area Representatives attend Chapter Board meetings?

Some Chapters do include Area Representatives in all Board meetings.

What are the responsibilities for an area representative?

An area representative can engage the members in their area in a number of ways:

- 1) Organize a monthly or quarterly meetup at a social venue or car gathering
- 2) Plan a meetup at a local BMW Center or independent shop
- 3) Lead a scenic car drive to a point of interest
- 4) Coordinate a group drive to a major Chapter or National event
- 5) Serve as a point of contact for Club questions and member engagement through area-specific out-bound communications channels (email, social, etc.)
- 6) Recruit volunteers for the Chapter
- 7) Drive BMW CCA membership growth through outreach and local sponsor identification.

Who do I contact if I have any questions on how to start an Area Representative structure for my Chapter?

Your BMW CCA Board Regional Vice President can help answer any questions.

**BMW Car Club of America
Board Conference Call
February 8, 2022**

Tuesday, February 8, 2022

1. Call to Order

The conference call was called to order by President Eddy Funahashi at 7:00 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; Simone Harrison, South Atlantic RVP and Jeff Cowan, Pacific RVP.

Absent: Jeff Caldwell, North Atlantic RVP

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

Chairs: Steve Stepanian, DEC;

Guests: Mike Vannieuwkuyk and Sherri Loweke, IPSOS

3. Update

IPSOS Survey

Mike and Sherri gave the board a short presentation on the IPSOS survey completed in November 2021.

Bimmerfest

Frank Patek reports Bimmerfest has gone away and doesn't see it returning to our lineup of events.

Invasion

Simone Harrison reports the BMW Invasion event is coming to Orlando February 19 2022. There are over 1000 cars registered to participate. This event is similar to BimmerFest. The event is attracting a young and diverse demographic in the Bimmer community. Sponsors include BBS, PSI, LiquiMoly, and Active Autowerke. The event will have a business, vendor and group setup, including the BMW Performance Center, BMMR brand, and bimmer girls. BMW CCA M Chapter will have a tent and club car show area, and club members from across the South Atlantic region will be in attendance. They have sold out 4 hotels in the area for the event. Simone will represent the Board at the event, along with Esteban Valentin M Chapter President. The social media (FB & IG) promoting the event, and the BMW community engagement with reposts and tags, is something we should model as we seek in

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2022 to engage a younger, more diverse demographic. In 2023, we should consider sponsoring Invasion and having a larger presence as a BMW community brand.

June 2022 Board Meeting

Frank Patek reports that BMW NA is planning an M event in Indianapolis the same weekend as the board meeting currently scheduled for Austin, TX. As of the end of this call we will move forward with the meeting in Austin. The M Chapter is planning to attend the Indianapolis event therefore, we will be represented.

Sponsorship

Frank Patek reports that all our sponsorships are currently on board and Turn 14 is verbally on board.

Legends of the Autobahn

Frank Patek indicated that BMW CCA has signed a contract with PG Links for the location of Legends of the Autobahn. There are several items to close with the City of Pacific Grove before things are finalized.

Legends of the Autobahn East

Frank Patek reports this event will be in November 2022 in conjunction with the Hilton Head Island Concours again this year.

MEDIA

During the presentation with IPSOS it was clear that all members, regardless of age, value the printed *Roundel* highly. Accordingly, the Board discussed several options for continuing to support *Roundel* in its current form. Increasing revenue via increased membership remains the best option to support the needs of the membership. Our dealer network likes the *BimmerLife* publication, and this presents opportunity for the Club. The Fall issue of *BimmerLife* will concentrate on Women of the CCA.

4. Adjourn at 8:30 PM EST

Motion: Lou Ann Shirk made a motion to adjourn the conference call. Darlene Doran seconded the motion. Motion passes 8-1 absent

**BMW Car Club of America
Board Conference Call
March 15, 2022**

Tuesday, March 15, 2022

1. Call to Order

The conference call was called to order by President Eddy Funahashi at 7:02 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; and Jeff Cowan, Pacific RVP.

Absent: Simone Harrison, South Atlantic RVP

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

Chairs: Steve Stepanian, DEC

3. Update

April Board Meeting Update

Frank Patek reports test drive cars from BMW NA will be available for MX1. We will have in attendance the new person heading the manufacturing division and his next in command. This will be a low key visit. We will also have the “M” and “X” brand managers on hand, who will present tech talks on Saturday. There will be food truck for attendees on Saturday afternoon. At 5:00 PM we will have Long Beach race on the headquarters big screen televisions. There will be snacks and a BBQ dinner that evening.

Eddy Funahashi reminded the board that we are the hosts for MX1 and need to assist with all details of the event. The Sunday board meeting will begin between 8:30 and 9:00 am. We will have a hard stop around 4:00 PM and then begin the Annual meeting as some board members are flying out that evening.

Board Retreat

Eddy Funahashi reports we will have a board retreat May 12-15, 2022, the location is to be determined at this time.

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2022 Events

MX1 – April 8-9
Mid America '02 – April 28-30
Vintage – May 19-21
Flat Out Classics – June 3-5
Bourbon Trail Getaway, - June 3-5
Texas Trifecta – June 10-12
Vermont Getaway at The Essex Resort - July 9-12
PVGP – July 23-24
Legends – August 18
Festorics – August 19-20
North Central Region Gathering - September 8-12
O'Fest Forever – September 27- 10/1
Vintage at Saratoga - October 7-9
Legends East (Hilton Head Island) – November 5

DEC Report

Club Race Meeting

Steve Stepanian reports the meeting was excellent and money well spent. All goals that were set at the beginning were met. Many spirited conversations and very passionate individuals. Scott Reiman continues to impress with the way he is running Club Racing.

COVID Policy

Steve Stepanian indicated a few modifications will be made to the policy. Will make changes and have placed on website.

Marketing Director

Frank Patek indicated CCA has hired Jason Kazian as our new Marketing Director. Jason will begin employment April 4, 2022. Frank also indicated that Heather Tollison completed an HR Audit with an outside firm. It went very well.

February Financials

Brian Thomason reports we are a calendar year filer. As of the end of February, we are financially performing on target for a breakeven outcome at year end..

4. Adjourn at 8:06 PM EST

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