

BMW Car Club of America
Board Meeting
Lanier Islands Legacy Lodge, Buford, GA
August 26, 2023

Agenda

Saturday, August 26, 2023

8:35 am Call to Order- Eddy

Welcome new board members, Athena Brekke (Treasurer), and James Crivellone (Pacific RVP)

Attendees:

Board Members:

Eddy Funahashi, President
Brian Thomason, Executive VP
Mark Hall, Secretary
Athena Brekke, Treasurer

Larry Engel, North Atlantic RVP
Simone Harrison, South Atlantic RVP
Jeff Gomon, Central RVP
David Brighton, North Central RVP
James Crivellone, Pacific RVP

National Office:

Frank Patek, Executive Director
Len Rayburn, Creative Director

Edward Tamsberg, IT Director

Guests:

Tim Beechuk, BMW CCA Foundation Liaison
Will Sellenraad, Collector Chassis (via Teams)
Forrest Bennett, Co-chair NextGen Committee

Affirmation of votes since the last Board Meeting.

MOTION: Repeal COVID-19 era policies that were adopted during the pandemic. Motion by Larry to restate BMW CCA policy to follow all federal, state and local regulations and guidelines moving forward. Individual Chapters will have the authority to create their own more restrictive policies as needed. Jeff seconded. Vote passed 9-0.

Proposed language: As Covid outbreaks have reduced, BMW CCA is changing our requirements for Chapters conducting in-person events. Chapters must continue to abide by all existing local, state and federal policies, regulations and guidelines. If a Chapter chooses to, they may enact standards that are more strict than local, state or federal requirements.

Reports

- President: no changes to pre-meeting report.
 - o Legends of the Autobahn generated \$22k net revenue from spectator parking. Still awaiting final expenses before making a determination of profitability.
 - o Live interviews recorded at Legends were very popular on social media.. Press coverage tagging @bmwcca on social media posts was not consistent.
 - **ACTION:** Jason to contact major press outlets to gracefully request the courtesy of tagging @BMWCCA events that they cover and document a reciprocal policy for social media and live stream communications.
 - o Pat DeWitt, stalwart of Central Cal Chapter, passed away. Many BMW CCA members attended the memorial service. Expressed huge thanks for her service to our organization. She will be sorely missed.

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- Executive Vice-President
 - o SoCal Vintage BMW: Working with current committee on the November 4th event in Woodley Park, Van Nuys, CA --Matt Schwarz, Andy Wong, Brian Thomason, and Pierre Chamaa.
- Secretary:
 - o Social Media strategy: Suggest we attempt to leverage Turn14's Pit & Paddock contract and renewed social media emphasis to create revenue streams that mitigate the loss of revenue in printed media.
 - **ACTION:** Jason and Len to open discussions with Pit & Paddock to get their initial thoughts on generating revenue.
 - o Chapter Allocation Working Group: Now that new Treasurer in place. Need to re-energize WG starting with defining goals and objectives.
 - o Volunteered to write Across the Board column for upcoming Roundel. Draft sent to board members for comment—topic: Recruiting Help Needed. Need feedback NLT 9/1. Working with Satch to submit before publishing deadline.
- Treasurer: nothing to add
- South Atlantic Regional Vice President:
 - o More and more support for social media channels by chapters. Consider a webinar to guide chapters in how, when and what to post. **ACTION:** Jason to work with Kyle van Hoften or Pit & Paddock to create
 - o 14/15 chapters met Bimmerlife deadline—nice!
 - o iPhone photography tutorials. Need volunteers to share their skills. **ACTION:** All board members to canvas the community for potential experienced iPhone photography users who can share their skills.
 - o Some chapters starting SMS/text campaign—need CCA policy to help manage this in a way that is value-added. Note: Any chapter utilizing Constant Contact or other commercial service providers must first meet the requirements under which that company operates. Constant Contact requires notification of intent to be provided recipients of messaging. Such message must include an option for the recipient to immediately opt out. Chapters utilizing third party services must maintain their own Opt Out records and adhere to them. Failure to do so erodes member confidence in the club and opens the chapter to liability from their provider and those receiving unwanted messaging.
 - o Recognition program lessons learned.
 - **ACTION:** Consider more formal timeline for recognition program nominations.
 - o News from National—consider increasing frequency and content.
 - o Consider adding a marketing lead to DE program nationally—objective will be to promote non-profit CCA HPDE as better value than for-profit schools; **ACTION:** RVPs to reach out to chapter DE Chairs to identify prospective DE advocates
- North Atlantic Regional Vice President
 - o Spreadsheet to analyze membership, especially smaller chapters. Want to develop guidelines to create governorships.
 - o Growth plans: need to re-energize.
 - o Cars and Coffee guidelines developed. Seeking advice on best way to communicate this to chapters.
- Pacific Regional Vice President
 - o Opened communications and established meetings with several chapters, including increased collaboration between chapters.. Dialog with Sin City looking for win-wins.

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- Working on creating partnerships between bordering chapters. Much board support for collaboration initiatives.
- Central Regional Vice President
 - More regional tracks closing and seeking alternatives; opening dialog with potential new track, Ozark International Raceway
- North Central Regional Vice President.
 - Regional event request for IMSA Corral approved.
 - How to look at past members who've left us, and create a value proposition for them to rejoin (e.g. 35-year member who no longer has BMWs, but misses Roundel)
- Executive Director
 - Michelin support changing—new direction within their management has them less focused with on-site support for events
 - Continental considering support (BMW CCA and Foundation submitted joint proposal to Continental); could be good backfill if Michelin bows out
 - Two other major manufacturers have made overtures, but nothing serious yet.
 - Frank provided update on social media contract with Pit and Paddock (P&P). Strategy being worked between National staff and P&P. 4-5 channels being pursued with re-use of Bimmerlife content.
 - Trial period of 2-3 months evolving strategy and execution with P&P
 - Potential for revenue/monetization downstream. Staff to continue to work this with P&P, but merchandizing and raffle to take priority through end of 2023.
- Next Gen Committee:
 - 19/21 surveys returned—good response!
 - **ACTION:** Forrest and Valerie to analyze data and make recommended action plan to move forward.
- Roundel: nothing to report
- DEC Chair: nothing to report
- Club Racing: nothing to report
- BMW CCA Foundation:
 - Mid-Ohio IMSA Race discontinued by IMSA → moving to Indy; Hoosier and Buckeye supporting Indy corral (\$175 for driver and parking pass, plus \$145 per passenger, including food, beverages, etc.)
 - Motorcycle display has drawn a surprisingly positive number of patrons; will continue to run through January
 - Next exhibit not yet decided
 - Street Survival rebounding, but not yet at goal for post-COVID. 63 of 80 (goal) currently scheduled to-date. LiquiMoly is new sponsor; Tire Rack continue to support
 - Bob Lutz event in Detroit, Michigan included BMW CCA cars (especially E24); M chapter also had 10 slots.

Collector Chassis Update (via Teams)

- Mission statement: increase revenue through new and renewal memberships
- One year free BMW CCA membership on all transactions (sale or auction close)—includes new or an extension of existing members for renewals; normally \$100 fee per transaction includes \$58 for CCA membership (savings of \$42)
- Strategies to increase sell through rate of general listings were discussed, including value proposition for selling through CC.

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- BaT, C&B and Pcarmarket may be pulling from CC to create auction listings for their sites. Working to mitigate.
- Want to hire CC advocates within BMW CCA to drive more demand. Goal is one advocate per 250 members. Work on “commission” to receive a percentage of buyer's fee.
 - **ACTION:** Will to write up proposal. Board to discuss feasibility of creating advocate program and how to communicate or advertise it based on CC proposal. In general, board is supportive, but need Will's written proposal.
- Board discussion: consider re-directing Roundel car classifieds to CC. Board to consider Will's written proposal for advocacy.

ADDITIONAL DISCUSSION TOPICS:

1. Review Action Items

- Chapter Allocation Working Group
 - Need to restart now that we have new Treasurer on-board
- Social Media support contract update: Initial strategy discussions held have been productive. Will retain BMW CCA authority to approve social media posts for the time being until relationship matures and evidence of shared objectives are being met.

2. National Events

- O'Fest 2023, Warwick, RI, September 27-30
 - Very low registration; still concerned with breaking even at current level
 - Ideas to increase registration for HPDE—possibly Ross Bentley appearance?
 - Future Ofests: consider pausing for a year and analyzing what new membership would like to see in Ofest
 - 2024 there might be an opportunity to purchase 1-3 days from BMW at Indianapolis.
 - The membership seems to have now spoken three years in a row and are clear that Ofest is not the vital and signature event that it once was.
- Turn14 and BMW CCA working together to plan a social event in Costa Mesa, Dec 1-2 2023
 - Very limited time to plan and execute
 - **ACTION:** Frank to re-engage with Turn14 and make a recommendation to the board NLT 9/1

3. National/Regional Events

New Requests

- IMSA corral (Hoosier and Buckeye), 9/18; motion by David to make this a regional event on 9/17; Larry seconded the motion; passed 9-0
 - **ACTION:** David to work with Len on information to put into email blasts and Bimmerlife

4. National Programs and Services

IT Update

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- Testing short form for new memberships
- Welcome aboard new hire, Brooks Brackett, to provide relief for Len and Edward
- New website should be online before end of 2023

Club Racing: nothing to report

Driving Events

- Looking for new Central Region DE Chair; ACTION: Jeff working with Steve Stepanian to interview candidates.

Raffle

- Although projecting a profit, still far behind expectations. Predicted profit at this time are not enough to cover anticipated Roundel losses.
- Extending until last possible minute to allow for increased sales
- Consider extending raffle as a package deal with new membership
- Need more opportunities for more publicity at Turn14 and on email and social media; e.g. interviews with past winners

Group purchase

- Potential for Munich delivery of a group buy—need 25 or more cars. Frank working with BMW NA to define how this would work.

MINI Club

- Considering structure for incorporating Mini club into BMW CCA—current by-laws and operations manual duplicated for Mini
- Need to have a separate board for their club—regional structure recommended
- Consider vetting board membership like we do with BMW CCA
- Lawyers finishing up paperwork through end of year
- Launch o/a 1/1/2024

5. Financial Status Update

- Although loss not yet committed, we are currently projecting another net loss in 2023. Need to make hard decisions to cut costs until/unless revenues increase.
 - **MOTION:** Brian moved to take Roundel to 2 digital-only, 6 print (still 6 digital), Bimmerlife 2 print. Mark seconded. Vote 9-0. Effective date TBD but no earlier than 1/1/2024.

6. Chapter Issues: nothing significant to discuss

7. Membership

Membership Drive – Larry Engel reviewed his proposal to incentivize net growth

- Larry presented his ideas for incentivizing new memberships
- Brian asked to socialize the idea with a few local chapters to obtain their feedback; i.e. “test market” the idea

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- Brian also asked to consider a similar complementary program to retain existing members
- Brian also suggested including a “training program” of sorts to help guide recruiting efforts
- James suggested adding some sort of swag to renewals
- Consider forming a Recruitment/Retention Committee made up of successful recruiters to become the face of the campaign
- Jeff pointed out that engaging new members helps with retaining members; also advocated for training our members and chapter leaders on how to engage other members
- How do we “right-size” services and benefits to the size of the club’s membership
- Future Trial run Larry’s membership incentive plan

8. New Business:

Future Meetings

December 1-3, 2023, Dallas, TX (depending on outcome of Exec Director’s conversation with Turn14 re: Costa Mesa, CA, event in Dec 2023.)

TBD 1Q 2024

The meeting went into sensitive session at 4:00PM and then came back into regular session at 5:00PM and moved to adjournment. Eddy adjourned the meeting at 5:00pm.

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Board of Directors Meeting
August 26, 2023
Lanier Islands Legacy Lodge
Buford, GA



BMW Car Club
of America



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Agenda

Saturday, August 26, 2023

8:30 am Call to Order

Introduction: Members, Guests.

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

8:35 am Reports

- President
- Executive Vice-President
- Secretary
- Treasurer
- South Atlantic Regional Vice President
- North Atlantic Regional Vice President
- Pacific Regional Vice President
- Central Regional Vice President
- North Central Regional Vice President
- Executive Director
- Roundel
- DEC Chair
- Club Racing

10:00 am Collector Chassis Update (via Teams)

10:15 am Break

10:30 am Discussion of Listed Topics (see atch)

12:00 pm Lunch

1:00 pm Complete Discussion of Listed Topics (see atch)

5:00 pm Adjourn

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Discussion Topics

1. Review Action Items

- Chapter Allocation Working Group
- Social Media support contract

2. National Events

- O'Fest 2023, Warwick, RI, September 27-30

3. National/Regional Events

- E-30 Picnic, June 24-25, 2023
- Pittsburgh Vintage Grand Prix, July 2023
- Connecticut Valley IMSA Corral, Lime Rock, July 21-22, 2023
- Monterey Weekend August 2023
 - Legends of the Autobahn
 - Festorics at Rolex Motorsport Reunion
- Badger Bimmers IMSA Race, August 3-6, 2023
- Tarheel Michelin GT Challenge, August 25-27, 2023
- Bimmerlife Experience, Road Atlanta, August 25-27
- Vintage at Saratoga, October 6-8, 2023
- Peachtree Motul Petit le Mans, October 11-14, 2023

New Requests

4. National Programs and Services

IT Update
Club Racing
Driving Events
Charity Matching Funds
Raffle
MINI Club
Roundel
Member Committees
Recognition Program Committee
Tech Committee
National Office

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5. Policy and Administration

- Ombudsman update
- Tech Rep's update
- Benefits Update
- BMW Clubs International
- Operations Manual
- Chapter Communications
- New Insurance Policy Procedures
- Leadership Committee
- Recognition Committee
- Next Gen Committee
- Strategic Plan

6. BMW CCA Foundation Update

7. Financial Status Update

8. Chapter Issues

- RVP Conference call schedule for 2023
- RVP Chapter Visitation schedule for 2023
- Chapter probation report
- Dealer engagement program
- Corporate Status Non-Compliance

9. Membership

- Membership Drive – Larry Engel proposal to incentivize net growth
- Marketing and Social Media metrics
- Friend of the Marque

10. BMW of North America

11. New Business:

Future Meetings

- December 1-3, 2023, Dallas, TX
- TBD 1Q 2024
- Upcoming Conference Calls
- Important/Urgent items re-visit

August 17, 2023

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Executive Vice President's Pre-Meeting Report

BMW Car Club
of America



BMW Car Club of America
Brian Thomason
Executive Vice President
412 E. Everett Pl
Orange, CA 92867
Telephone: 805 267-9135
Email: treasurer@bmwcca.org

Travel

- June 23-26, MiX, 3rd Quarter Board and Annual Meeting, Greer, SC
Estimated travel: \$969.27

Planned Travel

- August 25-27, 3rd Quarter Board Meeting, Road Atlanta, GA
Estimated travel: \$595.04
- September 27-30, O'Fest Forever, Newport, RI
Estimated travel: \$680.20
- December 1-3, 4th Quarter Board Meeting, Dallas TX
Estimate travel: TBD

For Discussion – bold items are higher priority

Retreat follow-up and check-in:

- Updates on MINI Club Formation
- **Outcomes of Regional Leadership Meetings. Do we do this again or go back to National Conference Format?**
- Status of Committee Expansion

Membership Growth and Retention Plan Submitted by North Atlantic RVP, Larry Engel

3rd Quarter Activities

- Chapter Allocation Working Group – An initial discussion was held with the President, EVP, Treasurer, Secretary, Executive Director regarding the scope, charter, and desired outcomes from the Group. This was placed on hold pending changes in Board membership. Need to determine what Group charter and desired outcomes will be.
- Board transitions – The Pacific Regional Vice President resigned in early August after several discussions with the President, EVP, and Executive Director. Subsequently, the Treasurer resigned, citing the time commitment necessary to be successful. I have worked with the President and Executive Director to source and qualify potential appointees to both positions. Once replacements were appointed, I have been working with both Athena Brekke, the new Treasurer, and James Crivellone, the new Pacific Regional Vice President, to get them up to speed and train, and answer questions. In the PRVP transition specifically, I have been working to connect with Pacific region Chapters to see if they have additional needs at this time. This has been fairly time consuming.
- Roundel Editor Contract – again working with the President and Executive Director, we have been attempting to bring the Roundel Editor Contract issue to a resolution. Having been unsuccessful, we will need to discuss at the 3rd Quarter Board Meeting.
- NextGen Engagement – I have connected with Val Caprigno regarding attending upcoming meetings, nominations for area representatives in the Pacific Region, and submissions for the upcoming issue of BimmerLife.

Respectfully submitted,
Brian Thomason

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

Date: 08/18/2023

Subject: Secretary Pre-Meeting Report.
August 26 Board Meeting, Atlanta, GA

Completed Travel:

- June 23-24: MiX, Greer, SC
- June 25: Annual Board Meeting, Greer, SC

Planned Travel:

- August 25-27: Board Meeting, Atlanta, GA
- September 26-October 1: O'Fest, Newport, RI
- Dec 1-2 Board Meeting, Dallas, TX

Drafts and Finalize Board Meeting Minutes:

- June 24-25, 2023 2Q Board Meeting Minutes (completed by Darlene Doran)
- Aug 1, 2023: Chapter Allocation Working Group Strategy, Executive Board Meeting Minutes

Discussion Topics:

- Social Media strategy: Can we leverage Turn14 contract and renewed social media emphasis to create revenue streams that mitigate the loss of revenue in printed media?
- Chapter Allocation Working Group: Goals and objectives defined. Chair and membership assignments documented. Request progress report from the WG NLT December Board Meeting

Respectively submitted,
Mark Hall

BMW Car Club
of America



BMW Car Club of America, Inc.
Mark Hall
Secretary, BMW CCA
(719) 373-2005
secretary@bmwcca.org



To: Board of Directors BMW CCA
Executive Director BMW CCA
Date: August 10, 2023
Subject: NARVP Pre-Meeting Report 3Q 2023

Activities, Travel, Expense

- Board Meeting – Greer, SC – June 25 – attended via Zoom – \$0 expense
- PVGP – Pittsburgh, PA – July 21-24 – Hotel paid by National – no other expense submitted.
- DelVal Chapter Board Meeting – Warrington, PA– August 2 - \$0 expense

Future Travel

- BMW CCA Board Meeting – Lake Lanier, GA August 25-27 - Airfare \$403.02
- Oktoberfest – Newport/Warwick, RI Sept. 26-Oct.1
- Vintage at Saratoga – Saratoga, NJ, Oct. 6-7

RVP Discretionary Funds

- CVC – help with IMSA corral - \$250

Relevant Notes/Accomplishments

- Held North Atlantic Presidents call 6/13/23 via Zoom. Attached notes subsequently sent to all NA presidents and call participants.
- Developed spreadsheet to track membership trends by chapter by month. Each North Atlantic officer receives monthly updates so they can see how their chapter is doing and compares to others in the region. Spreadsheet was also distributed to other RVPs to use as they see fit.
- Fine-tuned trial program to solicit new members at “C&C” and other large events featuring a chance to win a prize drawing issued to each new member. Drawing winner received a Griot’s car care kit. Griot’s Regional Manager was very generous and donated great prize for another day. Jason Kazian developed benefits signs. Fine-tuned “elevator pitch”. Effort resulted in 34 new members during 2-day PVGP event.
- Developed a proposed “Chapter Growth and Incentive Plan” and distributed it to the board for future discussion.

Respectfully Submitted,

Larry Engel

Attachment:

June 13 NA presidents call notes



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

To: Board of Directors, BMW CCA
Executive Director, BMW CCA
Date: August 16, 2023
Subject: North Central RVP Pre-Meeting Report

Activities, Travel and Expenses:

- July 1-2-Northern Ohio Chapter Annual Car Show and Drive-\$385.10
- August 5-6-Badger Bimmers Car Corral at IMSA/Road America-\$138.00

Future Travel:

- National Board Meeting, Road Atlanta-August 25-27, 2023
- Motor City Driving School, Belding, MI-September 15-16, 2023
- Hoosier Car Corral, IMSA at Indy, September 17
- St. Louis Annual Membership Meeting, September 5
- O'fest, Providence, RI- September 27-30, 2023

RVP Discretionary Funds:

- Hoosier Car Corral-IMSA at Indy-\$1000

Relevant Notes/Accomplishments:

- Chapter President's Calls-August 9
- Topics-Special Guests-Kyle Van Hoften and Kyle Ashpole (Windy City) discussing IG and how to use it, membership goals, retention, and strategies, BimmerLife submissions, upcoming RVP travel and chapter visits, National Board meeting dates, O'fest 2023.
- One-on-One Calls with Chapter Presidents-eleven completed

Topics for National Board Meeting:

- Former member retention strategies
- Possible joint events with BMW Motorcycle Club

Respectfully submitted,

David W. Brighton

August 20, 2023

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Pacific Region Vice President's Pre-Meeting Report

BMW Car Club
of America



BMW Car Club of America
James Crivellone
Pacific Regional Vice President
Telephone: 253 224-4801
Email: prvp@bmwcca.org

Travel

- August 15-16, Las Vegas, NV Sin City Chapter
Travel: \$0.00 → Tagged onto Corporate Trip

Planned Travel

- August 25-27, 3rd Quarter Board Meeting, Road Atlanta, GA
Estimated travel: \$1200.00
- September 17, Oregon CCA Motorfest, Portland, OR
Estimated Travel: \$250.00
- September 27-30, O'Fest Forever, Newport, RI
Estimated travel: \$1400.00
- December 1-3, 4th Quarter Board Meeting, Dallas TX
Estimate travel: TBD

For Discussion

None

3rd Quarter Activities

- Met with the Sin City's President (Chris) and VP (Mark) while I was in town. They had some issues regarding how the Vegas meeting didn't happen and some (as it appeared) disconnects between the previous RVP and National on how to present an event. Also looking to partner with the E30 Chapter on an event early next year so I plan to work with neighboring chapters to put something together.
- Spoke with Fred Kreiger, Oregon Chapter, Quentin, Sonora Chapter about upcoming events and Chapter administration issues. Also connected with Adam at Golden Gate.
- RVP Letter for upcoming BimmerLife issue.

Respectfully submitted,
James Crivellone

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

Date: 08/15/2023

Subject: Central RVP Pre-Meeting Report.
August 26 Board Meeting, Atlanta, GA

Completed Travel:

- June 23-24: MiX, Greer, SC
- June 25: Annual Board Meeting, Greer, SC

Planned Travel:

- August 26: Board Meeting, Atlanta, GA
- Dec 1-2 Board Meeting, Dallas, TX

RVP Discretionary Funds:

- \$250- 2002Forever Chapter for Regional MidAmerica '02 Fest Q3
- 250 – M Chapter Q3
- \$250 – X Chapter Q4
- \$250 – M Chapter Q4

Chapters on Probation:

- None at this time.

Discussion Topics:

-Discussions regarding O'Fest 2023.

- Conversations with chapters surrounding BimmerLife submissions.
- Working discussions with Non-Geo chapters on growth and marketing opportunities.
- Discussions regarding the addition of an "I" chapter.
- Ongoing discussion surrounding Membership growth and retention.
- Discussion pertaining to difficulty signing up for a secondary chapter mid cycle. (Ongoing)
- Regularly scheduled and unscheduled National Board calls.
- Roundel performance and plans to mitigate continued loss of revenue.
- Discussions regarding regional events like NordFest in lieu of annual Oktoberfest Events.
- Talks with Rocky Mountain Chapter regarding hosting a Regional Event in 2024 for 50th Anniversary of the chapter.
- Continued talks about chapter consolidation and a Governorships.
- Reminders to chapters to submit candidates to the Recognition Committee before the deadline.
- Continued discussions surrounding the 3-year plan to execute all chapter elections thru the National Office.
- Numerous e-mails sent to chapter leaders with membership trends regionally and at the individual level. Best practices.
- Additional information shared regarding Social Media success. How can we help drive that success at the chapter level.

Respectively submitted,
Jeff Gomon

BMW Car Club
of America



BMW Car Club of America, Inc.
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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 16, 2023

Subject: South Atlantic RVP Pre-Meeting Report
August 26 Board Meeting, Atlanta, GA

Travel / Meetings Completed June 2023 - August 2023:

- June 23 - 24: MiX, Greer, SC
- July 13: DIY event overview, NCC
- July 13: Member recruitment event planning, Peachtree
- July 26: Member communications & engagement, Bayou
- Aug 2: Regional meeting (zoom) with Chapter leadership
- Aug 16: Volunteer strategies, Sandlapper

Planned Travel/Meetings:

- Aug 27: Board meeting, Atlanta, GA
- Dec 1-3: Board meeting, Dallas, TX

Discretionary Funds Requested/Distributed:

- Tarheel \$500 for IMSA Car Corral, VIR (Q3)
- Peachtree \$500 for IMSA Car Corral, Michelin Raceway Road Atlanta (Q4)

South Atlantic Chapter Regional Calls Completed/Upcoming:

Quarterly regional meetings for South Atlantic are scheduled for the first Wednesday of the second month as follows:

- Nov 1 2023

Chapter Items:

Chapter Compliance - All Chapters in South Atlantic are in-compliance at time of this report submission with Chapter operating requirements on behalf of Club members.

Chapter Membership - As of August 2023, South Atlantic includes fifteen chapters and approximately 13,600 PRIMARY members. Every Chapter is working strategies for member recruitment and retention.

Chapter Operating Structure & Collaboration - The success of our Chapters - and the Club - relies on the many contributions from our club members who volunteer and give back. Every Chapter wishes they had more volunteers to help, especially with events, social media and member engagement. Our Board focus on the area representative program has proven to be successful in extending the reach of the club experience (Florida Suncoast is a shining example).

Helping chapters activate the Car Club experience locally through an increase in volunteerism and creating a chapter playbook for social media and communications are two areas I recommend the Board action.

Volunteerism: I recommend we showcase the recipients of the 2022 recognition awards through the National communication channels (web, social, print).

Social Media: I recommend we host quarterly webinars for social media best practices, with a focus on Instagram and FaceBook.

Other Updates/New Business:

- **2024 Regional Chapter Board Meetup** - I'd like to move forward with plans for a regional chapter meetup in Greer, to be scheduled for March or April 2024.
- **New Member Welcome Letter** - Starting in July, new members in South Atlantic now receive a letter from me as RVP. The goal is to bridge the gap between welcome materials from the Office and the member data transfer to the Chapter, which can be anywhere from 30-45 days from join.
- **Member Text Messaging** - We need to decide policies for 1) making the data capture of mobile numbers a requirement during member signup and 2) member communication policies via text for National and Chapters.

Considerations and guidelines need to be outlined in the operations manual: Privacy & Data Protection, Consent & Opt-in, Transparency & Control, Frequency & Relevance, Content & Tone, Optimal Timing & Use, Member Feedback Loops, and Compliance with Regulations. Text messaging to members must be controlled, valuable and respectful. See outline provided as part of this report.

- **BimmerLife Magazine** - 11 out of 15 Chapters in South Atlantic missed the June 1 2023 submission deadline for the Fall/Winter edition. Chapters have asked for 1) an earlier communication on Theme, 2) a shared drive to access templates and upload submissions/photos, 3) tutorials for photography and file sizing.
- **CCA Website** - At our June meeting, we discussed a soon to launch new web experience for the BMW CCA. The new web experience will solve some of our current challenges: mobile friendly, optimized join experience and improved events calendar management. It would be great to get a preview and an update on the launch plan.

- **News from National** - As a Board, we should make better use of this communications channel to Chapter leadership with quarterly if not monthly communications. Let's discuss how to best leverage this communications channel and get a cadence of communications in place.
- **Recognition Program 2024** - The 2023 process seemed bumpy and lengthy. As we gear up for 2024, what can we do differently to recognize the best of the best, communicate more effectively with the nominators, and ensure timely recognition of contributions to the Club.

Respectively submitted,

Simone Harrison
Regional Vice President
BMW CCA South Atlantic

What Policy Considerations Are Important For SMS Text Communications to Club Members?

When implementing mandatory data capture of mobile numbers for text messaging purposes, there are several policy considerations to ensure responsible and valuable use of text messaging to the receiver. Here are some key points to include in a Club policy:

- **Privacy and Data Protection:** Clearly communicate to your members how their mobile numbers will be collected, stored, and used. Ensure that you have a comprehensive privacy policy in place that outlines the measures taken to protect personal information and comply with relevant data protection laws.
- **Consent and Opt-in:** Obtain explicit consent from members before sending them text messages. Include a checkbox or an opt-in mechanism during the signup process, clearly explaining the purpose and frequency of text messages they can expect to receive. Members should have the option to opt out of text messaging at any time.
- **Transparency and Control:** Provide members with a clear understanding of how to manage their text messaging preferences. Allow them to customize the types of messages they receive, such as opting in or out of specific categories or topics. Ensure that members have easy access to their account settings where they can update their preferences or unsubscribe.
- **Frequency and Relevance:** Develop a clear policy regarding the frequency of text messages to prevent overwhelming members with excessive communication. Ensure that the messages sent are relevant to the recipients' interests, such as event notifications, important announcements, or valuable updates. Avoid sending repetitive or redundant messages.
- **Content and Tone:** Establish guidelines for the content and tone of text messages. Ensure that the messages are concise, informative, and respectful. Avoid using misleading or clickbait-like language. Encourage a professional and courteous tone in all communications.

- Optimal Timing: Consider the timing of text messages to maximize their effectiveness. Avoid sending messages during late-night hours or other times when it might inconvenience members. Take into account different time zones if your association has a wide-spread membership.
- Chapter Communication: If text messaging capability is shared with the chapters, establish guidelines and oversight mechanisms to ensure consistency and adherence to the association's messaging policies. Provide clear instructions to chapters on how to utilize the text messaging feature responsibly and avoid any misuse or spam-like behavior.
- Feedback and Complaints: Establish a feedback mechanism for members to provide input, suggestions, or complaints regarding text messaging. Actively monitor and respond to member feedback to address any concerns promptly. Regularly evaluate the effectiveness of the text messaging system and make improvements based on user feedback.
- Compliance with Regulations: Familiarize yourself with any applicable regulations or laws related to text messaging and ensure compliance. Different jurisdictions may have specific requirements regarding consent, opt-outs, and data protection. Stay updated on relevant legislation to avoid legal issues.
- Staff Training: Provide training to staff members responsible for managing text messaging campaigns. Educate them on the policies, guidelines, and best practices for using the text messaging system. Regularly review and update training materials to keep staff informed about any changes or updates.

By considering these policy perspectives, we can ensure that text messaging is controlled, valuable, and respectful to our members, while also providing a consistent and coordinated approach across chapters.

