



Chapter Food Drive Incentive Program

We are excited to introduce a **new limited-time program** that will allow chapters to connect with local communities and give back during this challenging season. As we know, there is increased demand at food banks throughout the country and it's an opportunity for the club to help out. With this in mind, we'd like to offer chapters a special incentive program for holding food drives.

Chapters are encouraged to partner with a local charity or food bank and host a special food drive event with members between now and November 1, 2020. It's also a great opportunity to pair a safe, socially distanced event with this charitable outreach such as a driving tour, fun rally, or autocross. **Every member who makes a non-perishable food donation during the chapter's event, will receive a \$5 credit for the BMW CCA store found at [bmwcca.org/shop](https://www.bmwcca.org/shop).** We are extending this special incentive in hopes of increasing donations and to say thank you to those who give back.

How does your chapter get started? Pick a date, time, and location, and start promoting your food drive to chapter members. You can also

simply add a food drive to an already planned event on your calendar. Make sure to enter the event into the BMW CCA national calendar. After the event is held, please forward a list of participant names with their member ID number to Katie Chulkas at kchulkas@bmwcca.org.

We will add the \$5 vouchers to each participating member's account within 3-4 business days. The vouchers can then be used by members towards purchases at bmwcca.org/shop. At the time you submit your participant list, please provide one or more photos from the event showing members donating food items. Note: Limit 1 voucher per member in association with the food drive for the 2020 calendar year.

Voucher is valid for 60 days after it is created.

When the vouchers are created in our system, the member will receive an automated email letting them know they have received the \$5 voucher and it will provide instructions on how to redeem the credit in the club store.

Please observe social distancing guidelines from the CDC at your events and have participants drive through the line and drop-off to a volunteer.

Work with your local food bank to establish what is needed and communicate that to members in advance. Most food banks are looking for non-perishable cans and dry goods, but specific needs vary.

We hope this incentive helps drive the much-needed donations that families are counting on during this challenging season.

Please note: Clothing drives can be held in place of—or in addition to—food drives, and would be rewarded with the same incentive program.

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BMW CCA In-Car Instruction Prohibited Until Further Notice Due To COVID-19

After consulting with industry experts, stakeholders, legal counsel, and our insurer, the BMW Car Club of America board has voted to prohibit in-car instruction until further notice. This new directive comes after months of careful thought and deliberation and applies to all BMW CCA programs—except Street Survival— which will be decided next week.

You can rest assured; this decision was not made lightly as we know in-car instruction is something that greatly enhances and differentiates our driving programs from others. We know our volunteers have worked tirelessly to make our driving programs the absolute best in the country and this is something we can all be very proud of. Now, we must use that same passion and dedication to excellence to protect our member's health and safety during these unprecedented times.

It is our hope that this is a very temporary and passing guideline that will be a distant memory in the near future. Protecting the health and safety of our members is our number one priority, so that we can all enjoy a

very exciting road ahead. After all, it's not just the cars, but it's the people that make the BMW CCA the greatest enthusiast club in the world.

For those with questions regarding this decision and how it might affect your upcoming events please reach out to your Regional Vice-President and/or other national Board members.

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Advisory Committee Report Update

Below is a link to the missing table from the Advisory Committee Report that you were sent last week. If you have additional questions, please contact your RVP. As you work to put the report and this table into use, please keep in mind that these are guidelines and by the very nature of the unpredictability of COVID-19 we must all remain vigilant and flexible. On a given day last week CoVid-19 test results in the state of Iowa came back 79% positive. The Bay Area of California, which has been relatively COVID-19 free, has suddenly begun to see a strong uptick. Just when we think we know where and when we might be able to host an event—we don't. Please be careful, stay safe, and stay healthy!

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Advisory Committee Report And Conclusions Regarding Driving And Other BMW CCA Events

The BMW CCA board of directors recently formed a committee to further explore if we can safely provide in-car instruction for club driving events and what safety standards should be utilized. Additionally, they were given the same task for other CCA events including social outings. The committee was composed of medical doctors, industry experts, important stakeholders, and legal counsel. At the link below, you will find an executive summary of their report, which includes an outline of the risks, an assessment of those risks, conclusions, and guidelines. Please carefully review this information with fellow chapter leaders and follow this guidance as you plan for upcoming events.

It is our hope that these are very temporary and passing guidelines that will be a distant memory in the near future. Protecting the health and safety of our members is our number one priority, so that we can all enjoy a very exciting road ahead.

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