

BMW Car Club of America
Board Meeting
El Segundo, CA
December 2-3, 2023

Saturday, December 2, 2023

10:00 am Call to Order - Eddy

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

Jason Kazian, Director of Marketing
Satch Carlson, Editor-in-Chief *Roundel*

Guests:

Steve Stepanian, DEC Chairman
Valerie Caprigno, Co-chair NextGen Committee and X Chapter President-elect

Affirmation of votes since the last Board Meeting.

Mark reviewed the votes as recorded in his pre-meeting minutes.

MOTION: Brian moved to ratify votes since last meeting as recorded in Secretary's pre-meeting minutes. Athena seconded. Vote was approved 9-0.

Reports

- President: no changes to pre-meeting report
- Executive Vice-President
 - o Consider restarting National Congress, instead of Regional Congresses. While some Regional Congresses were successful in 2023, reverting to a single National level Congress will enable a more consistent communication of National-level issues. The challenge will be to pay for a National level event which has cost ~\$200k in past years.
 - o Encouraged us to document a reinvestment strategy for use of Track Rabbit proceeds if we move forward with their proposal. Candidate uses include, but are not limited to:
 - National conference
 - Chapter events
 - March 23, Turn14 event in Long Beach
- Secretary:
 - o Presented a roster for "Across the Board" Roundel" assignments. After some back and forth with Roundel staff, the roster was approved as follows:
 - o

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Submission Due	For Issue	Author
1-Nov-23	January-24	Athena Brekke
31-Jan-24	February-24 (columns & tech talk)	Larry Engel
	BimmerLife Spring/Summer	
1-Feb-24	April-24	David Brighton
1-Mar-24	May-24 (Digital)	Jeff Gomon
1-Apr-24	June-24	Simone Harrison
1-May-24	July-24	Brian Thomason
31-Jul-24	August-24 (columns & tech talk)	Mark Hall
	BimmerLife Fall/Winter	
1-Aug-24	October-24	Mark Hall
1-Sep-24	November-24	Eddy Funahashi
1-Oct-24	December-24 (Digital)	James Crivellone
1-Nov-24	January-25	Athena Brekke
1-Dec-24	February-25	Larry Engel

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- Mark shared that the Action item log that he created after the last board meeting has seen minimal updates and asked if it was worth the effort to maintain it. Board members asked him to maintain it and all committed to reviewing and updating the actions as appropriate. Mark will add a review of action items as an agenda topic for monthly board teleconferences
- Raised the issue of Carbahn increasingly advertising on BMW CCA social media channels and whether BMW CCA is receiving remuneration for this. Jason and Satch confirmed that Carbahn is already advertising in Roundel and Jason is working with them on a national advertising campaign.
- Treasurer
 - Athena asked if the Chapter allocation working group that was initiated this past summer, but was paused during the transition to her from the previous Treasurer, should be restarted. Although the original timeline for the working group to re-assess the amount of the allocation may have passed, all agreed it was worthwhile to provide chapters with guidelines on usage of the allocation.
 - **ACTION:** Athena will work with Valerie to document guidelines for chapter use of allocation.
 - Suggested the board consider reprioritizing expenses (especially events) for the next year. There was general agreement with the concept. Specific actions will become part of the BMW CCA Strategy which was discussed extensively on Day 2 of the meeting.

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- Suggested announcing recent National Office personnel changes to the Chapters.
 - **ACTION:** Frank to prepare announcement
- South Atlantic Regional Vice President:
 - Appreciates everyone's support for tomorrow's Strategy discussion
 - Asked the board to consider standardizing how to extend chapter communications to members to include text messages, email, and social media feeds.
- North Atlantic Regional Vice President
 - Vermont chapter decommissioning. Upon informing selected members in Vermont, they have expressed interest in maintaining the chapter. Larry will continue to work with them to maintain compliance
 - Mountain State decommissioning. The board agreed for Larry to start proceedings
 - Boston out of compliance: Appears to have been an oversight. Chapter President is working it.
 - Cars and Coffee (C&C) recruiting efforts appear to be bearing fruit; considering publishing guidelines as part of strategy discussion.
- Pacific Regional Vice President
 - Proposed an updated value proposition to younger membership: podcast pilot episodes
 - Two podcasts have been prepared in conjunction with GGC chapter and were demonstrated. The board agreed with the principle and to encourage similar communications channels in other regions. The feeling is that those who have the talent and skills to prepare these type of broadcasts will step up and do so.
 - Hawaii chapter communications still a challenge. Very little activity is occurring in Hawaii.
- Central Regional Vice President:
 - Central region and non-geos. Due to their unique needs, may want to consider adding a leadership position to the National Board for non-geos at some point in the future.
 - MidAmerica 02-fest changed to Sat-Tues for 2024.
 - Expect 90-100 cars
 - Chapter elections are encouraged to run through national office processes, but there is nothing in Ops Manual currently on how to do this which may be causing confusion at the chapter level.
 - **ACTION:** Frank to work with Darlene Doran to recreate the previously drafted language and work with Mark to enter it into an Ops Manual update; Also, consider other means of communicating this info to the chapters
 - Potential to start iChapter and non-geo classic chapter. Most are in favor of starting an "i" Chapter. While it was discussed, including the potential to include "e" cars, no firm decision or action was taken at this time. Mark raised a concern that a Classic chapter would have a lot of overlap with existing chapters like E30, E31 and others. Also, the BMW Classic Car Club of America, which is not officially part of BMW CCA, could be affected.
 - Jeff asked the board to consider increasing RVP discretionary funding. Frank stated that the discretionary funds for RVPs has been in place for several years without increases, and that he supports raising them (to a reasonable level.) While there were no objections to the concept, there is a need to better

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document requests and rationale, especially to incentivize collaboration between local chapters and non-geos.

- A new short form is set up on bmwcca.org to choose a chapter (non-geo or geo) at time of signup; e.g. Mchapter will get separate link to sign up new members; may need to do it for all non-geos
- X Chapter support: While there are a few items, the Chapter members would like to see more X merchandise in the BMW CCA Club store
- North Central Regional Vice President
 - Several chapters have already moved to Track Rabbit. Feedback has generally been that they were happy to move away from Motorsport Reg (MSR) which was considered to be clunky and cumbersome to set up events; e.g. Badger Bimmers included several track events; several chapter elections also moving to TR
- NextGen Committee:
 - Based on the feedback received during the survey, Valerie and the Committee propose an alteration to the original committee structure. Two sub-committees will be created with dedicated focus areas:
 - Technology/Social Media
 - Member Recruitment/Experience
 - Request to decommission bmwcca.org email address due to large amount of spam received. The board does not believe this is a good idea. They directed the Committee to keep the bmwcca.org address and put more filters on email instead of moving strictly to a gmail public domain address. Work with National Office IT as needed to implement filters.
 - Requested support from all RVPs to obtain more national-level representation on the committee which is currently strongly represented by east coast members.
 - The committee's goal is to produce an initial work plan and results within ~2 months (i.e. by late January or early February 2024)
- National Staff
 - Roundel and Creative Director
 - Still seen as a primary benefit for the bulk of club members—editors of columns have been one of the most personal ways to connect with members
 - Roundel online—to remain member-only; structure in place to keep maximum content with the same look and feel of printed magazine while still delivering a valuable benefit to the membership
 - Print contract re-bid; a new contract with Publication Printers saves ~\$230k for current publication schedule over previous contract for both *Roundel* and *BimmerLife*
 - FlowPaper has been engaged to produce digital content—e.g. May and December 2024 issues
 - Publication schedule updated as follows:
 - BimmerLife Online: Continual publication throughout the year
 - BimmerLife eNewsletter: Published weekly throughout the year
 - Director of Marketing and Sponsorship
 - Dream Raffle
 - Shortest duration ever (1 month shorter than usual). While profits were down and only 5 cars were awarded, the raffle still

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produced a profit that will be used to offset losses in national level sponsorship and printing costs.

- 2024 Raffle. Turn14 suggested an X5M as the grand prize. Some concerns were raised as to whether such an expensive model would be appropriate or if something more “attainable” like an X3M would resonate with a majority of the members. Discussion is expected to continue and decision is expected to be made at the 1Q 2024 Board meeting.
- Classic Car Raffle 2023, currently sold more than 5000 tickets to-date, expect to reach goal of 5500, maybe even higher
 - **ACTION:** For 2024 Classic Raffle, James to prepare market analysis (maybe 5-series wagon-based to align with US intro of new M5 wagon at Monterey)
- Amica will be rolling out 10% discount offer for BMW CCA members in ~40 states—fantastic!
 - Will then work with current BMW policy holders to recruit BMW CCA membership
 - Then working with non-Amica BMW customers to offer BMW CCA discount along with membership
- BMW Financial Services
 - Will be offering a BMW Credit Card to existing or prospective clients to get a \$70 statement credit—more than pays for BMW CCA annual membership. Plus rewards points will be accrued for BMW CCA merchandise. Card can currently not be customer designs, but there will be an M-design, an i-design, and a more general looking design)
- New Ad Rep: Mark Dewey, Dewey Media Services, was introduced as the new BMW CCA national advertising representative.
- Executive Director
 - A new BMW CCA wrap is being introduced for BMW Performance Center cars (one at each performance center—east and west)
 - Jan 1 - Nov29 over 7.5M emails sent to recruit, renew, merchandise sales and other benefits
 - Ofest 2023 eked out a profit of \$5k, largely due to significant cost cutting at the event
 - LOTA West lost \$26k (pending offset from merchandise sales)
 - \$35k per day to rent golf course; working to reduce that
 - Festorics lost \$11k
 - Consider smaller footprint for 2024; work to get additional sponsorship support to offset costs
 - Price of participation and lack of volunteers hindering profitability
 - Discussion to continue; will need go-nogo decision at future board meeting
 - Tire sponsorship: Michelin will terminate their sponsorship of BMW CCA in 2024 as they move away from sponsoring car clubs and in-person events in general (as of Dec 31, 2023)
 - Seeking alternatives to replace sponsorship revenue: seeking agreement with another tire manufacturer in conjunction with BMW CCA Foundation, 3-5 year agreement; sponsors may be asking to be exclusive

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- Need Board of Directors for Mini Club; seeking candidates; expect a \$45 national dues
 -
 - Value proposition is to offer a MiniUSA rebate and Mini participation in BMW CCA track events
 - **ACTION**: Set up a call with candidates from Sonora, Central CA, MD, and Melissa Cunningham (*Roundel's* Mini columnist)
 - Mark De Fries, MD
 - Joe Ancona, Sonora (former chapter Treasurer)
 - Tony Yadegary, Central CA
- IT Update
 - New short form is now available: www.bmwcca.org/membership-form
 - Target date for future updates TBD
- BMW CCA Recognition committee:
 - Deadline for submissions: requested 29 Feb submission deadline
 - **ACTION**: Frank to work with Leslie to make sure nominations are kept private until assessment is completed. Lesson learned from 2023 when a nominee was alerted to their nomination before the award was approved.
 - **ACTION**: Nomination committee to review process on website and ensure it is followed for 2024 awards
 - Need to consider a board member to be board POC for communications with board

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Sunday, December 3, 2023

BMW CCA Strategy Discussion led by South Atlantic Regional VP.

- Three pillars of Strategy framework:
 - o Grow
 - o Retain/Engage
 - o Operate
- Simone gave overview of the strawman framework that she and Mark had collaborated on.
- The team then broke into 3 groups to brainstorm and sort items into each pillar of the framework.
 - o What do we do?
 - o What would we like to do?
 - o What is the goal?
- The ideas were recorded on poster paper for each pillar, along with identifying the most high priority/high value opportunities (noted with a green asterisk in the attached photos). Additionally, a lead or “Champion” was identified for each strategic pillar.
 - o Overall Strategic Champion – Simone Harrison
 - o Champion for Grow – James Crivellone
 - o Champion for Engage and Retain – Mark Hall
 - o Champion for Operate – Brian Thomason
- **ACTION:** Simone and Valerie to draft a template that standardizes the plan for all pillars.
- **ACTION:** Each Champion to produce a draft plan for their pillar and present it at the 1Q board retreat.

~ GROW ~

JAMES

- New audiences
- Amica, BMW cc
- Recruitment mindset & activities
- * Partner events: Invasion Impact 2
- * Digital / Social
 - ~ BimmerLife
 - Podcast
 - E-news
 - Blog
 - ➔ External brand marketing
 - Promote discounts
- * Brand identity
 - Internal vs External
- Be welcoming
- Nice bimmer cards
- Diversity / Inclusion
 - * - NextGen
- * Influencers
- BMW Ecosystem
 - Chapter growth incentive plan
 - 6 mo membership
 - Dealers / shops
 - "OUR" members

~ ENGAGE & RETAIN ~

MARK

- Lifestyle
 - Community
 - Experiences
 - Driving Schools
 - AX
 - CR
 - Drives
 - Socials
 - Gatherings
 - Workshops
 - HPDE
 - TRSS
 - Online Forums
 - Marketplace/E-Commerce
 - Discounts
 - Event Access
 - Member Features/Highlights
 - Advocate to BMW NA
 - Networking
 - Merch/Store
 - Raffles
 - Paid Event = Paid Member
EXCLUSIVE
- Events
- Chapter comms
 - Centralized comms
 - Training
 - Content drops/calendar
 - (BMW Influencers)
 - New channels/Podcasts
 - Roles/Responsibilities/Expectations
 - * Member segmentation/
Categorization Event priorities
 - ROI/Focus
 - Publications
 - BMW Books
 - * Cross chapter
collaboration
 - Rebate
 - New member outreach
 - Recognition Program
 - * Volunteerism
 - * Social/
Digital
 - Collector chassis
 - Area Gvcs
 - (Dealers/Shops)
 - Club/Chapter Branding

~ OPERATE ~

BRIAN

- Modern tech, digital media
- Standardize tools/processes
- Reduce silos
- Communication / Transparency
- Resources: Staff, volunteers, board/staff excellence
- (*) Volunteerism, recognition
 - Consistent message focus
- (*) Event reg platform
- Website
- Financial controls
- TPV relationships
- Email/text comms
- Facility / HQ
- Elections
- Calendar
- Risk Mgmt
- Change mgmt
- Stakeholder Analysis / Trends
- Chapter tool box
- Insurance
- (*) Chapter congress
- BMW AG / Councils
- (*) Chapter Excellence, Governance, Standards
 - Ops manual, bylaws
 - Allocations
 - Chapter segmentation

Award →

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National Events

- O'Fest 2023, Warwick, RI, September 27-30
 - Audrain still offering 6 month subscription to their magazine. Would like to obtain BMW CCA mailing list to send to members. BMW CCA willing to send offer to our members, but since there is minimal benefit to the club overall, we need to continue to protect our members mailing list as the club's intellectual property.
 - No 2024 Ofest as decided at the 3Q board meeting. The board will revisit this decision as part of the future Strategy discussions. It may be possible to reincarnate Ofest as "Ofast" or a similar shortened event, like a 3-day, possible at a big track area.
- MiX 2024 (dates TBD)
 - Performance Center-East has conflicts until October/November time frame. Indy too expensive and Performance Center-West dates are also a challenge
 - April at PC East conflicts with M and X chapter plans (e.g. no M cars available at BMWs track)
 - **ACTION:** Jason to re-engage PC and come back with recommended dates.
 - POST MEETING UPDATE: Jason contacted PC-East and they can support 18-21 April. Tentative schedule of events:
 - April 18 – Caravans/Travel in
 - April 19 – Test Drives, Performance Center half-day free flow in afternoon, scenic drives
 - April 20 – Car Show and Test Drives, M Club Day at Performance Center, scenic drives
 - April 21 – Caravans/Travel out

Regional Events

- Mid America 02 Fest Apr 27-May 1/Vintage at Saratoga, October 11-13, 2024
- Carlisle Import Days, May 10-11
- E30 Picnic, June 23, 2024,
- Rocky Mountain 50-year anniversary and BMW CCA annual meeting (Jeff to engage Janet at RM to settle on dates—possibly June/July?)
- VIR, August 23-25
- Badger Bimmers Car Corral at Road America for IMSA -August 2-4
- Pittsburgh Vintage Gran Prix, August 24
- IMSA at Indy Battle on the Brickyard by Hoosier and Buckeye - September 20-22
- The Vintage, Saratoga Oct 11
- Peachtree Motul Petit le Mans, October, 2024
- SoCal Vintage BMW, November, 2024

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- National Congress (or regional—one east one west) . Pros and cons of each approach.
 - Regional: positive feedback from RVPs on last year
 - National: one more consistent message to all
 - **ACTION**: Jason to seek national-level sponsor to offset costs for a national-level conference.
- DEC Congress: Steve noted the need for a national-level engagement to standardize messages and share lessons learned across regions.
 - **ACTION**: Frank to perform cost analysis and make a recommendation based on one club officer attendee and one DEC attendee
- **MOTION**: Brian moved to approve slate of regional events. Dave seconded. Vote approved 9-0.

National Programs and Services

- The Track Rabbit proposal and current assessment was discussed. Good progress is being made. The Scott Reiman-led evaluation committee asked for an additional two weeks to communicate with TR and expect to provide a report and recommendations by Dec 15th.
 - **ACTION**: Frank to set up a telecon before the end of the year to review results. A motion will be needed to authorize the Executive Director to sign contract with TR.
- DEC Update:
 - Steve is creating a “white list” of known recurring events; if an event is not on that list, then the chapter must request a new approval. Otherwise, events will automatically be approved and an insurance certificate issued for white listed events.
 - Event plan, safety plan, disaster recovery plan needed for all new requests
 - No objections from the board
 - Central Region DE Chair resigning, candidates being sought, but none yet identified. Therefore, considering consolidation of DEC coordinators in central region. Fred Bell and Steve Stepanian to divide and conquer. Eliminating Central DEC and renaming West and Central into a single DEC region.
 - EV's at driving HPDE and Club Racing events. No tracks can currently put out an electric fire. In consult with BMW NA, BMW EV's will be allowed to participate but only as long as stock BMW cars used (i.e. no modified cars) :
 - Two questions to be asked during signup and tech inspection : has anything other than brake pads and tires been changed on your car?
 - Autocross and TRSS proposed to not require the more restrictive rules.
 - Salvaged EVs only considered on a case-by-case basis

Policy and Administration

- Always seeking improvements for National Board to Chapter Communications
 - Regional Congresses vs. National Congress was discussed as part of Regional events discussion

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- May also consider Broadcast Zoom/video(s) of News from the National Board
 - Consider once every quarter or continue to rely on RVPs to communicate National-level news via their telecons with chapter leaders
 - **ACTION**: Simone to work with fellow RVPs to develop plan to communicate national-level news
- Digital Campaign
 - BMW CCA website continues to be tweaked, but along it is insufficient to reach as large an audience as desired
 - Social Media campaign; Pit & Paddock update
 - After some initial growing pains, Jason thinks P&P is doing what we asked them to do, especially over the last 4-6 weeks which have had more CCA content and less P&P-only; guidelines provided to P&P included:
 - 50% of content to be member-based stories
 - 25% sponsor/partner driven content
 - 25% BMW brand news
 - **ACTION**: Jason to ask P&P to provide monthly self-report card to measure progress against these guidelines
 - **ACTION**: Need a volunteer to work with Jason to mine data from oral history project to reuse for social
 - Pacific Region podcast initiative
 - James presented demo of pilot podcasts
 - **ACTION**: James plans to create some core guidelines to help folks to create this type of content with some level of standardization

BMW CCA Foundation Update: nothing to report

Financial Status Update: see Treasurer's report

Chapters' Status

- RVP Chapter Visitation schedule for 2024
 - Simone to triage Blue Ridge status
 - Several chapters will be changing Presidential leadership; need to watch closely to ensure new leaders are enabled for success
- Dealer engagement program
 - Selected chapters are engaged and working with dealers to make sure message is getting to dealers and to help them to help us
 - Without a common contact person at each dealership, however, we have no insight into whether or not the message is getting out
 - **ACTION**: RVPs to re-communicate as a special topic to their chapter leadership
- Corporate Status Non-Compliance

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- See NA RVP report
- See SA RVP report

Membership

- Marketing and Social Media metrics
 - Jason sent metrics to the board
- Friend of the Marque Nominations are due 31 Jan 2024
- Mark moved that we nominate <name withheld>. Brian seconded the motion. Vote passed 9-0. ACTION: Mark will draft an initial package

BMW of North America: Nothing new to report

Future Meetings

Feb 29 - March 3 National Board Retreat and 1Q meeting, location, Santa Margarita, CA

March 23, Turn14 event in LA area (National staff only, no board representation needed)

June Annual Meeting and 2Q (Consider to be held in Colorado in conjunction with Rocky Mountain 50th year anniversary weekend?)

Upcoming Conference Calls

- TR decision meeting, planned for 13 Dec at 430pm PST/530pm MST/630pm CST/730pm EST; Frank will set it up

Important/Urgent items re-visit

- Sandlapper was requested to provide membership email list to local Hagerty rep; decision was made to avoid providing BMW CCA email list for the same reasons as previously cited in the Ofest/Audrain request; communicate to local Hagerty rep that they should work with their Hagerty national staff on BMW CCA relationship
- Automated Texting: how to use it most effectively without it being perceived as spam
 - Guidelines: use no more than once per month; rely on national office to perform renewal reminders
 - Guideline: allow chapters to use text for event reminders
 - Guidelines and best practices for texting to be published as part of the strategy plan for the Operate pillar (Brian Champion)

Eddy adjourned the meeting at 5:00pm.

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Agenda

Saturday, December 2, 2023

10:00 am Call to Order

Introduction: Members, Guests.

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

10:05 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
 - o Director of Marketing and Sponsorship
 - o Creative Director
 - o New Ad Rep

12:00

Lunch

12:30 pm

Discussion of Listed Topics (see atch)

5:00 pm

Adjourn for the day; Team Dinner

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Sunday, December 3, 2023

8:00 am Call to Order

Introduction: Members, Guests.

8:05 am BMW CCA Strategy Discussion led by South Atlantic Regional VP

- Grow
- Retain/Engage
- Operate

9:30 am Break

9:45 am Resume Strategy Discussion

11:00 Strategy Wrap-up and Resume Discussion of Listed Topics (see atch)

12:00 Lunch

12:30 pm Resume Discussion of Listed Topics (see atch)

4:30 pm Categorize and prioritize strategic actions

5:00 pm Adjourn

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Discussion Topics

1. Review Action Items

2. National Events

- O'Fest 2023, Warwick, RI, September 27-30
- MiX 2024 (dates TBD)

3. National/Regional Events

- 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
- SoCal Vintage BMW, November 4, 2023
- Other 2024 event requests

4. National Programs and Services

- Classic Car Raffle
- 2024 Raffle Plans
- Track Rabbit proposal and current assessment
- MINI Club Update
- IT Update
- Roundel Update
- BimmerLife Update
- DEC Update
- Club Racing Update
- Member Committees
 - Recognition Program Committee
 - Tech Committee
 - NextGen Committee
 - Ombudsman update
 - Tech Rep's update
 - Benefits Update
 - BMW Clubs International
 - Leadership Committee
 - Recognition Committee
 - Next Gen Committee

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5. Policy and Administration

- Across-the-Board Roundel Column assignments
- National Board to Chapter Communications
 - Regional Congresses vs. National Congress
 - Broadcast Zoom/video(s) of News from the National Board
- Digital Campaign
 - BMW CCA website
 - Social Media campaign; Pit & Paddock update
 - Pacific Region podcast initiative

6. BMW CCA Foundation Update

7. Financial Status Update

8. Chapters' Status

RVP Conference call schedule for 2024
RVP Chapter Visitation schedule for 2024
Chapter probation report
Dealer engagement program
Corporate Status Non-Compliance

9. Membership

Marketing and Social Media metrics
Friend of the Marque

10. BMW of North America

11. New Business:

Future Meetings

TBD National Board Retreat
TBD 1Q 2024 (Dallas?); potential for a Turn14 event in conjunction with?
TBD Annual Meeting and 2Q (Greer, SC? In conjunction with MiX?)
Upcoming Conference Calls
Important/Urgent items re-visit



11/19/2023

Pre meeting travel report

August 25th through current 2023

To: All board members, Executive Director, BMW CCA

From: Eddy Funahashi

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

Subject: President pre meeting report/travel

Travel:

August 24 2023 through current (as of this report)

- August 25th – 28th Board meeting, Atlanta Ga \$550.00
- September 25th – Oct 2nd Ofest Rhode Island \$1200

Future (Quarter) Travel

- December 1-4 Board meeting Los Angeles area
- Elections January 2024
- Tentative, potential, January 25-28 Rolex24 hr Daytona
- Tentative, Board retreat TBD
- Tentative, March 14 Turn 14 event Ca TBD

Past Travel and recap:

August 25-28 Atlanta Ga.

Please reference our meetings minutes as there will be carry over topics.

We have all been actively engaged in many topics that were centered upon at our previous meeting primarily Track Rabbit.

Thank you to all who have been working on this. I realize that what is being asked of you all is difficult and has caused frustrations for everyone. I remain hopeful that everyone within our club will see its value now and for the clubs future.

September 25th-October 2nd Oktoberfest Warwick, RI

This presentation was in a beautiful setting set on the fringe of the East coast corner of our state. Although we battled the weather, a far distance from many locations outside of our N. Eastern states, we still ended up with an appreciative group of members.

I would like to thank and acknowledge the individual efforts of our Board, our staff and our Executive Director for their sacrifice of personal time and efforts to facilitate this past years event, an event, one of extreme costs, and as of now an event that will now be taking a hiatus.

-In closing:

My “Future Travel” topics includes elections.

Those whose terms are up are:

Simone Harrison, David Brighton, and myself. Elections will be conducted and concluded EOM January.

I am personally pleased to know that both David and Simone have chosen to continue with their great work. Their personal sacrifices to their family and work lives are highly appreciated.

A little late on this topic...

I’ve now had time to come to conclusions of our past regional conferences conclusions made both through personal dialog with attendees, observers and National board members.

To all attendees: You all presented a unified, clear, message of our organization's status while in my eyes, presented in a respectful method, discussing relevant topics that were appreciated in a way that was inclusive to all.

As I said before,

I do appreciate the fact that we as a board previously functioned under the pressures of living through a real-life, movie esque, pandemic. An environment that at times forced us into becoming a “War board” creating rules, routines and limiting events. These actions were not appreciated nor understood by many members however necessary and made so for the purpose's of safety.

We did stand united; this is essential for a working board. I’ve hopes that this essential element will continue as the board continues to function.

Respectfully,

Eddy

Eddy Funahashi,
President, BMW CCA

November 22, 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

- 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

Planned Travel

- December 1-3, 4th Quarter Board Meeting, Los Angeles, CA

For Discussion – bold items are higher priority

Retreat follow-up and check-in:

- Updates on MINI Club Formation
- **Consider resumption of National Chapter Conference**
- Status of Committee Expansion

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

4th Quarter Activities

- SoCal Vintage Meet, November 4th: Some 400 vintage BMWs (e36 and older) were on display at Woodley Park, Van Nuys, CA. Attended and volunteered with other Board members and members of the National Office staff. CCA had a booth, decent merchandise sales, and a few membership sales. The Vintage Raffle car was also on display. Staff and Board members connected with several LA Chapter Board members, Club members from the area, as well as representatives of the SoCal Vintage organization hosting the event. Some 400 vintage BMWs (e36 and older) were on display at Woodley Park, Van Nuys, CA. No expenses submitted.
- LA Chapter Performance Center Experience, October 28th: Attended with James Crivellone, Pacific RVP to attempt to re-connect with and encourage the LA Chapter Board. Several discussions with LA Board members about how to support them as they work to resume programming in the area. No expenses submitted.
- Las Vegas F1 in conjunction with Turn 14. Turn 14 was gracious enough to offer three-day hosted suite tickets to their F1 event in Las Vegas. Attended with Pacific RVP James Crivellone, in hopes of being able to network with potential business partners for the CCA. Unfortunately, while it was good to connect with Daryl and Turn 14 and get a sense of what to expect for our March 2024 co-branded event, it was not conducive to other CCA networking, so I will not be submitting expenses.
- Agenda planning for December 2023 meeting and 1Q2024 retreat
- Regular check-ins with Board and Board members

Respectfully submitted,
Brian Thomason

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

Date: 12/2/2023

Subject: Secretary Pre-Meeting Report.
December 2-3 Board Meeting, El Segundo, CA



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

Completed Travel:

- August 25-28: 3Q Board Meeting, Atlanta, GA
- September 26-October 1: O'Fest, Newport, RI
- November 4: SoCal Vintage BMW Meet, Van Nuys, CA (own personal expense)

Planned Travel:

- Dec 1-4 Board Meeting, El Segundo, CA
- 1Q 2024 Board Meeting, TBD
- 2Q 2024 Board Meeting (in conjunction with MiX?)

Finalized Board Meeting Minutes:

- August 26, 2023 3Q Board Meeting Minutes Completed

Discussion Topics:

- Across the Board column for Roundel. Created roster for all known upcoming issues.
Request approval at 4Q meeting.

Submission Due	For Issue	Author
1-Jul-23	Sep-23	Brian Thomason
1-Aug-23	Oct-23	Mark Hall
1-Sep-23	Nov-23	Eddy Funahashi
1-Oct-23	Dec-23	James Crivellone
1-Nov-23	January-February-24	Athena Brekke
1-Jan-24	March-April-24 (Digital)	Larry Engel
1-Mar-24	May-24	David Brighton
1-Apr-24	Jun-24	Jeff Gomon
1-May-24	July-August -24	Simone Harrison
1-Jul-24	September-October-24	Brian Thomason
1-Sep-24	Nov-24	Mark Hall
1-Oct-24	December-24 (Digital)	Eddy Funahashi
1-Nov-24	Jan-25	James Crivellone

- Action Item Log may not be serving its purpose. Updates and tracking are very limited. Need to re-consider prioritization of action items to focus more on strategic issues and less on tactical actions.
- Social media groups (e.g. Facebook groups for chapters) are experiencing increased postings from Carbahn, Steve Dinan's new company. X Chapter, Rocky Mountain and Florida Suncoast have all had unsolicited Carbahn advertising posted on their page(s). There may be more of which I am unaware. Request National Office consider contacting Carbahn for National level sponsorship of BMW CCA.
- Various motions and votes during telecons from Sep-Dec 2023 to be recorded in the 4Q minutes:
 - MOTION: Larry Engel requested authorization to extend 6-month memberships through 12/31/2023 for NJ Chapter driving events. Vote passed: 8 aye, 1 nay (B. Thomason).
 - MOTION: After significant discussion and numerous demos and telecons with the principals and operations team at Track Rabbit regarding their proposal to BMW CCA, Mark Hall made a motion to authorize the Executive Director to enter into contract negotiations with TR, and form an assessment committee to evaluate and run mock events, giving TR a list of issues that need to be corrected by 12/1/2023. The contract should allow time for BMW CCA to perform this due diligence and receive feedback prior to an anticipated 1Q 2024 finalization of the contract. Athena Brekke seconded the motion. Vote passed: 7 aye, 1 abstention (L. Engel), 1 absent (S. Harrison).
 - ACTION: The TR assessment committee was determined as follows:
 - Scott Reiman (Club Racing) – Committee Chair
 - Bill Wade (Tire Rack Street Survival)
 - Jeff White (NJ Chapter)
 - Phil Antoine (Tarheel Chapter)
 - Mark McGee (Golden Gate Chapter)
 - Frank Patek (BMW CCA Exec Director)
 - Steve Stepanian (Driving Events Committee Chair)
 - Edward Tamsberg (BMW CCA Staff)

The committee is to evaluate the current Track Rabbit offerings through real world and mock events and provide a list of deficiencies to TR no later than 12/1/2023.

Respectfully submitted,
Mark Hall

November 27, 2023

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

Travel

- August 25-27, 4th Quarter Board Meeting, Atlanta, GA Estimated travel: \$783.34
- September 16-19, Oregon Motorfest & Board Meeting, Portland, OR Estimated travel: \$600
- September 27-30, O'Fest Forever, Newport, RI Estimated Travel: Flight \$542.80, Car \$344.13

Planned Travel

- December 1-4, 4th Quarter Board Meeting, Los Angeles, CA Estimated travel: \$467.80 flight

For Discussion

Communications of expectations for Chapter Leaders
Recruitment tools

4th Quarter Activities

Continued becoming acquainted with the role responsibilities and board topics currently in motion through regular communications with former treasurer, now EVP, and other members of the board.

September 16-19, Oregon Chapter's main event, MotorFest and Board Meeting. Attended and volunteered with chapter leadership for the MotorFest event. Also met with some of the attendees that were not members and did some on-the-spot recruiting and was able to get a couple of new members to sign up for multi-year memberships. Attended their Board meeting the following evening, along with PRVP James Crivellone. At the meeting we learned the origin of the OC, asked the leadership what National do for them could, and gave an overview of our roles and responsibilities, along with the responsibilities of the chapter, themselves.

October 7, M Chapter drive tour partnered with Nor Cal Governor, Jeff Cowan, for 40+ cars through 3 hours of Santa Cruz mountain terrain to the coast and back. Jeff and I spoke to the group about the importance of member recruitment and passed out 'Nice Bimmer' cards for all to keep in their cars. Two brand new CCA members had participated, and in talking with them, we learned they joined CCA simply because membership was required to register for the drive.

Nov 10-14, hosted RVP, James Crivellone, for meeting space and technology for his podcast recordings. Also led a drive for GGC chapter leadership and James for drone material and car/photo content.

Financial Statement Summary as of October 31, 2023

For the ten months ended October 31, 2023 the Club had \$4.58 million in assets, of which \$1.48 million was cash and current investments. An additional \$687,500 was identified as long-term investments. Liabilities totaled \$4.16 million, of which \$3.88 million was deferred membership dues. Net assets were \$685,000.

For the ten months ended October 31, 2023 the Club had a net loss of \$360,000 on income of \$4.41 million, gross profit of \$3.56 million and expenses of \$3.88 million. Net loss from operations was \$323,000.

Please see attached for Income Statement by activity and Balance Sheet.

Respectfully submitted,
Athena Brekke

**BMW Car Club
of America**



Athena Brekke

Treasurer
2608 Ashden Lane
Vallejo, CA 94591
415.291.4451
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BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

Board

Ordinary Income/Expense	Driving					MOA	(National)
	Club Racing	Events Comm.	Events	Foundation	MINI		
Income							
4000 · Revenues							
4005 · Membership Dues							
4005.00 · Membership Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4005.01 · Promotion Discounts	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4005.96 · Club Race License	33,112.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 4005 · Membership Dues	33,112.00	0.00	0.00	0.00	0.00	0.00	0.00
4010.07 · First Class & Air Mail Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4015.07 · Classified Advertising Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4020.07 · Commercial Print Adv Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4021.07 · Online Roundel Advertising Rev	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4022.07 · Web-site Advert. Revenue	0.00	0.00	1,000.00	0.00	0.00	0.00	0.00
4025.07 · Reprints Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4030.01 · Merchandise Sales							
4030.96 · Club Racing Merch Sales	2,681.73	0.00	0.00	0.00	0.00	0.00	0.00
4030.01 · Merchandise Sales - Other	0.00	0.00	1,855.41	0.00	0.00	0.00	0.00
Total 4030.01 · Merchandise Sales	2,681.73	0.00	1,855.41	0.00	0.00	0.00	0.00
4035 · Royalty Income							
4035.02 · Medjet Assistance Royalty	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4035.06 · PartnerShip LLC	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4035.08 · Collector Chassis	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4035.09 · Accelerate360-Newstand Project	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4035 · Royalty Income - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 4035 · Royalty Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4040.08 · Net Raffle Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4045.01 · Registrations							
4045.02 · MX1 Registration	0.00	0.00	42,428.60	0.00	0.00	0.00	0.00
4045.05 · Oktoberfest Registration	0.00	0.00	97,828.00	0.00	0.00	0.00	0.00
4045.06 · Festorics Registration Income	0.00	0.00	43,711.00	0.00	0.00	0.00	0.00
4045.07 · LOTA WEST	0.00	0.00	82,225.06	0.00	0.00	0.00	0.00
4045.09 · Rendezvous Registration							

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

Board

	Club Racing	Driving Events Comm.	Events	Foundation	MINI	MOA	(National)
4045.91 · Bourbon Trail Registration	0.00	0.00	95,314.00	0.00	0.00	0.00	0.00
Total 4045.09 · Rendezvous Registration	0.00	0.00	95,314.00	0.00	0.00	0.00	0.00
4045.11 · Daytona Rolex 24 Registration	0.00	0.00	59,275.50	0.00	0.00	0.00	0.00
4045.96 · Club Racing Registration	75,999.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 4045.01 · Registrations	75,999.00	0.00	420,782.16	0.00	0.00	0.00	0.00
4050.01 · Sponsorship							
4050.02 · MX1 Sponsorship	0.00	0.00	34,450.00	0.00	0.00	0.00	0.00
4050.05 · Oktoberfest Sponsorships	0.00	0.00	114,250.00	0.00	0.00	0.00	0.00
4050.06 · Festorics Sponsorship	0.00	0.00	18,900.00	0.00	0.00	0.00	0.00
4050.07 · Legends Sponsorship	0.00	0.00	62,900.00	0.00	0.00	0.00	0.00
4050.11 · Daytona Rolex 24 Sponsorship	0.00	0.00	25,000.00	0.00	0.00	0.00	0.00
4050.12 · PVGP Sponsorship	0.00	0.00	7,500.00	0.00	0.00	0.00	0.00
4050.96 · Club Racing Sponsorship	106,508.65	0.00	0.00	0.00	0.00	0.00	0.00
4050.01 · Sponsorship - Other	0.00	0.00	32,650.00	0.00	0.00	0.00	0.00
Total 4050.01 · Sponsorship	106,508.65	0.00	295,650.00	0.00	0.00	0.00	0.00
4090.01 · Other Revenues							
4092 · Administration Services Income	0.00	0.00	0.00	279,778.93	0.00	0.00	0.00
4093 · Rental Income	0.00	0.00	5,100.00	0.00	0.00	44,000.00	0.00
4090.01 · Other Revenues - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 4090.01 · Other Revenues	0.00	0.00	5,100.00	279,778.93	0.00	44,000.00	0.00
4095 · SC Sales Tax Income							
4095.00 · SC Sales & Use Tax Discount	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 4095 · SC Sales Tax Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4099.01 · Default Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 4000 · Revenues	218,301.38	0.00	724,387.57	279,778.93	0.00	44,000.00	0.00
Total Income	218,301.38	0.00	724,387.57	279,778.93	0.00	44,000.00	0.00
Cost of Goods Sold							
5000.01 · Direct Costs							
5005.00 · Chapter Dues Rebates	0.00	0.00	0.00	0.00	0.00	0.00	134.67
5010.01 · Cost of Merchandise Sold							
5010.96 · Club Racing Cost of Goods Sold	1,133.49	0.00	0.00	0.00	0.00	0.00	0.00
5010.01 · Cost of Merchandise Sold - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

Board

	Club Racing	Driving Events Comm.	Events	Foundation	MINI	MOA	(National)
Total 5010.01 · Cost of Merchandise Sold	1,133.49	0.00	0.00	0.00	0.00	0.00	0.00
5016.07 · Roundel Advertising Rep	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5020.01 · Credit Card Fees	5,727.56	0.00	12,081.39	0.00	0.00	0.00	0.00
Total 5000.01 · Direct Costs	6,861.05	0.00	12,081.39	0.00	0.00	0.00	134.67
Total COGS	6,861.05	0.00	12,081.39	0.00	0.00	0.00	134.67
Gross Profit	211,440.33	0.00	712,306.18	279,778.93	0.00	44,000.00	-134.67
Expense							
6003.00 · Membership Buck Incentive Exp.	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6005 · Salaries & Wages	19,024.52	0.00	0.00	0.00	0.00	0.00	0.00
6006 · Payroll Taxes	1,455.38	0.00	0.00	0.00	0.00	0.00	0.00
6007 · Employee Fringe Benefits	3,765.12	0.00	0.00	31,532.26	0.00	0.00	0.00
6008 · 401(k) Match	1,206.32	0.00	0.00	0.00	0.00	0.00	0.00
6010 · Outside Contractors							
6014.07 · Roundel Staff							
6011.07 · Roundel Editor-in-Chief	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6013.07 · Roundel Design	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 6014.07 · Roundel Staff	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6015 · Writers	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6017 · Computer Services							
6017.1 · Elections	0.00	0.00	0.00	0.00	0.00	0.00	7,040.71
6017 · Computer Services - Other	178.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 6017 · Computer Services	178.00	0.00	0.00	0.00	0.00	0.00	7,040.71
6021 · Design-Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6010 · Outside Contractors - Other	600.00	0.00	2,000.00	0.00	0.00	0.00	0.00
Total 6010 · Outside Contractors	778.00	0.00	2,000.00	0.00	0.00	0.00	7,040.71
6022 · Raffle Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6025 · Printing	384.33	0.00	363.31	0.00	0.00	0.00	138.52
6026 · Postage							
6026.01 · Postage-ACGI	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6026.96 · Club Racing Postage	3,481.91	0.00	0.00	0.00	0.00	0.00	0.00
6026 · Postage - Other	0.00	0.00	1,627.05	0.00	0.00	0.00	0.00
Total 6026 · Postage	3,481.91	0.00	1,627.05	0.00	0.00	0.00	0.00

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

Board

	Club Racing	Driving Events Comm.	Events	Foundation	MINI	MOA	(National)
6030 · Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6035 · Utilities	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6040 · Travel & Entertainment							
6040ME · Travel (Meals & Entertainment)	46.44	169.27	0.00	0.00	0.00	0.00	2,596.40
6041 · Meetings							
6041.01 · Committee Meetings	0.00	0.00	0.00	0.00	0.00	0.00	1,478.74
6041.02 · International Council Mtg.	0.00	0.00	0.00	0.00	0.00	0.00	6,311.38
6041.03 · Regional Meetings	0.00	0.00	0.00	0.00	0.00	0.00	47,986.72
6041ME · Meetings (Meals & Ent.)	790.94	0.00	61.96	0.00	0.00	107.34	6,232.24
6041 · Meetings - Other	3,894.16	0.00	379.40	0.00	0.00	0.00	33,391.03
Total 6041 · Meetings	4,685.10	0.00	441.36	0.00	0.00	107.34	95,400.11
6043.01 · RVP Travel	0.00	0.00	0.00	0.00	0.00	0.00	3,809.04
6046.01 · Employee/Member Goodwill							
6046.02 · Employee Clothing Allowance	0.00	0.00	0.00	0.00	0.00	0.00	119.34
6046ME · Empl/Mbr Goodwill (Meals & Ent)	0.00	0.00	0.00	0.00	0.00	0.00	26.99
6046.01 · Employee/Member Goodwill - Other	0.00	0.00	0.00	0.00	0.00	0.00	166.50
Total 6046.01 · Employee/Member Goodwill	0.00	0.00	0.00	0.00	0.00	0.00	312.83
6049.96 · Tech Steward							
6049ME · Tech Steward (Meals & Ent.)	490.32	0.00	0.00	0.00	0.00	0.00	0.00
6049.96 · Tech Steward - Other	12,152.93	0.00	0.00	0.00	0.00	0.00	0.00
Total 6049.96 · Tech Steward	12,643.25	0.00	0.00	0.00	0.00	0.00	0.00
6052.96 · T&S Steward							
6052ME · T&S Steward (Meals & Ent.)	44.27	0.00	0.00	0.00	0.00	0.00	0.00
6052.96 · T&S Steward - Other	3,884.98	0.00	0.00	0.00	0.00	0.00	0.00
Total 6052.96 · T&S Steward	3,929.25	0.00	0.00	0.00	0.00	0.00	0.00
6053.96 · Race Chairman							
6053ME · Race Chairman (Meals & Ent.)	984.65	0.00	0.00	0.00	0.00	0.00	0.00
6053.96 · Race Chairman - Other	1,055.86	0.00	0.00	0.00	0.00	0.00	0.00
Total 6053.96 · Race Chairman	2,040.51	0.00	0.00	0.00	0.00	0.00	0.00
6057.96 · Comp Steward							
6057ME · Comp Steward (Meals & Ent.)	62.58	0.00	0.00	0.00	0.00	0.00	0.00
6057.96 · Comp Steward - Other	5,802.83	0.00	0.00	0.00	0.00	0.00	0.00

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

Board

	Club Racing	Driving Events Comm.	Events	Foundation	MINI	MOA	(National)
Total 6057.96 · Comp Steward	5,865.41	0.00	0.00	0.00	0.00	0.00	0.00
6040 · Travel & Entertainment - Other	595.37	673.40	0.00	0.00	0.00	0.00	6,867.69
Total 6040 · Travel & Entertainment	29,805.33	842.67	441.36	0.00	0.00	107.34	108,986.07
6050 · Office Supplies and Expenses	684.58	0.00	257.12	0.00	0.00	0.00	344.15
6051 · Printed Business Supplies	0.00	0.00	0.00	0.00	0.00	0.00	178.54
6055 · Insurance							
6055.01 · Insurance Chapter Checks	850.00	0.00	0.00	0.00	0.00	0.00	0.00
6055.02 · Chapter D&O Ins Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6055 · Insurance - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 6055 · Insurance	850.00	0.00	0.00	0.00	0.00	0.00	0.00
6059 · Marketing							
6059E · Marketing Events	0.00	0.00	160.00	0.00	0.00	0.00	0.00
6059ME · Marketing Meals	0.00	0.00	457.20	0.00	0.00	0.00	0.00
6059 · Marketing - Other	2,676.24	0.00	12,529.05	0.00	0.00	0.00	0.00
Total 6059 · Marketing	2,676.24	0.00	13,146.25	0.00	0.00	0.00	0.00
6060 · Computer Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6065 · Training & Education							
6065ME · Training & Education Meals	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6065 · Training & Education - Other	0.00	0.00	479.10	0.00	0.00	0.00	0.00
Total 6065 · Training & Education	0.00	0.00	479.10	0.00	0.00	0.00	0.00
6070 · Dues & Subscriptions	600.00	0.00	0.00	0.00	0.00	0.00	0.00
6075 · Legal Expenses	0.00	0.00	931.07	0.00	8,158.50	3,444.50	0.00
6076.01 · Accounting Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6080 · Service Contracts	0.00	0.00	0.00	0.00	11,737.49	0.00	0.00
6085 · Occupancy Expenses							
6088 · Building Maintenance & Repairs	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6085 · Occupancy Expenses - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 6085 · Occupancy Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6090.01 · Bank Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6095 · Equipment Leases	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6100.01 · RVP Discretionary Funds	0.00	0.00	0.00	0.00	0.00	0.00	5,618.00
6105 · Event Expense							

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

Board

	Club Racing	Driving Events Comm.	Events	Foundation	MINI	MOA	(National)
6105.02 · MX1 Event Expense	0.00	0.00	56,942.85	0.00	0.00	0.00	0.00
6105.05 · OFEST Event Expense	0.00	0.00	201,088.61	0.00	0.00	0.00	16,974.49
6105.06 · Festorics Event Expense	0.00	0.00	71,879.90	0.00	0.00	0.00	417.12
6105.09 · Rendezvous Event Expense							
6105.91 · Bourbon Trail Event Expense	0.00	0.00	57,612.64	0.00	0.00	0.00	0.00
6105.09 · Rendezvous Event Expense - Other	0.00	0.00	31,955.93	0.00	0.00	0.00	0.00
Total 6105.09 · Rendezvous Event Expense	0.00	0.00	89,568.57	0.00	0.00	0.00	0.00
6105.11 · Daytona Rolex 24 Event Expense	0.00	0.00	79,874.66	0.00	0.00	0.00	0.00
6105ME · Event Expense Meals	0.00	0.00	1,357.89	0.00	0.00	0.00	0.00
6106.06 · LOTA WEST Event Expense	0.00	0.00	158,164.92	0.00	0.00	0.00	1,454.45
6105 · Event Expense - Other	54,520.46	0.00	38,103.45	0.00	0.00	0.00	120.75
Total 6105 · Event Expense	54,520.46	0.00	696,980.85	0.00	0.00	0.00	18,966.81
6110 · Awards							
6110.96 · CR Trophies	13,765.66	0.00	0.00	0.00	0.00	0.00	0.00
6110 · Awards - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 6110 · Awards	13,765.66	0.00	0.00	0.00	0.00	0.00	0.00
6205 · Other Expenses	918.55	0.00	0.00	0.00	0.00	0.00	0.00
6700 · Charitable Contributions	0.00	0.00	600.00	0.00	0.00	0.00	0.00
6805 · Depreciation Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	133,916.40	842.67	716,826.11	31,532.26	19,895.99	3,551.84	141,272.80
Net Ordinary Income	77,523.93	-842.67	-4,519.93	248,246.67	-19,895.99	40,448.16	-141,407.47
Other Income/Expense							
Other Income							
7000 · Other Income							
7005 · Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7010 · Dividend Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7030 · Unrealized +/- on Investment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7070 · Litigation Settlement	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7000 · Other Income - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 7000 · Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Expense							

Profit & Loss

January through October 2023

Board

	Club Racing	Driving Events Comm.	Events	Foundation	MINI	MOA	(National)
8000 · Other Expense							
8005 · Investment Advisory Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8050 · Federal Income Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8060 · State Income Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8070 · Licenses and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 8000 · Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	77,523.93	-842.67	-4,519.93	248,246.67	-19,895.99	40,448.16	-141,407.47

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

BimmerLife
Roundel -
Other

Ordinary Income/Expense	Total		Raffle	Total		Roundel - Other	TOTAL
	(National)	National		(Roundel)	(Roundel)		
Income							
4000 · Revenues							
4005 · Membership Dues							
4005.00 · Membership Dues	2,198,257.09	2,198,257.09	0.00	0.00	0.00	0.00	2,198,257.09
4005.01 · Promotion Discounts	-220.50	-220.50	0.00	0.00	0.00	0.00	-220.50
4005.96 · Club Race License	0.00	0.00	0.00	0.00	0.00	0.00	33,112.00
Total 4005 · Membership Dues	2,198,036.59	2,198,036.59	0.00	0.00	0.00	0.00	2,231,148.59
4010.07 · First Class & Air Mail Revenue	22,438.99	22,438.99	0.00	0.00	0.00	0.00	22,438.99
4015.07 · Classified Advertising Revenue	0.00	0.00	0.00	0.00	5,395.00	5,395.00	5,395.00
4020.07 · Commercial Print Adv Revenue	42,606.40	42,606.40	0.00	8,740.00	230,626.20	239,366.20	281,972.60
4021.07 · Online Roundel Advertising Rev	7,975.00	7,975.00	0.00	10,350.00	22,546.48	32,896.48	40,871.48
4022.07 · Web-site Advert. Revenue	4,000.00	4,000.00	0.00	0.00	3,000.00	3,000.00	8,000.00
4025.07 · Reprints Revenue	19.90	19.90	0.00	0.00	1,163.90	1,163.90	1,183.80
4030.01 · Merchandise Sales							
4030.96 · Club Racing Merch Sales	0.00	0.00	0.00	0.00	0.00	0.00	2,681.73
4030.01 · Merchandise Sales - Other	121,360.52	121,360.52	0.00	0.00	0.00	0.00	123,215.93
Total 4030.01 · Merchandise Sales	121,360.52	121,360.52	0.00	0.00	0.00	0.00	125,897.66
4035 · Royalty Income							
4035.02 · Medjet Assistance Royalty	211.83	211.83	0.00	0.00	0.00	0.00	211.83
4035.06 · PartnerShip LLC	375.30	375.30	0.00	0.00	0.00	0.00	375.30
4035.08 · Collector Chassis	587.41	587.41	0.00	0.00	0.00	0.00	587.41
4035.09 · Accelerate360-Newstand Project	1,912.35	1,912.35	0.00	0.00	2,290.47	2,290.47	4,202.82
4035 · Royalty Income - Other	140.00	140.00	0.00	0.00	313.50	313.50	453.50
Total 4035 · Royalty Income	3,226.89	3,226.89	0.00	0.00	2,603.97	2,603.97	5,830.86
4040.08 · Net Raffle Income	0.00	0.00	453,810.46	0.00	0.00	0.00	453,810.46
4045.01 · Registrations							
4045.02 · MX1 Registration	0.00	0.00	0.00	0.00	0.00	0.00	42,428.60
4045.05 · Oktoberfest Registration	0.00	0.00	0.00	0.00	0.00	0.00	97,828.00
4045.06 · Festorics Registration Income	0.00	0.00	0.00	0.00	0.00	0.00	43,711.00
4045.07 · LOTA WEST	0.00	0.00	0.00	0.00	0.00	0.00	82,225.06
4045.09 · Rendezvous Registration							

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

BimmerLife
Roundel -
Other

	Total		Raffle		(Roundel)		(Roundel)		Total	
	(National)	National							Roundel	TOTAL
4045.91 · Bourbon Trail Registration	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95,314.00
Total 4045.09 · Rendezvous Registration	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95,314.00
4045.11 · Daytona Rolex 24 Registration	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	59,275.50
4045.96 · Club Racing Registration	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75,999.00
Total 4045.01 · Registrations	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	496,781.16
4050.01 · Sponsorship										
4050.02 · MX1 Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34,450.00
4050.05 · Oktoberfest Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	114,250.00
4050.06 · Festorics Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18,900.00
4050.07 · Legends Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	62,900.00
4050.11 · Daytona Rolex 24 Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00
4050.12 · PVGP Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,500.00
4050.96 · Club Racing Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	106,508.65
4050.01 · Sponsorship - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	32,650.00
Total 4050.01 · Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	402,158.65
4090.01 · Other Revenues										
4092 · Administration Services Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	279,778.93
4093 · Rental Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	49,100.00
4090.01 · Other Revenues - Other	-38.88	-38.88	4,224.67	0.00	0.00	0.00	0.00	0.00	0.00	4,185.79
Total 4090.01 · Other Revenues	-38.88	-38.88	4,224.67	0.00	0.00	0.00	0.00	0.00	0.00	333,064.72
4095 · SC Sales Tax Income										
4095.00 · SC Sales & Use Tax Discount	14.68	14.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.68
Total 4095 · SC Sales Tax Income	14.68	14.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.68
4099.01 · Default Income	427.65	427.65	0.00	0.00	0.00	0.00	-500.00	-500.00	-500.00	-72.35
Total 4000 · Revenues	2,400,067.74	2,400,067.74	458,035.13	19,090.00	264,835.55	283,925.55	4,408,496.30	4,408,496.30	4,408,496.30	
Total Income	2,400,067.74	2,400,067.74	458,035.13	19,090.00	264,835.55	283,925.55	4,408,496.30	4,408,496.30	4,408,496.30	
Cost of Goods Sold										
5000.01 · Direct Costs										
5005.00 · Chapter Dues Rebates	582,627.71	582,762.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	582,762.38
5010.01 · Cost of Merchandise Sold										
5010.96 · Club Racing Cost of Goods Sold	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,133.49
5010.01 · Cost of Merchandise Sold - Other	84,865.29	84,865.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	84,865.29

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

BimmerLife
Roundel -
Other

	Total		Raffle	Total		(Roundel)	Total		(Roundel)	Other	TOTAL
	(National)	National		(Roundel)	Roundel		(Roundel)	Roundel			
Total 5010.01 · Cost of Merchandise Sold	84,865.29	84,865.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00		85,998.78
5016.07 · Roundel Advertising Rep	0.00	0.00	0.00	0.00	0.00	0.00	57,597.55	57,597.55			57,597.55
5020.01 · Credit Card Fees	104,627.79	104,627.79	64.10	0.00	0.00	0.00	282.06	282.06			122,782.90
Total 5000.01 · Direct Costs	772,120.79	772,255.46	64.10	0.00	0.00	0.00	57,879.61	57,879.61			849,141.61
Total COGS	772,120.79	772,255.46	64.10	0.00	0.00	0.00	57,879.61	57,879.61			849,141.61
Gross Profit	1,627,946.95	1,627,812.28	457,971.03	19,090.00	206,955.94						3,559,354.69
Expense											
6003.00 · Membership Buck Incentive Exp.	13,300.05	13,300.05	0.00	0.00	0.00	0.00	0.00	0.00			13,300.05
6005 · Salaries & Wages	917,475.93	917,475.93	0.00	0.00	0.00	0.00	0.00	0.00			936,500.45
6006 · Payroll Taxes	70,749.88	70,749.88	0.00	0.00	0.00	0.00	6,487.74	6,487.74			78,693.00
6007 · Employee Fringe Benefits	108,596.95	108,596.95	0.00	0.00	0.00	0.00	10,585.06	10,585.06			154,479.39
6008 · 401(k) Match	27,533.53	27,533.53	0.00	0.00	0.00	0.00	4,240.32	4,240.32			32,980.17
6010 · Outside Contractors											
6014.07 · Roundel Staff											
6011.07 · Roundel Editor-in-Chief	0.00	0.00	0.00	0.00	0.00	0.00	110,000.00	110,000.00			110,000.00
6013.07 · Roundel Design	0.00	0.00	0.00	0.00	0.00	0.00	84,807.87	84,807.87			84,807.87
Total 6014.07 · Roundel Staff	0.00	0.00	0.00	0.00	0.00	0.00	194,807.87	194,807.87			194,807.87
6015 · Writers	0.00	0.00	0.00	0.00	34,850.00	0.00	144,849.57	179,699.57			179,699.57
6017 · Computer Services											
6017.1 · Elections	0.00	7,040.71	0.00	0.00	0.00	0.00	0.00	0.00			7,040.71
6017 · Computer Services - Other	89,513.80	89,513.80	0.00	0.00	0.00	0.00	1,141.00	1,141.00			90,832.80
Total 6017 · Computer Services	89,513.80	96,554.51	0.00	0.00	0.00	0.00	1,141.00	1,141.00			97,873.51
6021 · Design-Other	350.00	350.00	0.00	0.00	3,196.00	0.00	12.00	3,208.00			3,558.00
6010 · Outside Contractors - Other	35,613.23	35,613.23	0.00	0.00	0.00	0.00	0.00	0.00			38,213.23
Total 6010 · Outside Contractors	125,477.03	132,517.74	0.00	0.00	38,046.00	0.00	340,810.44	378,856.44			514,152.18
6022 · Raffle Expenses	0.00	0.00	0.00	17,252.69	0.00	0.00	0.00	0.00			17,252.69
6025 · Printing	21,259.37	21,397.89	15,428.99	63,420.42	369,001.95	432,422.37					469,996.89
6026 · Postage											
6026.01 · Postage-ACGI	-13,114.42	-13,114.42	0.00	0.00	0.00	0.00	0.00	0.00			-13,114.42
6026.96 · Club Racing Postage	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			3,481.91
6026 · Postage - Other	29,416.64	29,416.64	34,379.14	106,320.39	196,938.80	303,259.19					368,682.02
Total 6026 · Postage	16,302.22	16,302.22	34,379.14	106,320.39	196,938.80	303,259.19					359,049.51

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

BimmerLife
Roundel -
Other

	Total		Raffle	Total		Roundel - Other	TOTAL
	(National)	National		(Roundel)	(Roundel)		
6030 · Telephone/Internet	17,288.30	17,288.30	370.00	0.00	0.00	0.00	17,658.30
6035 · Utilities	14,215.49	14,215.49	375.00	0.00	0.00	0.00	14,590.49
6040 · Travel & Entertainment							
6040ME · Travel (Meals & Entertainment)	446.84	3,043.24	103.36	0.00	0.00	0.00	3,362.31
6041 · Meetings							
6041.01 · Committee Meetings	0.00	1,478.74	0.00	0.00	0.00	0.00	1,478.74
6041.02 · International Council Mtg.	0.00	6,311.38	0.00	0.00	0.00	0.00	6,311.38
6041.03 · Regional Meetings	0.00	47,986.72	0.00	0.00	0.00	0.00	47,986.72
6041ME · Meetings (Meals & Ent.)	123.96	6,356.20	0.00	0.00	0.00	0.00	7,316.44
6041 · Meetings - Other	1,021.94	34,412.97	0.00	0.00	1,570.53	1,570.53	40,257.06
Total 6041 · Meetings	1,145.90	96,546.01	0.00	0.00	1,570.53	1,570.53	103,350.34
6043.01 · RVP Travel	0.00	3,809.04	0.00	0.00	0.00	0.00	3,809.04
6046.01 · Employee/Member Goodwill							
6046.02 · Employee Clothing Allowance	412.24	531.58	0.00	0.00	0.00	0.00	531.58
6046ME · Empl/MBR Goodwill (Meals & Ent)	2,605.91	2,632.90	0.00	0.00	0.00	0.00	2,632.90
6046.01 · Employee/Member Goodwill - Other	8,369.90	8,536.40	0.00	0.00	0.00	0.00	8,536.40
Total 6046.01 · Employee/Member Goodwill	11,388.05	11,700.88	0.00	0.00	0.00	0.00	11,700.88
6049.96 · Tech Steward							
6049ME · Tech Steward (Meals & Ent.)	0.00	0.00	0.00	0.00	0.00	0.00	490.32
6049.96 · Tech Steward - Other	0.00	0.00	0.00	0.00	0.00	0.00	12,152.93
Total 6049.96 · Tech Steward	0.00	0.00	0.00	0.00	0.00	0.00	12,643.25
6052.96 · T&S Steward							
6052ME · T&S Steward (Meals & Ent.)	0.00	0.00	0.00	0.00	0.00	0.00	44.27
6052.96 · T&S Steward - Other	0.00	0.00	0.00	0.00	0.00	0.00	3,884.98
Total 6052.96 · T&S Steward	0.00	0.00	0.00	0.00	0.00	0.00	3,929.25
6053.96 · Race Chairman							
6053ME · Race Chairman (Meals & Ent.)	0.00	0.00	0.00	0.00	0.00	0.00	984.65
6053.96 · Race Chairman - Other	0.00	0.00	0.00	0.00	0.00	0.00	1,055.86
Total 6053.96 · Race Chairman	0.00	0.00	0.00	0.00	0.00	0.00	2,040.51
6057.96 · Comp Steward							
6057ME · Comp Steward (Meals & Ent.)	0.00	0.00	0.00	0.00	0.00	0.00	62.58
6057.96 · Comp Steward - Other	0.00	0.00	0.00	0.00	0.00	0.00	5,802.83

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

BimmerLife
Roundel -
Other

	Total		Raffle	Total		(Roundel)	Total		(Roundel)	Other	TOTAL
	(National)	National		(Roundel)	Roundel		(Roundel)	Roundel			
Total 6057.96 · Comp Steward	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		5,865.41
6040 · Travel & Entertainment - Other	17.17	6,884.86	52.00	1,048.23	1,021.37	1,021.37	2,069.60	10,275.23			
Total 6040 · Travel & Entertainment	12,997.96	121,984.03	155.36	1,048.23	2,591.90	3,640.13	156,976.22				
6050 · Office Supplies and Expenses	11,056.69	11,400.84	0.00	0.00	20.36	20.36	12,362.90				
6051 · Printed Business Supplies	9,907.74	10,086.28	0.00	0.00	0.00	0.00	10,086.28				
6055 · Insurance											
6055.01 · Insurance Chapter Checks	-121,706.87	-121,706.87	0.00	0.00	0.00	0.00	-120,856.87				
6055.02 · Chapter D&O Ins Payments	8,290.31	8,290.31	0.00	0.00	0.00	0.00	8,290.31				
6055 · Insurance - Other	162,374.41	162,374.41	2,860.00	0.00	3,680.31	3,680.31	168,914.72				
Total 6055 · Insurance	48,957.85	48,957.85	2,860.00	0.00	3,680.31	3,680.31	56,348.16				
6059 · Marketing											
6059E · Marketing Events	0.00	0.00	0.00	0.00	0.00	0.00	160.00				
6059ME · Marketing Meals	0.00	0.00	0.00	0.00	0.00	0.00	457.20				
6059 · Marketing - Other	6,022.99	6,022.99	386.84	0.00	0.00	0.00	21,615.12				
Total 6059 · Marketing	6,022.99	6,022.99	386.84	0.00	0.00	0.00	22,232.32				
6060 · Computer Software	12,048.92	12,048.92	0.00	1,111.00	1,622.75	2,733.75	14,782.67				
6065 · Training & Education											
6065ME · Training & Education Meals	138.18	138.18	0.00	0.00	0.00	0.00	138.18				
6065 · Training & Education - Other	939.33	939.33	0.00	0.00	0.00	0.00	1,418.43				
Total 6065 · Training & Education	1,077.51	1,077.51	0.00	0.00	0.00	0.00	1,556.61				
6070 · Dues & Subscriptions	500.00	500.00	0.00	0.00	0.00	0.00	1,100.00				
6075 · Legal Expenses	1,896.00	1,896.00	100.00	0.00	0.00	0.00	14,530.07				
6076.01 · Accounting Expenses	8,088.99	8,088.99	0.00	0.00	0.00	0.00	8,088.99				
6080 · Service Contracts	10,517.74	10,517.74	0.00	0.00	0.00	0.00	22,255.23				
6085 · Occupancy Expenses											
6088 · Building Maintenance & Repairs	32,369.26	32,369.26	0.00	0.00	0.00	0.00	32,369.26				
6085 · Occupancy Expenses - Other	2,970.00	2,970.00	2,475.00	0.00	0.00	0.00	5,445.00				
Total 6085 · Occupancy Expenses	35,339.26	35,339.26	2,475.00	0.00	0.00	0.00	37,814.26				
6090.01 · Bank Charges	768.00	768.00	15.00	0.00	15.00	15.00	798.00				
6095 · Equipment Leases	5,637.50	5,637.50	0.00	0.00	0.00	0.00	5,637.50				
6100.01 · RVP Discretionary Funds	0.00	5,618.00	0.00	0.00	0.00	0.00	5,618.00				
6105 · Event Expense											

BMW Car Club of America, Inc.

Profit & Loss

January through October 2023

Roundel -
Other
BimmerLife

	Total		Raffle	Total		(Roundel)	Total		(Roundel)	Other	TOTAL
	(National)	National		(National)	National		(Roundel)	Roundel			
6105.02 · MX1 Event Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		56,942.85
6105.05 · OFEST Event Expense	0.00	16,974.49	0.00	0.00	0.00	0.00	718.67	718.67			218,781.77
6105.06 · Festorics Event Expense	0.00	417.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00		72,297.02
6105.09 · Rendezvous Event Expense											
6105.91 · Bourbon Trail Event Expense	101.60	101.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00		57,714.24
6105.09 · Rendezvous Event Expense - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		31,955.93
Total 6105.09 · Rendezvous Event Expense	101.60	101.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00		89,670.17
6105.11 · Daytona Rolex 24 Event Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		79,874.66
6105ME · Event Expense Meals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		1,357.89
6106.06 · LOTA WEST Event Expense	0.00	1,454.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00		159,619.37
6105 · Event Expense - Other	0.00	120.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00		92,744.66
Total 6105 · Event Expense	101.60	19,068.41	0.00	0.00	0.00	0.00	718.67	718.67			771,288.39
6110 · Awards											
6110.96 · CR Trophies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		13,765.66
6110 · Awards - Other	215.80	215.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00		215.80
Total 6110 · Awards	215.80	215.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00		13,981.46
6205 · Other Expenses	14,025.49	14,025.49	55.00	0.00	0.00	0.00	0.00	0.00	0.00		14,999.04
6700 · Charitable Contributions	500.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		1,100.00
6805 · Depreciation Expense	101,857.47	101,857.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00		101,857.47
Total Expense	1,613,716.26	1,754,989.06	73,853.02	209,946.04	936,713.30	1,146,659.34					3,882,066.69
Net Ordinary Income	14,230.69	-127,176.78	384,118.01	-190,856.04	-729,757.36	-920,613.40					-322,712.00
Other Income/Expense											
Other Income											
7000 · Other Income											
7005 · Interest Income	30,803.08	30,803.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00		30,803.08
7010 · Dividend Income	3,236.05	3,236.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00		3,236.05
7030 · Unrealized +/- on Investment	363.52	363.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00		363.52
7070 · Litigation Settlement	5,400.00	5,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		5,400.00
7000 · Other Income - Other	1.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		1.00
Total 7000 · Other Income	39,803.65	39,803.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00		39,803.65
Total Other Income	39,803.65	39,803.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00		39,803.65
Other Expense											

BMW Car Club of America, Inc.
Profit & Loss
January through October 2023

	Total		BimmerLife		Roundel - Other		Total	
	(National)	National	Raffle	(Roundel)	(Roundel)	(Roundel)	Roundel	TOTAL
8000 · Other Expense								
8005 · Investment Advisory Fees	90.00	90.00	0.00	0.00	0.00	0.00	0.00	90.00
8050 · Federal Income Taxes	-1.59	-1.59	70,272.03	0.00	0.00	0.00	0.00	70,270.44
8060 · State Income Taxes	3,135.00	3,135.00	0.00	0.00	0.00	0.00	0.00	3,135.00
8070 · Licenses and Fees	25.00	25.00	3,852.39	0.00	0.00	0.00	0.00	3,877.39
Total 8000 · Other Expense	3,248.41	3,248.41	74,124.42	0.00	0.00	0.00	0.00	77,372.83
Total Other Expense	3,248.41	3,248.41	74,124.42	0.00	0.00	0.00	0.00	77,372.83
Net Other Income	36,555.24	36,555.24	-74,124.42	0.00	0.00	0.00	0.00	-37,569.18
Net Income	50,785.93	-90,621.54	309,993.59	-190,856.04	-729,757.36	-920,613.40	-360,281.18	

BMW Car Club of America, Inc. Profit & Loss January through October 2023

	Jan - Oct 23
Ordinary Income/Expense	
Income	
4000 · Revenues	
4005 · Membership Dues	
4005.00 · Membership Dues	2,198,257.09
4005.01 · Promotion Discounts	-220.50
4005.96 · Club Race License	33,112.00
Total 4005 · Membership Dues	2,231,148.59
4010.07 · First Class & Air Mail Revenue	22,438.99
4015.07 · Classified Advertising Revenue	5,395.00
4020.07 · Commercial Print Adv Revenue	281,972.60
4021.07 · Online Roundel Advertising Rev	40,871.48
4022.07 · Web-site Advert. Revenue	8,000.00
4025.07 · Reprints Revenue	1,183.80
4030.01 · Merchandise Sales	
4030.96 · Club Racing Merch Sales	2,681.73
4030.01 · Merchandise Sales - Other	123,215.93
Total 4030.01 · Merchandise Sales	125,897.66
4035 · Royalty Income	
4035.02 · Medjet Assistance Royalty	211.83
4035.06 · PartnerShip LLC	375.30
4035.08 · Collector Chassis	587.41
4035.09 · Accelerate360-Newstand Project	4,202.82
4035 · Royalty Income - Other	453.50
Total 4035 · Royalty Income	5,830.86
4040.08 · Net Raffle Income	
4045.01 · Registrations	453,810.46
4045.02 · MX1 Registration	42,428.60
4045.05 · Oktoberfest Registration	97,828.00
4045.06 · Festorics Registration Income	43,711.00
4045.07 · LOTA WEST	82,225.06
4045.09 · Rendezvous Registration	
4045.91 · Bourbon Trail Registration	95,314.00
Total 4045.09 · Rendezvous Registration	95,314.00
4045.11 · Daytona Rolex 24 Registration	59,275.50
4045.96 · Club Racing Registration	75,999.00
Total 4045.01 · Registrations	496,781.16

BMW Car Club of America, Inc.
Profit & Loss
January through October 2023

	Jan - Oct 23
4050.01 · Sponsorship	
4050.02 · MX1 Sponsorship	34,450.00
4050.05 · Oktoberfest Sponsorships	114,250.00
4050.06 · Festorics Sponsorship	18,900.00
4050.07 · Legends Sponsorship	62,900.00
4050.11 · Daytona Rolex 24 Sponsorship	25,000.00
4050.12 · PVGP Sponsorship	7,500.00
4050.96 · Club Racing Sponsorship	106,508.65
4050.01 · Sponsorship - Other	32,650.00
Total 4050.01 · Sponsorship	402,158.65
4090.01 · Other Revenues	
4092 · Administration Services Income	279,778.93
4093 · Rental Income	49,100.00
4090.01 · Other Revenues - Other	4,185.79
Total 4090.01 · Other Revenues	333,064.72
4095 · SC Sales Tax Income	
4095.00 · SC Sales & Use Tax Discount	14.68
Total 4095 · SC Sales Tax Income	14.68
4099.01 · Default Income	-72.35
Total 4000 · Revenues	4,408,496.30
Total Income	4,408,496.30
Cost of Goods Sold	
5000.01 · Direct Costs	
5005.00 · Chapter Dues Rebates	582,762.38
5010.01 · Cost of Merchandise Sold	
5010.96 · Club Racing Cost of Goods Sold	1,133.49
5010.01 · Cost of Merchandise Sold - Other	84,865.29
Total 5010.01 · Cost of Merchandise Sold	85,998.78
5016.07 · Roundel Advertising Rep	57,597.55
5020.01 · Credit Card Fees	122,782.90
Total 5000.01 · Direct Costs	849,141.61
Total COGS	849,141.61
Gross Profit	3,559,354.69

BMW Car Club of America, Inc.
Profit & Loss
January through October 2023

	Jan - Oct 23
Expense	
6003.00 · Membership Buck Incentive Exp.	13,300.05
6005 · Salaries & Wages	936,500.45
6006 · Payroll Taxes	78,693.00
6007 · Employee Fringe Benefits	154,479.39
6008 · 401(k) Match	32,980.17
6010 · Outside Contractors	
6014.07 · Roundel Staff	
6011.07 · Roundel Editor-in-Chief	110,000.00
6013.07 · Roundel Design	84,807.87
Total 6014.07 · Roundel Staff	194,807.87
6015 · Writers	
6017 · Computer Services	179,699.57
6017.1 · Elections	7,040.71
6017 · Computer Services - Other	90,832.80
Total 6017 · Computer Services	97,873.51
6021 · Design-Other	3,558.00
6010 · Outside Contractors - Other	38,213.23
Total 6010 · Outside Contractors	514,152.18
6022 · Raffle Expenses	17,252.69
6025 · Printing	469,996.89
6026 · Postage	
6026.01 · Postage-ACGI	-13,114.42
6026.96 · Club Racing Postage	3,481.91
6026 · Postage - Other	368,682.02
Total 6026 · Postage	359,049.51
6030 · Telephone/Internet	
6035 · Utilities	17,658.30
6040 · Travel & Entertainment	14,590.49
6040ME · Travel (Meals & Entertainment)	3,362.31

BMW Car Club of America, Inc. Profit & Loss January through October 2023

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	Jan - Oct 23
6041 · Meetings	
6041.01 · Committee Meetings	1,478.74
6041.02 · International Council Mtg.	6,311.38
6041.03 · Regional Meetings	47,986.72
6041ME · Meetings (Meals & Ent.)	7,316.44
6041 · Meetings - Other	40,257.06
Total 6041 · Meetings	103,350.34
6043.01 · RVP Travel	3,809.04
6046.01 · Employee/Member Goodwill	
6046.02 · Employee Clothing Allowance	531.58
6046ME · Empl/Mbr Goodwill (Meals & Ent)	2,632.90
6046.01 · Employee/Member Goodwill - Other	8,536.40
Total 6046.01 · Employee/Member Goodwill	11,700.88
6049.96 · Tech Steward	
6049ME · Tech Steward (Meals & Ent.)	490.32
6049.96 · Tech Steward - Other	12,152.93
Total 6049.96 · Tech Steward	12,643.25
6052.96 · T&S Steward	
6052ME · T&S Steward (Meals & Ent.)	44.27
6052.96 · T&S Steward - Other	3,884.98
Total 6052.96 · T&S Steward	3,929.25
6053.96 · Race Chairman	
6053ME · Race Chairman (Meals & Ent.)	984.65
6053.96 · Race Chairman - Other	1,055.86
Total 6053.96 · Race Chairman	2,040.51
6057.96 · Comp Steward	
6057ME · Comp Steward (Meals & Ent.)	62.58
6057.96 · Comp Steward - Other	5,802.83
Total 6057.96 · Comp Steward	5,865.41
6040 · Travel & Entertainment - Other	10,275.23
Total 6040 · Travel & Entertainment	156,976.22
6050 · Office Supplies and Expenses	12,362.90
6051 · Printed Business Supplies	10,086.28

BMW Car Club of America, Inc. **Profit & Loss** January through October 2023

	Jan - Oct 23
6055 · Insurance	
6055.01 · Insurance Chapter Checks	-120,856.87
6055.02 · Chapter D&O Ins Payments	8,290.31
6055 · Insurance - Other	168,914.72
Total 6055 · Insurance	56,348.16
6059 · Marketing	
6059E · Marketing Events	160.00
6059ME · Marketing Meals	457.20
6059 · Marketing - Other	21,615.12
Total 6059 · Marketing	22,232.32
6060 · Computer Software	
6065 · Training & Education	14,782.67
6065ME · Training & Education Meals	138.18
6065 · Training & Education - Other	1,418.43
Total 6065 · Training & Education	1,556.61
6070 · Dues & Subscriptions	1,100.00
6075 · Legal Expenses	14,530.07
6076.01 · Accounting Expenses	8,088.99
6080 · Service Contracts	22,255.23
6085 · Occupancy Expenses	
6088 · Building Maintenance & Repairs	32,369.26
6085 · Occupancy Expenses - Other	5,445.00
Total 6085 · Occupancy Expenses	37,814.26
6090.01 · Bank Charges	798.00
6095 · Equipment Leases	5,637.50
6100.01 · RVP Discretionary Funds	5,618.00
6105 · Event Expense	
6105.02 · MX1 Event Expense	56,942.85
6105.05 · OFEST Event Expense	218,781.77
6105.06 · Festorics Event Expense	72,297.02
6105.09 · Rendezvous Event Expense	
6105.91 · Bourbon Trail Event Expense	57,714.24
6105.09 · Rendezvous Event Expense - Other	31,955.93
Total 6105.09 · Rendezvous Event Expense	89,670.17
6105.11 · Daytona Rolex 24 Event Expense	79,874.66
6105ME · Event Expense Meals	1,357.89
6106.06 · LOTA WEST Event Expense	159,619.37

BMW Car Club of America, Inc.
Profit & Loss
 January through October 2023

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	Jan - Oct 23
6105 · Event Expense - Other	92,744.66
Total 6105 · Event Expense	771,288.39
6110 · Awards	
6110.96 · CR Trophies	13,765.66
6110 · Awards - Other	215.80
Total 6110 · Awards	13,981.46
6205 · Other Expenses	14,999.04
6700 · Charitable Contributions	1,100.00
6805 · Depreciation Expense	101,857.47
Total Expense	3,882,066.69
Net Ordinary Income	-322,712.00
Other Income/Expense	
Other Income	
7000 · Other Income	
7005 · Interest Income	30,803.08
7010 · Dividend Income	3,236.05
7030 · Unrealized +/- on Investment	363.52
7070 · Litigation Settlement	5,400.00
7000 · Other Income - Other	1.00
Total 7000 · Other Income	39,803.65
Total Other Income	39,803.65
Other Expense	
8000 · Other Expense	
8005 · Investment Advisory Fees	90.00
8050 · Federal Income Taxes	70,270.44
8060 · State Income Taxes	3,135.00
8070 · Licenses and Fees	3,877.39
Total 8000 · Other Expense	77,372.83
Total Other Expense	77,372.83
Net Other Income	-37,569.18
Net Income	-360,281.18

BMW Car Club of America, Inc.
Balance Sheet
As of October 31, 2023

	Oct 31, 23
ASSETS	
Current Assets	
Checking/Savings	
1000 · Cash	
1024.01 · South State Bank	
1024SA · Tax Set Aside for Char. Purp.	22,260.90
1024.01 · South State Bank - Other	445,530.13
Total 1024.01 · South State Bank	467,791.03
1024.02 · South State MM	862,515.13
1050 · Petty Cash	225.00
Total 1000 · Cash	1,330,531.16
1030 · FSA (South State Bank)	12,676.80
1040 · PayPal	593.21
Total Checking/Savings	1,343,801.17
Accounts Receivable	
1100.01 · Accounts Receivable	
1130.01 · A/R Foundation	178.00
1140 · Club Racing	6,375.00
1199.01 · Other	11,838.70
1100.01 · Accounts Receivable - Other	21,669.00
Total 1100.01 · Accounts Receivable	40,060.70
Total Accounts Receivable	40,060.70
Other Current Assets	
1200 · Investments	
1205 · Merrill Lynch	62,979.78
1210 · State Street Research Fund	31,644.28
1810 · Investment - BMW AG	45,944.67
Total 1200 · Investments	140,568.73
1300.01 · Inventory	
1305.01 · Club Logo Merchandise	
1305.96 · Club Racing Logo Merch	6,628.54
1305.01 · Club Logo Merchandise - Other	171,610.25
Total 1305.01 · Club Logo Merchandise	178,238.79
1306.00 · Promotional Merchandise	
1300.01 · Inventory - Other	12,604.48
Total 1300.01 · Inventory	3,493.63
Total 1300.01 · Inventory	194,336.90

BMW Car Club of America, Inc.

Balance Sheet

As of October 31, 2023

	Oct 31, 23
1400.01 · Prepaid Expenses	
1405 · Prepaid Insurance	60,473.95
1412 · Prepaid Event Expense	
1412.96 · Prepaid Club Racing Event Exp	3,233.57
1412 · Prepaid Event Expense - Other	-4,058.31
Total 1412 · Prepaid Event Expense	-824.74
1415 · Other Prepaid Expenses	9,696.47
Total 1400.01 · Prepaid Expenses	69,345.68
Total Other Current Assets	404,251.31
Total Current Assets	1,788,113.18
Fixed Assets	
1500 · Fixed Assets	
1501 · Land	600,000.00
1505 · Building	1,215,645.44
1505a · Building Improvements	
1510 · Equipment	578,051.27
1515 · Furniture & Fixtures	184,966.07
1520 · Database	15,694.02
	238,699.07
Total 1500 · Fixed Assets	2,833,055.87
1550 · Accumulated Depreciation	
1555 · Accum. Depr. - Building	-213,658.66
1555a · Building Improvements Accum.Dep	-116,112.58
1560 · Accum. Depr. - Equipment	-153,160.85
1565 · Accum. Depr. - Furn. & Fixt.	-6,245.65
1570 · Accum. Depreciation - Database	-242,676.91
Total 1550 · Accumulated Depreciation	-731,854.65
Total Fixed Assets	2,101,201.22
Other Assets	
1600.1 · Suspense	2,187.45
1700 · Certificates of Deposit	
1700.01 · Chelsea Financial Accr.Interest	450,112.41
1702 · CD - AMEX	235,000.00
1714 · CD - Southern First H. Fisher	2,604.43
1700 · Certificates of Deposit - Other	-177.50
Total 1700 · Certificates of Deposit	687,539.34

BMW Car Club of America, Inc.
Balance Sheet
As of October 31, 2023

	Oct 31, 23
1999 · FSA funds held at Data Path	1,500.00
Total Other Assets	691,226.79
TOTAL ASSETS	4,580,541.19
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	130,645.76
2000.01 · Accounts Payable	
Total Accounts Payable	130,645.76
Other Current Liabilities	
2100.01 · Deferred Revenues	
2105.01 · Deferred Membership Dues	3,876,380.18
2110.01 · Deferred Mailing Fees	45,024.43
2150.01 · Deferred Raffle Rev. - Current	58,490.98
2170 · Deferred Revenues-Dealerships	
2170.01 · Def Rev-Dealerships-Northwest	1,904.00
2170.08 · Def-Rev BMW of Mobile	2,244.00
2170.09 · Def Rev BMW of Akron	3,654.00
2170.10 · Def Rev Critz BMW	630.00
2170.12 · Def Rev-BMW of Lincoln	102.00
Total 2170 · Deferred Revenues-Dealerships	8,534.00
Total 2100.01 · Deferred Revenues	3,988,429.59
2101 · Payroll Liabilities	
2102 · Accrued Vacation and Comp Time	41,809.66
Total 2101 · Payroll Liabilities	41,809.66
2200 · Payroll Tax Liabilities	
2205 · Withheld Income Taxes	276.90
Total 2200 · Payroll Tax Liabilities	276.90
2201.01 · Sales Tax Payable	26.88
2250 · Raffle PrizesPay & Unearned Rev	-46,000.00
2280 · Payroll Benefits Withheld	380.33
2300.01 · Deposits	
2398 · BMW NA Corral Deposits	8,000.00
2500.01 · Foundation Donations	4.00
Total 2300.01 · Deposits	8,004.00

BMW Car Club of America, Inc.

Balance Sheet

As of October 31, 2023

	Oct 31, 23
2400 · Accrued Expenses	
2420.01 · Accrued Membership Bucks Pay.	4,227.39
2430 · Accrued Set-Aside	22,260.90
Total 2400 · Accrued Expenses	26,488.29
2601 · FSA Funds Held for Employees	9,331.11
Total Other Current Liabilities	4,028,746.76
Total Current Liabilities	4,159,392.52
Total Liabilities	4,159,392.52
Equity	
3001 · Opening Bal Equity	1,164,528.76
3900 · Retained Earnings	-383,098.91
Net Income	-360,281.18
Total Equity	421,148.67
TOTAL LIABILITIES & EQUITY	4,580,541.19

BMW Car Club of America, Inc.
Profit & Loss
January through December 2023

	Jan - Dec 23
Ordinary Income/Expense	
Income	
4000 · Revenues	
4040.08 · Net Raffle Income	453,810.46
4090.01 · Other Revenues	4,224.67
Total 4000 · Revenues	458,035.13
Total Income	458,035.13
Cost of Goods Sold	
5000.01 · Direct Costs	
5020.01 · Credit Card Fees	64.10
Total 5000.01 · Direct Costs	64.10
Total COGS	64.10
Gross Profit	457,971.03
Expense	
6022 · Raffle Expenses	17,252.69
6025 · Printing	15,428.99
6026 · Postage	34,379.14
6030 · Telephone/Internet	370.00
6035 · Utilities	375.00
6040 · Travel & Entertainment	
6040ME · Travel (Meals & Entertainment)	103.36
6040 · Travel & Entertainment - Other	52.00
Total 6040 · Travel & Entertainment	155.36
6055 · Insurance	3,536.00
6059 · Marketing	386.84
6075 · Legal Expenses	100.00
6085 · Occupancy Expenses	2,475.00
6090.01 · Bank Charges	15.00
6205 · Other Expenses	55.00
Total Expense	74,529.02
Net Ordinary Income	383,442.01

BMW Car Club of America, Inc.
Profit & Loss
January through December 2023

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	Jan - Dec 23
Other Income/Expense	
Other Expense	
8000 · Other Expense	27,493.55
8050 · Federal Income Taxes	3,852.39
8070 · Licenses and Fees	
Total 8000 · Other Expense	31,345.94
Total Other Expense	31,345.94
Net Other Income	-31,345.94
Net Income	352,096.07



Simone Harrison
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South Atlantic
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770-670-9777

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

Date: November 20, 2023

Subject: South Atlantic RVP Pre-Meeting Report
December Board Meeting, Los Angeles, CA

Travel / Meetings Completed August 2023 - November 2023:

- Aug 27: Board meeting, Atlanta, GA (\$0.00)
- Sept 28: Track Rabbit, O'Fest (\$0.00)
- Nov 4-5: M Fall Fest, Greer, SC (\$362.17)
- Nov 18: Sandlapper Board Mtg (\$0.00)

Planned Travel/Meetings:

- Dec 1-4: Board meeting, Los Angeles, CA
- Jan 25 - 28: BMW CCA Corral, Daytona, FL
- Feb 27: Invasion, Orlando, FL (Chapters - M, X, SunCoast, Sunshine & Everglades)
- Mar 2-3: HPDE & Club Race, Road Atlanta (Peachtree Chapter)

Discretionary Funds Requested/Distributed:

- 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:

- Feb 7 2024
- May 1 2024
- August 7 2024
- November 6 2024

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 November 1 2023, South Atlantic includes fifteen chapters and approximately 13,566 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.

1. **Volunteerism:** I recommend we showcase the recipients of the 2023 recognition awards through the National communication channels (web, social, print).

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

Other Updates/New Business:

- **Club Strategy** - See framework for operationalizing a strategic focus for Growth, Retention, Engagement and Operations submitted to the Board Nov 14.
- **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 (est. budget \$5,000). Alternatively, a return to a National Chapter Congress format should be planned, depending on budget availability.
- **Track Rabbit** - All Chapters in South Atlantic are aware of the current testing and development of Track Rabbit as an alternate to MSR.
- **BimmerLife Magazine** - 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.
- **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.

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:

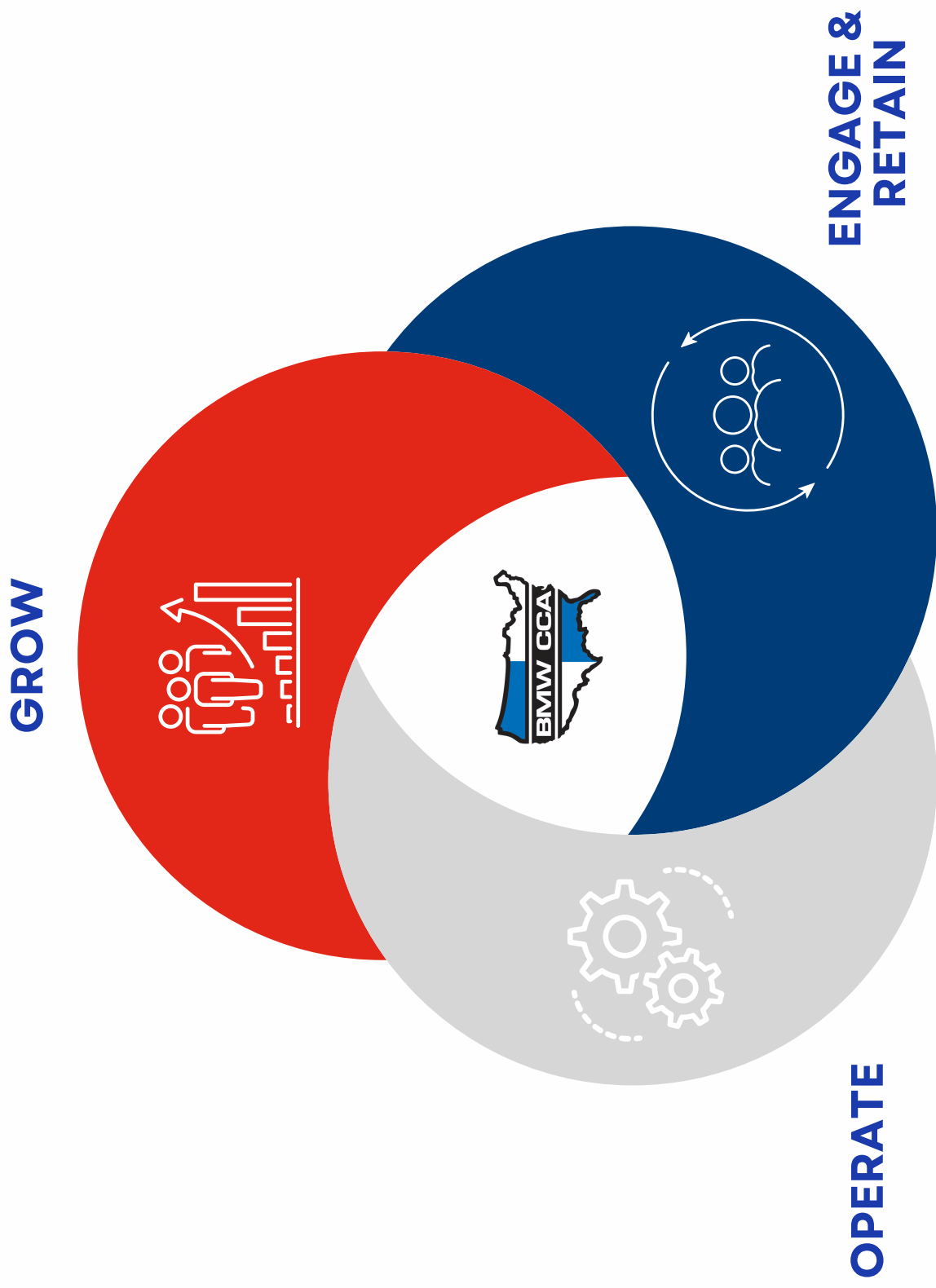
- Privacy and Data Protection: Clearly communicate to your members how their mobile numbers will be collected, stored, and used. Ensure that you have a comprehensive privacy policy in place that outlines the measures taken to protect personal information and comply with relevant data protection laws.
- 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 widespread 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.

Club Strategy for National, Regions and Chapters

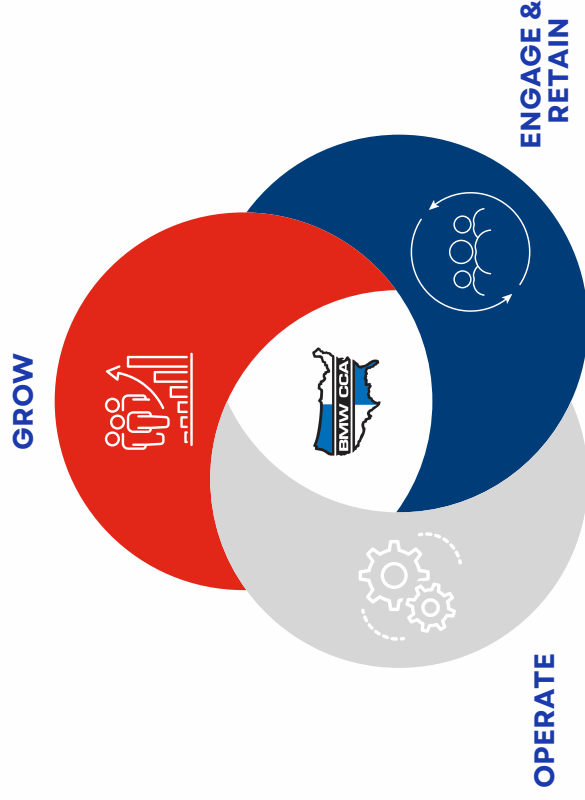


GROW

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Expand our membership base by delivering exceptional value to our current members and demonstrate this value to potential new members.

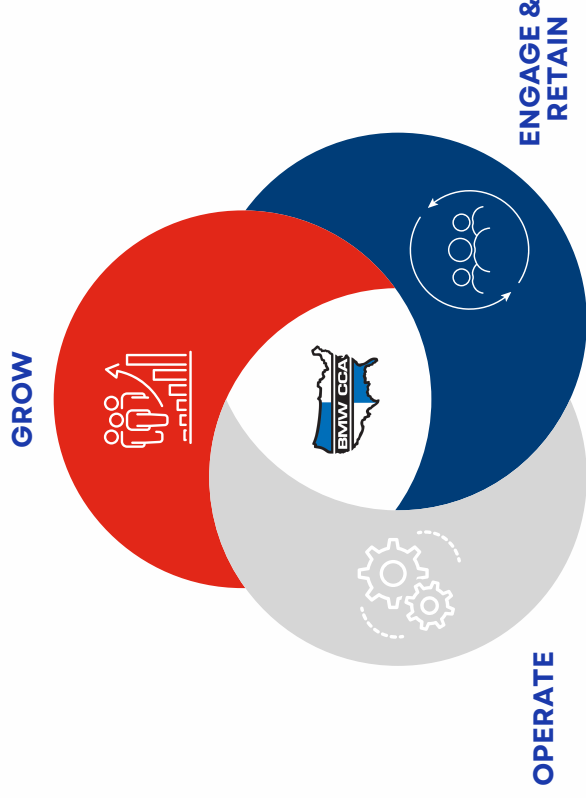
By offering unique benefits, exclusive opportunities, and relevant content, we aim to attract individuals who seek the advantages of being part of our car club.



ENGAGE & RETAIN

Foster a strong sense of community and belonging as a club experience where individuals not only own cars but also become an integral part of an interconnected community that they are proud to stay a part of.

These engaged members become advocates, enhancing our reputation and reach.

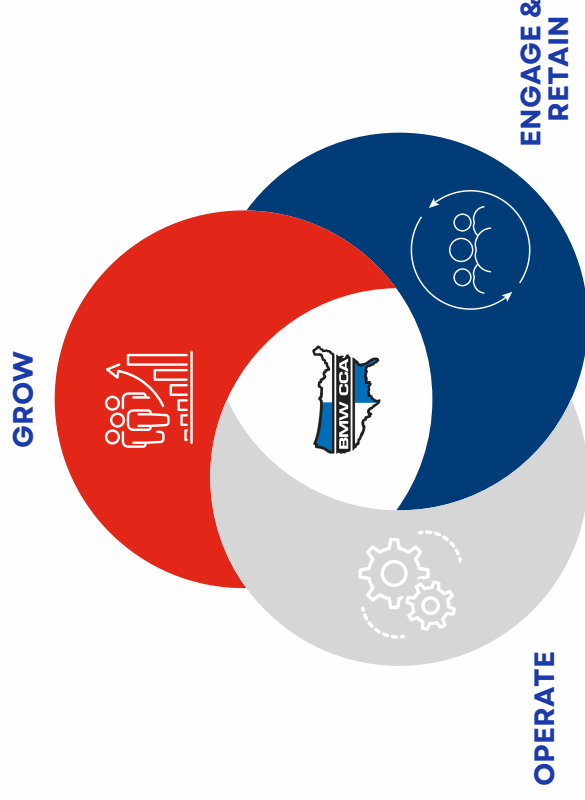


OPERATE

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Sustain the club's success by optimizing technology, streamlining operations, maintaining efficient administration, and ensuring sound financial management.

Operational excellence provides the foundation to consistently deliver value, nurture our community, and execute engaging experiences for our members.





To: Board of Directors BMW CCA
Executive Director BMW CCA
Date: November 21, 2023
Subject: NARVP Pre-Meeting Report 4Q 2023

Activities, Travel, Expense

- Board Meeting – Lake Lanier, GA Aug 23-27. Airfare \$403.22
- Great Marques Conours – Old Westbury, NY Sept. 17 \$0
- Oktoberfest – Newport/Warwick, RI Sept 26-Oct 1 \$0 mileage – hotel billed to National.
- Vintage at Saratoga, Saratoga, NY. October 6-7 - \$669.45 mileage and hotel
- NJ Chapter C&C – Paramus, NJ – Nov. 4 - \$0 (membership drive- gave 1 Griots kit)
- Paul Miller BMW C&C – Wayne, NJ – Nov 11 - \$0 (NJ BMW CCA tent/table)

Future Travel

- BMW CCA Board Meeting – Los Angeles, CA. Dec. 1-4 \$392.14 airfare billed to National.
- Board Retreat – late February 2024 – Santa Margarita, CA

RVP Discretionary Funds

- Purchased materials for 5 Griots Car Care Kits – C&C new member drawing incentives \$468 used 1 each at Great Marques and Paramus C&C

Relevant Notes/Accomplishments

- Held North Atlantic Presidents call 9/20/23 via Zoom. Attached notes subsequently sent to all NA presidents and call participants.
- Continued to prepare monthly membership spreadsheet by chapter. Some chapters are beginning to focus on growth and develop programs to improve numbers. I also distribute to all NA officers to further encourage focus on growth.
- Fielded numerous calls and held discussions with chapter officers regarding transition to TR. I've explained the evaluation process in place, and significant doubt and resistance remains.
- Held discussions with Vermont members who might be interested in bringing Green Mountain Chapter into minimum standards. Talks are ongoing and they are

evaluating whether they have manpower to do it. If they feel they can, I suggested they present a slate of candidates. We can help them hold an election.

Respectfully Submitted,

Larry Engel

Attachment:

September NA presidents call notes

To: North Atlantic BMW CCA Chapter Officers
From: Larry Engel, NARVP
Date: 9/21/23
Subj: September 20 Regional Call Notes

1. Minutes of the recent National Board meeting are posted on the website. Please take a look.
2. One of the items passed was a modification of the COVID policy. It now reads simply that we need to follow all federal, state, and local guidelines. Chapters can enact more stringent requirements at their discretion.
3. DelVal chapter needs help with a HPDE event on October 28 & 29 at PittRace. Lots of open track time and great pricing. They need your help promoting it. If it doesn't conflict with your chapter plans, please help promote it. Take a look at the link: <https://www.motorsportreg.com/events/delval-bmw-cca-pittrace-hpde-sponsored-by-ottos-pitt-international-race-372531> Pricing is great! I have asked our regional DEC Bill O'Neill to arrange a DEC call for November with the hope that we can better coordinate activities and help each other next year.
4. Thanks to everyone who responded to my request for comment on the proposed Chapter Incentive Growth Program. I think there was enough support to pursue it, and I will be asking the National Board to accept a motion to establish the program. Thanks especially to Paul Frickenhaus and CVC Board members who responded. I'll be forwarding the detailed comments to the National Board.
5. Please get in to your dealers and introduce yourselves. They have just received 5 copies of BimmerLife. Let them know that we'd like to see some copies in their waiting areas. Tell them how we can work with them for mutual gain. Bing them some "Nice Bimmer" cards and explain the rebate program – it doesn't come out of their pocket. Explain your activities to build brand loyalty. Don't ask for anything at these intro meetings. We want to dispel the opinion that we're asking for free handouts every time we visit a dealer. If they ask, of course you should explain sponsorship opportunities – but only if they ask first. Try to get one of your members who buys new cars from the dealer to make this introduction.
6. Check the website for the new Michelin exclusive promotion. 15% rebate on tires retroactive to January 1st and effective through the end of the year. Urge your members to check out the rebate benefits on our website.
7. Membership is down close to 3% this year, and we really need to turn it around. As previously communicated, I've been successful attracting new members at C&C events and car shows by employing a repeatable, effective process. I sent detailed process suggestions a few weeks ago, so reach out to me if you'd like me to send them again. You need a social media presence and a little bit of planning to make this work. I'm willing to visit chapters and offer a chance for new members signing up at your event to win a Griot's Garage Car Care Kit. This "pot sweetener" has been effective at getting prospective members off the fence. If you're not organizing and participating in events like this, please start doing so. We need to attract a new generation of club members, and this is what they want. We give them the chance to showcase their pride and joy in a way no one else can. Nobody else has events, social media presence, and two magazines in which our community can share their Bimmer love!
8. Please check out Florida Suncoast Chapter's website. Their membership is up over 6% this year, and their effective communications and sub-regional events are the key. Area

- governorships are really working for them. Please consider this – it's not that hard to do and doesn't have to be complicated – just get someone to help out with more local events and you have an area governor.
9. It's not too late to promote O'Fest, although it's next week and we're almost out of time. This will be the last O'Fest for a while. Bill Auberlen will be at the Friday Driver School and there will be charity hot laps to benefit the BMW CCA Foundation.
 10. The theme of the next issue of BimmerLife will be "Escapes". Deadline for Chapter material is December 1. This publication is getting huge positive buzz because it's about our members. Please make sure you take advantage of it and use it as a sales tool to attract new members!

Thanks to everyone who attended last night. I'll be at O'Fest next week and the Vintage at Saratoga the following weekend. I'll see many of you there!



BMW Car Club of America
David Brighton
North Central
Regional Vice President
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To: Board of Directors, BMW CCA
Executive Director, BMW CCA
Date: December 2, 2023
Subject: North Central RVP Pre-Meeting Report

Activities, Travel and Expenses:

- National Board Meeting in Atlanta, August 25-27-\$0
- St. Louis Chapter Meeting, September 9-\$218.63
- Motor City Driving School and IMSA at Indy Regional Event-September 16-17-\$493.68
- O'fest in Providence, RI, September 27-30-\$791.87

Future Travel:

- Q4 National Board Meeting in Los Angeles-December 1-3

RVP Discretionary Funds:

Relevant Notes/Accomplishments:

- Chapter President's Calls-October 11 and December 13
- Topics-Track Rabbit discussion with Ryan Staub, electronic chapter elections, membership goals, retention, and strategies and Chapter relationship with BMW dealers
- One-on-One Calls with Chapter Presidents-eleven completed

Topics for National Board Meeting:

- Dates for 2024 MiX and Track Rabbit results

Respectfully submitted,

David W. Brighton



To: Board of Directors, BMW CCA
Executive Director, BMW CCA
Date: December 2, 2023
Subject: Pacific RVP Pre-Meeting Report

BMW Car Club of America
James Crivellone
Pacific
Regional Vice President
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Olalla, WA 98359
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prvp@bmwcca.org

Activities, Travel and Expenses:

- National Board Meeting in Atlanta, August 25-27
- Oregon Chapter Motor Fest in Portland, September 17th
- O'Fest in Providence, RI, September 27-30
- BMW Performance Center West Event with LA Chapter, October 28th
- Podcast Episode 1 Shoot, GGC Bay Area, November 13th
- Podcast Episode 2 Shoot, M Chapter, Bay Area, November 16th
- Meeting with Oregon Chapter, Portland Oregon, November 20th

Future Travel:

- Q4 National Board Meeting in Los Angeles-December 1-3

RVP Discretionary Funds: \$0 Utilized thus far.

Relevant Notes/Accomplishments:

- Track Rabbit sync calls with chapter leadership
- Individual calls with chapter leadership regarding BimmerLife distribution, misc. challenges.
- Kickoff of BimmerLife Podcast Pilot with Golden Gate Chapter, M Chapter, and Oregon Chapter.

Topics for National Board Meeting:

- BimmerLife Podcast Pilot discussion, will provide links prior to meeting for review.

Respectfully submitted,

James Crivellone

Pacific Region Vice President

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

Date: 11/18/2023

Subject: Central RVP Pre-Meeting Report.
Dec 1-2 Board Meeting, Los Angeles, CA

Completed Travel:

Sept. 25-Oct 1 – Oktoberfest, Warwick Rhode Island. - \$831.00
Loess Hills Rallye – Eastern Nebraska/Western Iowa - \$0.00

Planned Travel:

-Dec 1-2 Board Meeting, Los Angeles, CA

RVP Discretionary Funds:

-\$250 – X Chapter Q4
-\$250 – M Chapter Q4

Chapters on Probation:

-None at this time.

Discussion Topics: Work in Progress

- Planned and executed the 3 day Midwest Caravan to O'fest in Warwick, RI.
- Discussions surrounding a potential Track Rabbit partnership.
- Testing/demoing the Track Rabbit platform with several chapters.
- Working with chapters to change chapter by-laws to adopt the new election mandate and protocols before the end of the 3 year grace period, the 2024 election cycle.
- Work with National DEC Chair to find replacement for Central Region DEC.
- Discussions with Host regarding 2024 Mid-America '02 Fest in Eureka Springs, AR.
- Ongoing talks with Regional Chapters regarding Moving the Flat Out Classic Regional Driving Event to a new venue such as Ozark International Raceway or one other private track.
- Discussing viability of a non-model specific "Classic BMW" non-geographic chapter.
- 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)
- Continued 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. (Ongoing)
- Discussions regarding regional events like NordFest in lieu of annual Oktoberfest Events.
- Ongoing Talks with Rocky Mountain Chapter regarding hosting a Regional Event in 2024 for 50th Anniversary of the chapter.
- Reminders to chapters to submit candidates to the Recognition Committee before the deadline.
- 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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NxtGen Committee - National Board Update December 2023

Progress/Updates:

- Completed survey from potential volunteers. This allowed us to understand each individuals' skills, interests in participating in the committee and provided some initial feedback for opportunities where the NxtGen committee can focus its initial work.
- Based on the feedback received during the survey, we propose an alteration to the original committee structure. Our original structure focused more on a geographic model however in seeing the responses from the committee volunteers we believe it would be more effective to initially organize as two sub-committees with dedicated focus areas:
 - **Technology/Social Media:** this sub-committee will focus on the tools we use to engage our existing membership and potential members. The initial objective would be to define tools that we as an organization should be using, how to use them (consistency) across chapters and creating materials (user/quick reference guides) on how to carry out the activities that are being recommended.
 - **Member Recruitment/Experience:** this sub-committee will focus on how we recruit new members and what our existing member experience looks like. The initial objective will be to define some standard processes for our chapters/National office to align on how we welcome new members, remind existing members of upcoming membership renewals/expiration and engagement with our members (email, social media, etc.) to provide a template for a more consistent member experience across our chapters.
- **Virtual Introductory Meeting scheduled for December 7th at 8:00 pm ET**
- **Roster:** Based on referrals provided by the Exec Board and some recruitment we did on our own, we've identified the following volunteers:

First Name	Last Name	Primary Chapter
Drew	Adams	<<Client Advisor, Winslow BMW>>
Forrest	Bennett	Delaware Valley Chapter, M Chapter, National Capital Chapter, Nittany Bimmers Chapter, X Chapter, Peachtree Chapter
Valerie	Caprigno	Boston Chapter, M Chapter, X Chapter
Demi	Chalkias	Trillium Chapter
Damon	Choy	Trillium Chapter
Ryan	Christensen	Inland Empire Chapter
Lukas	Clayton	Florida Suncoast Chapter
Jeff	Cowan	Golden Gate Chapter, M Chapter
Emma	Dickerson	Genesee Valley Chapter
Daniel	Grimes	Sandlapper Chapter
Daniel	Grisanti	Boston Chapter
Grady	Hurwitz	Rocky Mountain Chapter
Cole	Jordan	Buckeye Chapter
Matt	Karl	Smoky Mountain Chapter
Mandi	Kim	Pocono chapter

Sam	Kunugi	Rocky Mountain Chapter
Clara	Loose	2002 Forever Chapter, Sunshine Bimmers Chapter
Julie	Mahanay	Sunbelt Chapter
Bayleigh	Pfeiffer	Delaware Valley Chapter
Kiri	Roberts	Patroon chapter
Rosa	Stamatos	Boston Chapter, Connecticut Valley Chapter
Gabe	Tan	Lone Star Chapter
Nick	Turner	Patroon Chapter

Requests:

- Deactivate nextgen@bmwcca.org: account is only receiving junk emails and inquiries. We have setup a Google account (nextgenbmwcca@gmail.com) which can be used to contact us, as needed.
- Additional volunteers/referrals in underrepresented regions.

Next Steps:

- Identify sub-committee leads
- Ask sub-committees to develop work plans for achieving initial objectives
- Schedule bi-monthly NxtGen Committee working meetings to keep work aligned/provide status updates



BMW Car Club of America
Frank C. Patek, II
Executive Director
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Re: December 2-3, 2023

DATABASE/WEBSITE/OPERATIONS

The positions of Director of Financial Operations and Controller have both been filled. Josh Beniamino as DFO and Katherine Henshaw as Controller. Both are new to the Greenville area and our BMW family. We are pleased to have them. I am grateful to Angie Carithers for delaying her departure date to provide background and training for Katherine. Heather Tollison is the new Patron Saint of the National Office as she has twice delayed her departure date and currently remains with us as she works to bring Josh fully up to speed on his position and is also supporting Katherine with any all needs, she has. Thank you, Heather and Angie!

Jason has some exciting announcements in his report regarding a new strategic partnership with BMW Financial and the further development of our strategic partnership with Amica. Both These are the developments that Eddy referenced in his November Across the Board column. Members activating a credit with BMW Financial will be able to have their membership fee paid for as part of the program. They will also earn points when shopping with the club and/or buying/renewing/gifting memberships – points that can then be used at their local dealership. Amica is offering an opportunity to invite their BWM customers to join the club and receive a discount on their insurance. These are two big wins and if well received should advance our membership ball down the field. NOTE: These prospective members are very likely to be highly transactional and not our traditional member.

As noted by the Creative Director in his report we have also been able to replace Communications Director Kimberly Austin with Brooks Brackett, whose new position is a hybrid of communications and creative. We are pleased to have him and look forward to his being able to provide backstop assistance to Len with the magazines. One project that he has worked on at my request has yielded great results in the form of a car wrap to be used at both BMW Performance Centers.



Edward and Amanda have been key to our communications strategy this summer, fall and will remain so into the winter. Without their assistance we would not have been able to remain on track with our heavy email schedule centered around membership, raffle and Ofest. Currently we are in a race to the finish line with the vintage car raffle, holiday merchandise sales and membership emails. Their attention has now been pulled towards setting up elections for the chapters and the national club. This has resulted in a further delay in the launch of the new website, but we are closer than ever.

From January 1, 2023 through November 29, 2023 the national office engaged our members in 271 email campaigns for a total of 7,522,069 emails sent. That averages 5.2 per week. Text messaging:

Month	Texts sent
1/2023	869
2/2023	740
3/2023	1035
4/2023	906
5/2023	909
6/2023	955
7/2023	877
8/2023	1007
9/2023	789
10/2023	673

Total: 8760

Oktoberfest

In June of this year, I reported that Ofest as we know it may be over. Ofest 2023 with a smaller than ever attendance of around 350 has sadly borne me out. If there is good news to report it is that by cutting all frills the event managed a small profit of around \$5,000.00.

The board should carefully and conscientiously discuss this topic, but it is the recommendation of staff that it is time to walk away from the concept of an annual Ofest event. My personal recommendation for a three day replacement event, perhaps called Ofast, focused on a Tier 1 Track located in areas that provide a draw for driving and social members alike. The event itself should focus

where we believe sponsor enthusiasm remains – high performance driving, club racing and other track related events. A mandatory component should be a car show offering for the sole purpose of recruiting new members. Ofest may still have some life as once every 3rd or 5th year event.

BMW CCA Media

From my very first day on the job, I have defended and advocated for the continued printing of every issue of *Roundel* magazine. Like the majority of our members, I believe *Roundel* and BimmerLife are amongst our top tier benefits. Unfortunately, advertising dollars are no longer available to support my wants or those of so many members. Raising membership fees to such a rate that would pay for unfettered print runs is not feasible. Looking ahead at our expenses for 2023 and beyond I am heartbroken as I type the following recommendation. To maintain the club and its programs *Roundel* will shed two copies from its 2024 print run. It will however add back two electronic issues.

In support of this I direct your attention to the report of the Creative Director as he discusses the viability of new software that will allow us to continue to deliver *Roundel* and other publications electronically. This new technology could allow us to increase the number of issues of *Roundel* per year.

GOVERNANCE

(holdover from prior reports)

Prior to the start of BMW CCA's 2022 election season we instituted a Nominations Committee that interviewed candidates. The committee helped candidates better understand the positions they vied for, and the responsibilities attached to same. This was a good start towards developing a robust methodology to find the best leadership for the club. I understand the controversial nature of what I am suggesting, but it is no longer 1969. The club – while social in nature – is still a business and its board is charged with making decisions that impact our financial viability, long term health and security, and most importantly the safety of those who participate in our programs. To not seek out and mentor the best and brightest from amongst our very talented members is tantamount to malpractice.

Neglect in this area can mean more than missing out on the best and brightest. It can open the door to priorities, intentions and general mischief that is not in alignment with the aim, goals, policies, and philosophy of the club. When outstanding candidates and/or sitting board members are challenged and their loss would risk the forward momentum of the club it is vital that the board vocally support those members. Standing silently on the sidelines is no longer a viable option when others vociferously advocate for "their" candidate. The trust of the members and the trust that must exist between board and staff is hard won, and easily lost. We must do better. It is past the time when a serious and thoughtful Nominations Committee is put into place and made operational.

OPERATIONS

EVENTS FOR MEMBERS ONLY

501C7 entities that compete in the public marketplace run the risk of being audited, paying penalties and losing their tax status. Chapters who wish to run up against these very real risks should follow the below procedures.

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.

INSURANCE

Nothing new to report

NEW CLUB

We need to put in place a board of directors for this entity.

RAFFLE 2023/2024

In conjunction with Turn 14 the BMW CCA 2023 Raffle launched on June 21 with a specially tuned BMW M3 Competition X Drive. Raffle results were down from previous years. We ended by giving away 5 cars and a partial prize. The Grand Prize winner was delighted with the car and quickly made arrangements to have it delivered from T14 to his residence. For 2024 T14 has suggested a build out of an X5M.

International Council Meeting 2024

Planned for Dubai and tentatively scheduled for November.

Legends of the Autobahn/Festorics 2024

Legends of the Autobahn will return to PG Links in Pacific Grove, California. The event will be held on Thursday August 15th. Festorics will return to the Rolex Monterey Motorsport Reunion on Friday and Saturday August 15 and 16.

HOW MEMBERS HEARD ABOUT US

Source	Total	Current	Lapsed	2019	2020	2021	2022	2023
Amica	482	450	32	0	0	0	81	369
Attended a BMW CCA Event	396	396	0	0	0	0	0	396
Bimmer Magazine	2,774	601	2,173	48	29	91	21	6
BimmerLife	810	460	350	37	15	72	128	199
BMW CCA Foundation	255	110	145	4	11	22	35	34
BMW CCA Website	9,741	2,206	7,535	193	99	190	243	262
BMW Center	7,621	1,667	5,954	239	106	152	215	230
BMW Performance Center	3,173	1,065	2,108	133	77	163	163	179
BMWBlog.com	999	300	699	56	30	29	44	51
BMWCar Mag UK by Unity Media	39	13	26	0	1	0	1	0
Car and Driver Magazine	1,016	305	711	36	20	37	39	45
Classic MotorSports	139	51	88	6	5	6	7	13
CPO Sample Roundel	225	50	175	4	3	2	1	0
Facebook	2,125	638	1,487	48	40	113	108	211
GrassRoots Magazine	400	112	288	6	7	8	13	20
Independent Shop/Dealer	2,570	572	1,998	64	40	60	93	101
Instagram	166	134	32	0	0	0	33	101
Link from Another Website	3,337	844	2,493	140	37	92	99	133
National Aftersales Conference	8	2	6	1	0	0	0	0
Performance BMW Mag UK Unity	17	3	14	0	0	1	0	0
Radio Ad	34	4	30	1	1	1	0	0
Referred by BMW CCA Member	12,647	3,876	8,771	400	224	519	581	887
Search Engine	5,533	1,658	3,875	161	125	258	241	446
Sports Car Market Magazine	190	65	125	3	4	3	10	11
Television Ad	24	5	19	1	0	2	0	0

Ultimate Benefits Program	178	66	112	20	12	17	5	8
Word of Mouth	28,033	6,481	21,552	620	361	715	735	1,070
Youtube	63	50	13	0	0	0	16	34

MEMBERSHIP TOTALS

As of November 29th, 2023:

Member Type	Primary Members	Associate Members	Total
1 Year	20,648	3,149	23,797
2 Years	9	2	11
3 Years	21,296	4,373	25,669
5 Years	3696	902	4598
Lifetime	1,196	315	1,511
Total	46,845	8,741	55,586

NATIONAL MEMBERSHIP GROWTH

The following report shows the average count of new members over a 5-year period between January 2016 and 2020. There are additional columns for 2021 and 2022, 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 2017 - 2021	2022	2022 % of Avg	2023	2023 % of Avg
January	929	559	-39.83	564	-39.29
February	724	512	-29.28	547	-24.45
March	799	722	-9.64	885	10.76
April	770	694	-9.87	703	-8.7
May	956	685	-28.35	719	-24.79
June	898	680	-24.28	434	-51.67
July	844	715	-15.28	719	-14.81
August	929	736	-20.78	717	-22.82
September	897	643	-28.32	779	-13.15
October	794	569	-28.34	556	-29.97
November	708	507	-28.39	502	-29.1
December	984	447	-54.57		

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
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	5-year Avg 2017 - 2021	2022	2022 % of Avg	2023	2023 % of Avg	5-year Avg 2017 - 2021	2022	2022 % of Avg	2023	2023 % of Avg
January	781	458	-41.36	439	-43.79	147	101	-31.29	125	-14.97
February	622	408	-34.41	454	-27.01	102	104	1.96	93	-8.82
March	695	585	-15.83	737	6.04	103	137	33.01	148	43.69
April	670	566	-15.52	581	-13.28	100	128	28	122	22
May	828	554	-33.09	589	-28.86	128	131	2.34	130	1.56
June	778	537	-30.98	342	-56.04	120	143	19.17	92	-23.33
July	741	579	-21.86	607	-18.08	103	136	32.04	112	8.74
August	817	604	-26.07	595	-27.17	112	132	17.86	122	8.93
September	782	501	-35.93	663	-15.22	114	142	24.56	116	1.75
October	685	457	-33.28	464	-32.26	109	112	2.75	92	-15.6
November	627	416	-33.65	409	-34.77	81	91	12.35	93	14.81
December	864	363	-57.99			120	84	-30		



Sponsorship And Marketing Report

December 2-3, 2023 – Los Angeles, CA Board Meeting

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

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

We continued to execute a full schedule of events including O'Fest Rhode Island, SoCal Vintage, M Fall Fest and are already planning for upcoming events in 2024. We have several key activities that have rolled out or are rolling out on the Sponsorship and Marketing side of the house.

O'Fest Rhode Island – September 27-30, 2023 event review

Sponsors included:

AMICA
Audrain Motor Festival
BMW NA
BMW Performance Driving School
Collector Chassis
Gill Graphics
Griot's Garage
Hagerty
Keystone Industries
M Car Covers
Michelin
XPEL

This years' event was in beautiful Warwick, RI. While attendance remains at a low point the enthusiasm and excitement from those that did attend remained high. The sponsors and vendors were very pleased with the participation and foot traffic which led to great conversations. And, although mother nature had other plans for Saturday morning, we still made the best of it and even the vendors had great feedback on the adjusted Saturday morning activities. Kuddos to all the volunteers and everyone that made this event another big success.

Dream Car Raffle – This program ended in October and our Grand Prize winner couldn't be happier. I'm hoping to do a story for the magazine with him. We ended with 31,962 tickets sold which translates to 5 cars and a partial prize. While sales were a little lower keep in mind that the program was the shortest, we've ever run so I think if you look at similar timeframes we sold a roughly similar amount of tickets as last year. With the addition of the Classic Dream Car Raffle this should help bridge that gap.

Classic Dream Car Raffle – This program is still in process, but we've seen good response and member feedback has been positive from all that I've heard. This vehicle certainly resonates with our core member. Ticket sales have met expectation thus far. As of the time of this meeting we will have under a week left in the Raffle.

New TBD Event in collab with Turn 14 – “Grid Icons”

Ultimately this event ran out of 2023 planning time in collaboration with Turn 14. The goal is to produce an event in the SoCal area that can open opportunities and possibilities for new eyeballs to experience the Car Club in a new way. We are still aiming to hold this event but are planning to move it to late-Q1 2024, aiming for March 23. Hopefully more to come soon!

UPDATES ON PROGRAMS IN DEVELOPMENT

AMICA is deploying a voice mail drop campaign to BMW CCA members who have an opportunity to sign up for the 10% discount auto policy. Once this is complete they plan to shift to a campaign that will allow a drop for non-members who own a BMW to offer a discount in auto insurance “if” they join the BMW CCA. State rollouts continue to take place and by 2024Q1 we should be at about 80% saturation point. In 2024, they will begin calling through some BMW lists they have to try and help us “recruit” new members to the Club. We are hoping to create an “announcement” about the success of this partnership to go out in early January.

Collector Chassis continues to be met with great enthusiasm from members. We are working on Phase 2 of the program with some exciting updates ready to be implemented into the Customer Journey and experience on our website. The goal is to also increase social media awareness with CC and grow exposure to the program for prospective members.

BMW Financial Services – This is in the final stages of rollout and the BMW Precision credit card offer should be available to all Members in December. This program offers additional rewards for Membership through spending at the Club, Events, and at BMW Retail and Centers. This is done by way of 4X points on approved spend and a statement credit for offset of Club dues. The secondary goal could be to begin hosting some bespoke event opportunities for Card members which special access.

Social Media – we have had a good start to the program with Pit+Paddock. I believe we have begun to see more focus on Member content, Chapter content, and CCA education + promotion. The content is aimed to be 50% member focus, 25% partner/sponsor focus, 25% BMW focus. More analytics will be available by the time this meeting takes place.

2023 Member recruitment Ad campaign on the BimmerFest site – we have run a series of four upcoming banner Ads on the BimmerFest newsletter promoting the Club. This e-newsletter has a large reach and audience established. Results from the first Ad were 58 visits (4,457 total clicks) but we adjusted things mid-stream and ended at 94 clicks (8,980 total clicks). After that we had 99 visits (8,754 total clicks) the last Ad saw a small drop to 79 (8,263 total clicks). We have one final Ad that is running now. Below is the version that ran most recently.



We are exploring ways to have a deeper integration with events that cater to the younger audience we know we need to target. Examples of these are BMW INVASION and MPACT events that

take place on both the east and west coast. In addition to the presence at these type of events we are trying to play a bigger role during their attendees sign up process with the aim at recruiting members through that.

Michelin Tire benefit – 15% tire purchase rebate has been promoted heavily this past quarter of the year and has been met with good feedback and excitement from what I've heard. This program will continue to run through the end of 2023. Partnership calls for the future of this sponsorship are taking place as we speak.

Continental Tire – we have submitted a proposal for a big sponsorship opportunity in the new year! Initial response seems to be positive, and we are hearing it's good news but awaiting final next steps in terms of requests back from Continental. This could be a big boost for our events and media respectively.

Pirelli Tire – I am working on submitting a proposal for 2024 sponsorship with the Club. I'm awaiting a reply on next steps after a good initial response.

2024 Explore 864 – we are running Membership Ads throughout 2024 in Explore 864 which is a Greenville publication aimed at picking up visitors who come to the area with BMW interest for Plant Spartanburg tours, Zentrum visits, and Performance Center activities. This will also take an integrated approach on the digital side with some geo-tagging Ads around BMW-centric events, Dealership searches, and BMW-themed activities. We will have both print ads and digital ads for 2024. Similar opportunities exist with VisitGreenville to capitalize on the influx of folks into our area.

Member benefits – we have added a number of new member benefits recently and are working on a plan to announce these. Protective Film Solutions, Nationwide Pet Insurance, GillGrahpics (BMW-themed products) are just a few with more on the way. These will be announced and highlighted through standalone emails, social media, and BimmerLife.com in some instances.

Jason Kazian, Director of Marketing and Sponsorship



Re: December 2023 Board Meeting

IT Update

The last 6 months

Over the last 6 months the IT Department has been working diligently on the many projects we have been given and to support the Club's needs. We are beginning to see many of the projects come to completion even as we start on other new projects.

It is our hope, as we make our way through this time of high demand, that we continue to serve the Board and our members with the same success and excellence that they have come to expect from us.

BMW CCA Projects

Short Membership Form

We launched a new shorter version of our membership join process in September. The current join process is 7 – 8 pages long and we have had complaints that this hinders the ability for prospective members to join and results in a loss of membership.

The new, short membership form shortens the join process to 3 pages by combining all the necessary information needed to join on one page, then taking the member to the cart to review their order and then allowing them to enter their payment information. The form also supports creating a unique link for each chapter that directs prospective members at sign-up into their chapter. The form also still supports the unique referral links we have promoted with members.

Both the old join process and the new, short form are available as we collect feedback on the new form and prepare to make any changes necessary. After all necessary changes have been made the old join process will be taken down and the new shortened form will be the only method available for members to join.

Elections

With 2024 coming up we have been approached by many chapters asking us to build online ballots for them to use in their upcoming elections. It is our expectation that the amount of chapters asking for our assistance in their elections will continue to grow.

Many of the chapters have also reached out to us to ask what other forms of voting will still be allowed, if they need to run elections for positions that are unopposed, and other governance questions. Looking back through the communications we have had with chapters and the Ops manual is not clear that what communication was made to chapters about the Board's expectations for upcoming elections. We would strongly recommend that the Board make changes to the Ops manual and authorize clear instructions be given to reflect the changes the chapters need to make for their upcoming elections.

Moving to Track Rabbit

We have continued to work with Track Rabbit, Street Survival and the Track Rabbit Evaluation Committee to support the club as we move club events away from MotorSportsReg and to Track Rabbit.

Feedback from members and the chapters has been varied. Some have expressed skepticism and resistance to the move, while others have already begun using Track Rabbit and planning for the move accordingly. Street Survival staff initially expressed a lot of cautiousness about the move but after walking through the Track Rabbit application with us have expressed openness to making the move. Their biggest concern is that they continue to receive the same levels of support and not incur any additional or unexpected costs for making the move.

Track Rabbit has provided strong support for the club and all of our requests. We have tested the API documentation they sent to us and all the improvements they have made and all have been more than satisfactory.

New Payment Processor

A number of issues have currently brought us to the point where we are beginning to take steps to move away from the payment processor supported by our membership database vendor, ACGI, to PayPal. This will reduce the workload of our accounting staff and give us greater flexibility with our website development needs.

Almost 3 years ago we were forced to find another payment processor and ended up being pushed to Certellipay by our vendor and past members of our staff. This resulted in us using PayPal as our payment processor for Classifieds while also using Certellipay for all membership and store-related transactions. We have incurred more fees from Certellipay than any of our past processors all while their customer service and development kit has been less than industry standard.

The hope is to begin using PayPal for all our membership and store-related purchases by Q2 of 2024.

New Website Theme

We are still on track to launch our new website theme before the end of the year. The hope had been to share the finished theme at the time of this board meeting but the support we have needed to provide to our Raffle and Holiday sales communications along with the support of our new staff members has taken away from our efforts to finish that in time.

Our plan currently is to debut the new theme to the Board early in December and after the Board has given their approval launch the new theme before the end of the year.

Foundation Projects

Amanda's continues to work with the Foundation, Ultimate Driving Museum, and Street Survival to provide updates to their website and support.

Over the past 6 months she has worked on the following projects for them:

- Museum Membership overhaul (front-end UI/UX and database changes, printable membership card, administrative dashboard)
- Newsletter signup block
- Additional Garden category, products (M Platz / M Plaza)
- Past & Permanent Collections (archival gallery of vehicles donated to the Museum)

The membership overhaul took the majority of her time during this period. There are also a few smaller projects she's currently wrapping up for Michael before the end of the year:

- Non-exhibit galleries pre-2017 and post-2017 (for showcases they held that were outside the annual exhibit theme)
- Awards page
- Online representation of their time capsule (image gallery, text, video)

Respectfully submitted,

Edward Tamsberg
Director of Information Technology
BMW Car Club of America



November 2023 Report of the Creative Director

Since my report in June 2023, we've experienced several changes at HQ. The past few months has involved a lot of keeping things working while transitioning and adapting to new goals, staff, and challenges.

With the departure of our director of communications in the summer, we had to cover the significant workload and seek candidates for a reworked position structured to help with digital and print design projects.

Communications and Media Design position

We hired the multi-talented Brooks Brackett for the new position of Communications and Media Designer. He has over a decade of experience, worked for a marketing agency for seven years, has won design awards, and has mastered several design styles and techniques. He's taken on most of our digital design needs for email, ads, and the email newsletter (which are significant given the large volume of emails we depend on and the need for unique graphics for each one). He's also been the primary designer for the Classic Dream Car Raffle materials. We're also using his artistic talents to design new merchandise, with several items already on sale. Overall, he's performing well and we are incrementally expanding his responsibilities and workload.

I've been training him further on long-form print design and we've done some test rounds for Roundel edition non-features sections. There are still a few advanced lessons to go, but I expect he will be able to handle a few of the regional sections for BimmerLife's Spring/Summer edition, as well as taking on more of the non-feature sections of Roundel editions.

He was the strongest candidate we interviewed and I'm very pleased we were able to bring him on board. I expect he will be fully able to cover any of our design projects should the need arise.

Advertising Sales Representative

We are also transitioning to a new Advertising Director with Mark Dewey and Dewey Media Services. Steve Kittrell and Randy Zussman chose to depart after the decision to have two digital-only issues. We wish them well and have high hopes for Mark, who also handles advertising sales for the MBCA and has 30 years of experience in the automotive publishing industry.

BimmerLife

We successfully published the Fall/Winter issue of BimmerLife with the theme of Generations.

Several chapters took advantage of the theme and sent in very compelling stories of generations of BMWs and members. Also of note was getting advance photos and information regarding the Neue Klasse BMW. We were able to receive this confidential information over a month before the embargo was released, making BimmerLife magazine one of the very first publications to feature the new vehicle design.

BimmerLife Online

We launched and continue to tweak the new layout format for the eNewsletter.

Edward Tamsberg did a great job translating the design samples into the working newsletter code.

And I must again heap praise upon Mike Bevels, the BimmerLife Online editor. He only does this work part-time, but you certainly can't tell. I have zero concerns about his work. My only concern is potential burn-out. BimmerLife Online is a weekly grind and the needs of the site and eNewsletter can become overwhelming should anything else need priority. Given that he manages the site, paid contributors, and weekly structuring of the eNewsletter, all of that work can be relentless.

We are lucky this is his passion. But even passion has limits when there's no break in the work.

I've asked Mike to work on finding a solid assistant editor, and we are working to divert content from Roundel and BL editions to the eNewsletter site to provide some content-generation relief.

I've also asked that Mike be included in more decision making regarding the site.

Social Media:

We have been working with Pit&Paddock for greater social media efforts and engagement. Jason Kazian will have more details on the fruits of that arrangement in his report.

In-house, we have added Blog2Social to the BimmerLife website to make it much easier to share BL content to social media channels. While Google has dramatically changed their Analytics system in the past year, we still see significant traffic bumps with each eNewsletter and, to a lesser extent, when we promote a particular story via social media.

Roundel: 2024 BMW Car Club Magazine Schedule

Jan/Feb:	Roundel (printed)
February:	NONE
March:	BimmerLife (printed – Spring/Summer Issue)
April:	Roundel (printed)
May:	Roundel (DIGITAL ONLY)
June:	Roundel (printed)
July/Aug:	Roundel (printed)
August:	NONE
September:	BimmerLife (printed – Fall/Winter Issue)
October:	Roundel (printed)
November:	Roundel (printed)
December:	Roundel (DIGITAL ONLY)

BimmerLife Online: Continual publication throughout the year
BimmerLife eNewsletter: Published weekly throughout the year

Roundel Digital Edition:

We are preparing for the first digital-only edition of BMW Car Club Magazine: Roundel Edition for May 2024. It will be made available as both a flip-book and mobile-first version, but will omit some departments for which we already have better online equivalents: Briefs, Calendar of Events, Club Directories, and Classifieds.

As part of the BMW CCA website redesign, we are reworking the Roundel Edition archive page to include user-selections for flipbook and mobile-first editions for issues available.

Mobile Friendly Editions:

We continue to work with Flowpaper for our mobile-first editions. We are currently working on our fifth issue with a mobile first conversion.

Roundel Flipbook & Flowpaper Issue Conversions

2023

June (*Test Issue*):

Flipbook: <https://www.bmwcca.org/content/june-2023>

Mobile: <https://cdn.bmwcca.org/roundel/june2023/index.html>

July/August:

Flipbook <https://www.bmwcca.org/content/july-august-2023>

Mobile <https://www.bmwcca.org/publications/mobile/july-august-2023>

October:

Flipbook <https://www.bmwcca.org/content/october-2023>

Mobile <https://www.bmwcca.org/publications/mobile/october-2023>

November:

Flipbook <https://www.bmwcca.org/content/november-2023>

Mobile <https://www.bmwcca.org/publications/mobile/november-2023>

Currently, we are working with Flowpaper on finding the best ways to integrate/replace advertisements with rich-media for the mobile-first version. The goal is to provide better options for our traditional print-media advertisers and new advertisers for both our

regular and digital-only issues. I hope to complete a sample issue with embedded rich-media that Mark Dewey can utilize to sell more ads for the May and other issues.

Raffle

After the completion of the main raffle, we prepared for and launched the campaign for the Classic Dream Car Raffle. I asked Brooks Brackett to take the lead on the campaign to give him a signature project early on. The designs and ideas he created are quite wonderful! We used his design style and elements to create a variety of ads, emails, and social media posts promoting the raffle.

BMW CCA 2023 CLASSIC DREAM CAR RAFFLE

The 70's And they wish you good luck.

Enter to win a piece of history!

From an era that brought us disco, corded phones, and platform shoes, comes an invention that managed to age better than others of its time. Behold, the 1973 BMW 2002, a classic icon of elegance and performance, that could be yours in the BMW CCA Classic Dream Car raffle.

The 1973 BMW 2002 is not just a car—it's a portal to nostalgia, a reminder of simpler times, and an invitation to make new memories while honoring the past. Embrace the opportunity to win this piece of history, and let it transport you to a place where the journey itself was the destination, and the road stretched endlessly before you, waiting to be explored.

Limited Time Only! [BMWCCA.ORG/CLASSIC-RAFFLE](https://www.bmwcca.org/classic-raffle)

Merchandise

We are working to create new merchandise designs and are also exploring the possibility of adding some test print-on-demand items with designs created specifically for that purpose, including some that could be personalized.

We are looking at potential test products and vendors that we can integrate into our existing storefront without causing significant problems. For example, the “Warning: May Spontaneously Talk About BMWs” design was created with the body of the car being fully transparent, so it will take on the color of anything it’s printed upon. We could offer that design with a choice of car and item color via a POD vendor in a way that would be difficult to do via a regular inventory system. We could also offer the design on a wider array of products. However, the product itself would cost more for the buyer and our profit margin would be less, but we would not have to purchase inventory, process payment, or ship the item.

There’s more to investigate, but the opportunity is being considered as an additional service for certain select designs and items.



Thank You!
W. Len Rayburn
BMW CCA Creative Director

