

BMW CCA
Board of Directors Meeting
October 10, 2011
Ross Bridge Resort
Hoover, AL

BMW Car Club
of America



**BMW Car Club of America
Board Meeting
Birmingham, Alabama
October 10, 2011
Agenda**

Monday, October 10th

08:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the June 25, 2011 Board meeting were approved by vote of the Board on August 22, 2011. Reading of the minutes will be waived.

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

- Motion to approve June Board Meeting Minutes, approved 8 for, 1 abstained
- Motion to rescind the Sunshine Bimmers Chapter charter, approved 9-0

08:05 Reports

- President
- Executive Vice-President
- Secretary
- Treasurer
- South Atlantic Regional Vice President
- North Atlantic Regional Vice President
- Pacific Regional Vice President
- South Central Regional Vice President
- North Central Regional Vice President
- Executive Director
- Roundel
- Driving Events Committee
- Membership Committee
- Club Racing

08:35 Reports Continue Until Completed

Discussion of Listed Topics

09:45 Break

10:00 Resume Discussion of Listed Topics

New Business

Noon Lunch

1:00 Continue Discussion & New Business

Strategic Plan Update and Discussion

Executive Session

5:00 Adjourn

**BMW Car Club of America
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Birmingham, Alabama
October 10, 2011**

Discussion Topics

1. National Events

Oktoberfest

- 2011 – Barber Motorsport Park, October 10-16, 2010
- Future
 - o 2012 – Lime Rock?
 - o 2013 – Laguna Seca

Chapter Congress Debrief

- Future Planning

2. Regional Events

Updates:

- Monterey Reunion August 2011
 - o Festorics
 - o West Coast Concours
 - o The Grand
- Hilton Head Concours

Regional Driving Tours

- Requests?

New Requests

3. National Programs and Services

IT Update

- Status of conversion project

Club Racing

-

Driving Events

-

Charity Matching Funds

Raffle

SIG's

4. Policy and Administration

Ombudsman update

Tech Rep's update

**BMW Car Club of America
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Benefits Update

National Elections

- 2012 planning

Realignment of regions

- Implementation

Non-Geographical Chapters

- Request for non-geographical chapter status by Z-Club SIG

Strategic Plan

- Report on regionalization of services

International Council Update

5. Foundation

Update

6. Financial

2011 budget status/issues

2012 Begin Planning

7. Chapter Issues

Sunshine Bimmers - Update

Conference calls

Chapter probation report

Chapter toolbox

Chapter/member Recognition program

8. Membership

Membership Drive Update

Membership Committee Update

Marketing

- Special Offer to CPO owners

9. BMW of North America

10. New Business:

**BMW Car Club of America
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11. Future Meetings

Board meetings (proposed dates) –

January 21-22, 2012

March 24-25, 2012

Conference Calls (proposed dates) –

November 17, 2011

December 15, 2011



BMW Car Club of America
Bruce Hazard
President
2984 S Milwaukee Circle
Denver, CO 80210
303-324-6541
president@bmwcca.org

October 3, 2011

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

Subject: President Pre Meeting Report – October Board Meeting

Travel:

- Board Meeting – June, Las Vegas, NV
- BMW Clubs International Meeting – Berlin, Germany

Planned Travel:

- Board Meeting – October, Birmingham, Alabama
- Hilton Head Concours – Hilton Head, South Carolina
- Board Meeting – January 2012

BMW Clubs International Summary:

- Received signed copy of BMW / CI agreement
- BMW legal is going to amend the other club agreements to include the dispute resolution provisions of our agreement.
- We heard several times from BMW and the Council that the resolution process “gives recognition to the Council as the mediator” in disputes.
- The number of clubs continues to grow. New ones approved or pending include: Nigeria, Sudan, Portugal, Georgia, Shanghai, Peru, Ecuador, Bolivia, Nicaragua, Barbados, and Venezuela.

Respectively Submitted

Bruce Hazard



BMW Car Club of America
640 South Main St, Ste 201
Greenville, SC 29601-2564

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

September 27, 2011

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

Subject: Vice President's Pre-Meeting Report, 2011 Board Meeting

TRAVEL

- Monterey Festorics, Legaands of the Autobahn
- Central CA Driving School (Keith Martin, Jackie Jouret)

PLANNED TRAVEL

- Octoberfest, Barber Motorsports Park, Al
- Hilton Head Concours

Planned Topics

Continued discussion of Newsletter proposal

Respectfully,

Steven Johnson



BMW Car Club of America, Inc.
Louis P. Goldman
Treasurer

5296 Via Jacinto
Dos Vientos Ranch, CA 91320-6895
Phone 805-499-3849
E-Mail treasurer@bmwcca.org

October 5, 2011

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Purpose and amount of travel allowance since last report: None
Planned travel: BMW CCA Board of Directors' Meeting, Birmingham, Alabama,
October 10, 2011.

Because GoMembers has not completed their software development of applications to interface the membership database and our financial systems we have not been able to import all necessary information from the database into the financial records. As a result publication of financial systems based upon the information in our financial records, before all necessary membership data has been imported, would likely be misleading. Software for many reporting areas involved has been completed but other key areas are still being developed.

Nevertheless, and considering the comments above, the following comments are offered:

- The interim year-to-date loss as of August 31st was slightly more than \$400 thousand. Not reflected is a reduction in income for membership dues that have not as yet been earned (the pro-rated remaining period of membership of each member). The necessary calculation is awaiting completion of GoMembers software.
- The raffle profit will be approximately \$350 thousand.
- Amended federal and state income tax returns are being prepared for 2006 through 2009. The result will be significant refunds due the Club.

Respectively submitted,

A handwritten signature in black ink, appearing to read 'Louis P. Goldman', followed by a horizontal line.

Treasurer



BMW Car Club of America
Darice "Darcy" Yench
Secretary
8925 N. Tennyson Dr.
Bayside, WI 53217
secretary@bmwcca.org

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

Date: October 5, 2011

Subject: Secretary Pre-Meeting Report for October 10, 2011 Board meeting.

Travel Completed

Las Vegas board meeting June 2011

Planned Travel

Birmingham for Foundation & Board meetings and O'fest.Oct 2011

Board Meeting – January 2012

Respectfully submitted,

Darcy Yench



BMW Car Club of America
John E. Sullivan
North Atlantic Region Vice President
334 Elmwood Ave.
Wollaston, MA 02170
northatlanticrvp@bmwcca.org

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

Date: October 4, 2011

Subject: North Atlantic RVP Pre-Meeting Report for October 10, 2011 BOD Meeting

Travel & Expenses:

- BOD Meeting Las Vegas Travel Expenses \$82.34
- BOD Meeting Birmingham AL /O'Fest Air Fare \$319.80
- Patroon Chapter Vintage at Saratoga Regional Event Travel and Lodging \$571.13
- Allegheny Chapter PVGP Regional Event Travel Expenses \$317.95
- New York Chapter Show & Shine Event Travel Expenses and Lodging \$480.77
- White Mtn. Chap. National Membership Recruiting Bavarian Autosport Car Show \$75.40

Planned Travel:

- Green Mtn. Chapter VT OktoberFAST Regional Event
- BOD Meeting Birmingham AL/O'Fest

RVP Discretionary Funds:

- Patroon Chapter Vintage at Saratoga Regional Event \$300.00
- Allegheny Chapter PVGP Regional Event \$577.50

Newsletter Delinquencies:

- None Pending as of this Report

Relevant Notes:

- Regional Conference Call "Editorial content in Newsletters and Websites which drives member value" August 29, 2011 only 12 persons attended the Call due to Hurricane Irene

Respectfully submitted,

John E. Sullivan



October 6, 2011

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

From: Michael Lingenfelter, North Central Regional VP

Subject: Pre-Meeting Report, October 2011 Board Meeting

Chapter Highlights: None to report.

Completed Travel:

06/24/2011 National board meeting (Lake Las Vegas NV) (\$703.12)
09/21/2011 "The Grand Tour" printing/participant favors (Wisconsin/Michigan) (\$542.90)

"The Grand Tour" total expenses of \$2,015.35 were offset by \$2,340 in event registration fees. That aside, the amount of funds used from my travel allowance is \$703.12 for the reported period and \$2112.04 for 2011 YTD.

Planned Travel:

10/10/2011 National board meeting (Birmingham AL)

Conference Calls:

7/11/2011: NCR chapter presidents, et al. ; national website/database
8/22/2011 NCR chapter presidents; volunteerism challenge (recruiting/retaining)

"The Grand Tour" attracted ~30 couples plus (2) individuals traveling solo. Feedback was generally positive: participants most appreciated the sites and scenery and the recommended dining options; many would have preferred more structure and more opportunities to socialize with other participants; and most would participate again and recommend the event to a friend in the Club.

Regards,

Mike



BMW Car Club of America
Jeff Cowan
RVP, Pacific Region
425 Concord Dr.
Menlo Park, CA 94025
650.322.4938
pacificrvp@bmwcca.org

October 6, 2011

To: Board of Directors, BMW CCA
Executive Director, BMW CCA
From: Jeff Cowan, Pacific Region RVP
Subject: Pre-Meeting Report, October 2011 Board Meeting

Chapter Issues:

- None
- Note: BMW NA sent a cease and desist order to Oregon ACA to stop using the BMW name back in May. No update since.

Delinquent Newsletter status

- No update due to no recent reports from National (website switchover issues)

Completed Travel:

- March Board Meeting
- June Board Meeting

Planned travel:

- None

Discretionary funds committed: \$750

- Oregon Chapter, NASCAR/PRO3 Corral: \$250
- Puget Sound Chapter, E30 Picnic, \$500
- Central Cal Chapter, Winter charity event, \$250

Discretionary funds planned:

- TBD

Regards,

Jeff Cowan



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

Date: October 5th, 2011

Subject: South Central RVP Pre-Meeting Report for October 10th, 2011 BOD Meeting.

BMW Car Club of America
Dan Baker
South Central Regional Vice
President
5307 Windham Springs Court
Houston, TX 77041
southcentralrvp@bmwcca.org

Travel & Expenses:

- BOD Meeting June 25 – 26, 2011 Las Vegas NV Air Fare \$653.90

Planned Travel:

- BOD Meeting & Oktoberfest Birmingham AL October 9-15, 2001

RVP Discretionary Funds:

- None Expended

Chapter Issues:

- Was approached by a member in Rocky Mountain Chapter about breaking off and forming a new chapter in Colorado Springs. Member has since decided to run for President of Rocky Mountain Chapter so I will keep an eye on this.
- Wasatch Chapter is at risk of losing the majority of their BOD due to a variety of reasons (moving, new jobs, sold the car, lack of desire, etc...) and they have no volunteers to fill the positions at this time. I was contacted by Craig Hawe (Treasurer) to tell me the board had met and said they saw no option but to dissolve the chapter. More to follow on this one.
- Have reached out twice to Jeff Gomon and Mike Staub regarding their concerns about the chapter realignment but have yet to receive a response. I will try one more time and after that I will simply send them a note that says unless I hear otherwise, I will consider the case closed.

Newsletter or Chapter Report Delinquencies:

- None as of this Report

Relevant Notes:

- August 16th regional conference call saw only 5 of 9 chapters represented with 8 people on the call. Primary discussion topic was whether the chapters saw any value in removing the newsletter as a required minimum standard and having National take over the formatting, printing and distribution?
- Next call will be scheduled after our return from O'Fest.

Respectfully Submitted
Dan Baker



BMW Car Club of America, Inc.
Paul Dunlevy
South Atlantic Regional VP
6424 Littlewood Road
Kernersville, NC 27284
336-996-3149
southatlanticrvp@bmwcca.org

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

Date: October 3, 2011

Subject: South Atlantic RVP Pre-Meeting Report for October 10, 2011 Board meeting.

Travel & Expenses
None

Planned Travel
Birmingham for O'fest.

RVP Discretionary Funds – \$500.00 to NCC for Baltimore GP Corral

Chapter Probation Report: None

Newsletter Delinquencies – ?

The Baltimore Grand Prix corral hosted by NCC was a great success.

Sunshine / PBOC issue is rapidly coming to conclusion.

Respectfully submitted,

Paul Dunlevy



BMW Car Club of America
Frank C. Patek, II
Executive Director
640 South Main Street, Ste 201
Greenville, SC 29601
864-250-0022
frank_patek@bmwcca.org

Re: October 10, 2011 Oktoberfest Board Meeting – Birmingham, Alabama

DATABASE/WEBSITE/OPERATIONS

The new database and new website launched on June 22, 2011. The following six weeks were a heavy lift to get most of the bugs worked out and most features operational. There are still items to be worked out. Most noticeable right now is the lack of a good forums structure for the website. Work is 98% complete on the new forums but Ofest has intervened and prevented full testing and implementation of this much sought after feature.

A more detailed report from Stephen Elliott is attached.

Roundel

With the completion and launch of the new website and database it is time to turn our attention to a cosmetic review of the magazine. While *Roundel* remains our single greatest asset for maintaining membership satisfaction we must provide it in both the most current print and digital formats available to us.

We are now reviewing the most likely vehicle to offer *Roundel* in iPad, tablet, droid and iPhone applications. Our members grow more vocal in their requests for these applications. While the pricing for these applications is dropping the feature rich applications our members want do remain pricey.

By the time of the January board meeting I expect to be able to present a full proposal to the board.

STAFFING

Currently we are without a meeting planner. The entire staff has done a magnificent job of pitching in to make certain all aspects of Oktoberfest have been handled from the national office side. Lindsey Jefferson stepped in and managed the items that otherwise would have prevented m from attending the International Council Meeting. Steven Schlossman has as always been on top of all production and registration matters. Heather Tollison is handling our merchandise, Tricia Williams our Club Racers and both will work registration.

John Haverland has recently joined us thru a placement firm to work on Marketing and Communications. He will work closely with our vendors and sponsors to make certain they receive the attention they deserve and that their needs are addressed.

The past three weeks have been stressful, but I am very proud of the way our staff has responded to this critical situation.

OKTOBERFEST 2011

The Renaissance Ross Bridge Resort is the host hotel. It is a large self contained property with a spa, golf course and upscale lodging. Our room block at the Ross Bridge remains in an oversold

position. The Birmingham Marriott and Hampton Inn near the track are also hosting some of our members. Barber Motorsports is the host of the track events.

Heart of Dixie Chapter has done a magnificent job of planning an exciting week for our members and Peachtree is once again providing their expertise to host our AutoX event. Both chapters deserve our full thanks and appreciation for their efforts.

REGIONAL EVENTS

The Pittsburgh Vintage Grand Prix was an enormous success in terms of our ability to drive membership and present a great showing for our members. All credit goes to our Allegheny Chapter and their continued efforts to make this event a premier part of our summer. Spaten Hospitality was well received and was named to official beer of the event.

The West Coast Summer Concoors – Legends of the Autobahn was the pinnacle event of the summer. It is no exaggeration to say the event has been vaulted to the next level. The appearance of the new M5, the BMW 328 Hommage Car, the Hushke von Hahnstein 328 and 3 others were superlative. Jim Smith's collection was crucial to the display of historically important BMW's. Finally, the event benefited from BMW's launch of the new 650 Coupe, by pulling in the invited members of the press.

BMW AG and BMW NA participated this year. Larry Koch and his team represented NA and Karl Baumer, head of BMW Group Classic and Dr. Ralf Rodepeter, head of the BMW Museum represented AG. Dr. Rodepeter was also joined as one of our concours judges.

Spaten Hospitality added a special touch to the event and was enjoyed by all three clubs.

Central Cal Chapter has staked an enormous presence for themselves and the club on the Monterey Peninsula.

BMW CCA FESTORICS - for anyone attending Legends of the Autobahn the only way to end the week is to share hospitality and the best vintage racing around at Laguna Seca. Dinner this year was at the Rancho Canada Golf Club and was MC'd by Pacific RVP Jeff Cowan. EVP Steve Johnson presented an award to Jeff Gergen of South County BMW for Outstanding Dealer Participation and Larry Koch of BMW NA and Carl Baumer of BMW AG spoke.

The weather was beautiful for both days of racing. Lunch was available for all those in attendance and Spaten Hospitality again added a special touch.

Jeff Cowan, Ian Dunn and Sven Schindler are to be thanked for continuing to make this event a highlight of the Monterey Motorsport Reunion.

SAVANNAH SPEED CLASSIC and HILTON HEAD ISLAND CONCOURS

The Speed Classic occurs Oct 28-30 at Hutchison Island. BMW CCA will share a space with BMW CCA Foundation and will co host a hospitality area with Critz BMW of Savannah.

The Concoors will be held the weekend of Nov 4-6 in Hilton Head, SC, BMW is the featured marque. Working closely with Goetz Pfafflin we have been able to fill all allotted spots for BMW on both days of the event. We will host a dinner for all attendees and local members on Nov 4th at the Crowne Plaza Beach Club. Currently scheduled to speak are Ludwig Willisch, new head of BMW NA and Larry Koch, Manager BMW Motorsports.

AFFINITY/MEMBER BENEFIT PROGRAMS

Roadside Assistance has been available through Nations Safe Driving since November 2008. Program cost is \$3.00 per member per month or \$36.00 per year and provides coverage for the member, spouse and up to three children.

1. As of **December 31, 2009 1,021** members had **upgraded to Premier Membership.**
2. As of **March 15, 2010 1,216** members had **upgraded to Premier Membership, an increase of 195**, or an average 2.6 per day.
3. As of **June 30, 2010 1552** members had **upgraded to Premier Membership, an increase of 336**, or an average of 3.08 per day.
4. As of **October 21, 2010 1781** members had **upgraded to Premier Membership, an increase of 229**, or an average of 2.02 per day.
5. As of **December 31, 2010 1900** members had **upgraded to Premier Membership, an increase of 119**, or an average of 1.67 per day.
6. As of **March 10, 2011 2103** members had **upgraded to Premier Membership, an increase of 203**, or an average of 2.6 per day.
7. As of **June 13, 2011 2176** members had **upgraded to Premier Membership, an increase of only 73**, or an average of less than 1 a day.

This program has stumbled recently and we are taking a hard look at its long term viability.

RAFFLE

Our budget for 2011 was \$850,000.00. Unfortunately, we fell short and only sold 32041 tickets for a total of \$801,025.00. Attached is a spread sheet showing a breakdown of ticket purchases since 2006. One interesting fact to note is that website purchases were 18,537 and mailed purchases were 13,504.

MEMBERSHIP

2011 July Membership Promotion – During the month of July then current members who upgraded their memberships to 3, 4 or 5 years were entered into a drawing for an all expenses paid trip to Oktoberfest 2011 in Munich, sponsored by Spaten. Life Members were given the opportunity to participate by purchasing a Premier Membership.

The results of this contest were exceptional.

3 Year Members: 623

4 Year Members: 15

5 Year Members: 105

New Life Members: 5

3 Year Life Premier : 2

750 total participants

Gross Revenue of \$115,197.00

2011 Membership Drive –referring members and their referrals have the opportunity to win an M-School at the BMW Performance Center. The contest is sponsored by the Performance Center. The July and October issues of *Roundel* feature a drop in card, in the polybag, detailing the contest and providing each member with two referral cards.

September 2011 Lapsed Member Appeal – utilizing the discount feature that is built into our new database we were able to launch our most successful E-Rejoin campaign to date. During the last 4 days of September 231 lapsed members rejoined the club from one e mail. All 231 rejoined

online because we were able to send them a link allowing them access to their old membership record.

With iMIS similar offers could only be accomplished by asking the member to call, fax or mail a renewal application to the office.

The breakdown of renewals was as follows:

1 year	165
2 year	46
3 year	20

Trial Membership Program – A draft cover letter has been provided to BMW NA for use along with the sample issue of *Ronudel*. The letter will be signed by a BMW NA official. Optimistically, I believe we can anticipate an August launch of the Trial Membership Program

Printing Costs for a 96 page plus covers Sample Issue are as follows:

25,000	- \$21,600.00	- \$0.864 per piece
50,000	- \$33,834.00	- \$0.676 per piece
100,000	- \$55,262.46	- \$0.552 per piece

I suggest we consider a trial promotion of membership at a discounted rate vs a full trial membership program.

YEAR	2011	2010	2009	2008	2007	2006
Total Tickets Sold	32041	36498	32042	32635	23503	25218
Total Tickets Purchased - 1	3864	4,193	3449	3470	3014	3533
Total Tickets Purchased - 2	4462	5,024	4062	4064	2940	3328
Total Tickets Purchased - 3	918	1,092	975	1080	708	813
Total Tickets Purchased - 4	7212	7,900	6604	7620	2776	2984
Total Tickets Purchased - 5	2350	2,965	3095	1750	14065	14560
Total Tickets Purchased - 6	918	1,122	936	756	N/A	N/A
Total Tickets Purchased - 7	126	294	343	13895	N/A	N/A
Total Tickets Purchased - 8	880	1,192	936	N/A	N/A	N/A
Total Tickets Purchased - 9	81	126	162	N/A	N/A	N/A
Total Tickets Purchased - 10	11230	12,590	11480	N/A	N/A	N/A
Total Members who Purchased	10087	11288	9563	10228	8227	9106
Total Members who Purchased 1 Ticket	3864	4193	3449	3470	3014	3533
Total Members who Purchased 2 Tickets	2231	2512	2031	2032	1470	1644
Total Members who Purchased 3 Tickets	306	364	325	360	236	271
Total Members who Purchased 4 Tickets	1803	1975	1651	1905	694	746
Total Members who Purchased 5 Tickets	470	593	619	350	2813	2912
Total Members who Purchased 6 Tickets	153	187	156	126	N/A	N/A
Total Members who Purchased 7 Tickets	18	42	49	1985	N/A	N/A
Total Members who Purchased 8 Tickets	110	149	117	N/A	N/A	N/A
Total Members who Purchased 9 Tickets	9	14	18	N/A	N/A	N/A
Total Members who Purchased 10 Tickets	1123	1259	1148	N/A	N/A	N/A



IT Report

October 2011

Membership Database Update

The data that was missing or converted to the new database incorrectly has been fixed. There may be a few items that still need to be corrected, but I am confident that 99% of the membership data is correct.

I have removed duplicate e-mail addresses for current and lapsed members to ensure that website users can recover their usernames and passwords via e-mail, and to ensure that personalized e-mails from the club have the correct personalization (last name, member ID, etc.). I am still in the process of completely eliminating all duplicate e-mail addresses from prospective members and advertisers.

The reports for Chapter Officers and National Office Staff have been completed.

Website Update

The Membership Verification Tool is complete and I am currently deploying it. It will be available to Chapter Officers and select vendors by the time of the board meeting. It returns no personal information, only the following fields: Membership Status (Active or Inactive), Member ID, Name, Chapter(s), and Paid Through date.

Chapter Albums and Photos have been fixed. Chapter Officers may now edit and delete photos and albums for their Chapter.

A fix has been made to uploading Newsletters. I am currently testing it and it should also be live by the time of the board meeting.

Stephen Elliott
Director of IT
BMW Car Club of America

Note: The following report contains confidential information intended for the use of BMW CCA board members in preparing for their meeting. It is not intended to be published or disseminated. A summary version for inclusion in the meeting minutes will be prepared if necessary.

Satch Carlson, *Roundel* editor-in-chief

October 2011 Pre-Board-Meeting Report

Cost issues: After some analysis with Wendie Martin regarding paper prices and Brown Printing's press process, we are more committed than ever to a 128-page issue. As the best efficiencies result from 32-page signatures, if we want to increase that size, the most economical page cost comes from going up to 160 pages. We can still go up in eight-page increments, or even fewer, but the additional cost for a minimal increase is hard to justify.

Fortunately, our classified section seems to be shrinking rapidly, so we have been able to maintain a good variety of feature stories despite our now-standard size of 128 pages plus cover.

Budget analysis: Unfortunately, the timing of the November issue and the time required for proofing the Oktoberfest program has left me no time to prepare my usual budget-versus-actual spending analysis; I will try to catch up with that after Oktoberfest.

Personnel matters: We have some matters that fall under sensitive topics, so I will not put them on this page.

I remain confident that we are still fulfilling *Roundel's* stated mission: to inform, entertain, and provide a sense of community for our members.



SENSITIVE TOPICS

DigiStrasse: Our experiment with DigiStrasse seems to be going well. Frank and I have discussed the opportunities that will be presented when our current contract expires next year. As you know, the current arrangement presents a weekly e-mail digest to our members that has proved quite popular. The Multibriefs company trolls the Internet for BMW-related items and collects abbreviated items linked to their original sources. They also have a broad spectrum of advertisers who may have the benefit of overlapping markets among Multibriefs publications. However, DigiStrasse is not entirely free of our input. We add Club items almost every week, and of course we have the final review every week.

But we get only a small percentage of the ad revenue generated by DigiStrasse. Next year, when DigiStrasse is an established, routine benefit of membership, we believe we can bring its production in-house, making DigiStrasse a wholly-owned property of the BMW CCA. The revenue stream would initially be limited, as we find advertisers for that medium. There is a genuine concern that we might cannibalize *Roundel* advertising revenues by offering an alternative. However, we believe that DigiStrasse also offers a premium advantage that might be offered to our loyal print advertisers; it also offers a market for advertisers who aren't interested in print.

A business model for DigiStrasse should include Michael Slaff as a cornerstone of the project. Assembly of the weekly digest is not difficult, but it can be time-consuming; Kelly Kirkland does the same sort of assembling of BMW-related items, some from the BMW press department and others from topic searches and Google digests, so I am familiar with the process.

We are already generating a number of Club-specific items. But there are other areas of *Roundel* input—most specifically, some of our personalities—that I would like to see used on our website, but linked to DigiStrasse. While the actual structure of the website is still in a state of flux, as you know, I have recruited several correspondents whose tone and style I believe would attract and keep readers; how we make those readers into members remains problematic, but for the purpose of projecting our intentions, I consider them the same.

These personalities include Sam Smith, Paul Duchene, and Chris Wright, a diverse and intelligent, opinionated writers. As I have said before, I believe we gain a marketing advantage by featuring the unique personalities of our writers. To this end, I have renewed my acquaintance with Dennis Brown, a *Road & Track* illustrator. Years ago, I had wanted him to do drawings for our *Roundel* columnists. Now I propose having him create head shots of our blogging team.

A blogger is different from a columnist because blogs are generally short, the online attention span being about a nanosecond. Nevertheless, I do know the pressures of a weekly columnist. I believe we should rotate our bloggers on the website as well as in DigiStrasse. But even when a writer's work is not the one featured in a given issue, the images of all our writers should appear—smaller than the featured writer, but linked to their presence on our website.

DigiStrasse revenues should continue to flow directly to the BMW CCA. Contractors and editors may be paid directly by the BMW CCA, as we pay *Roundel* contributors, or through subcontractor entities in order to firmly maintain our arms-length status with our freelance contributors.



BMW Car Club of America
BMW CCA Club Racing
Gary Davis
National Chairman
18159 Meridian Road
Grosse Ile, MI 48138
734-308-7299

October 6, 2011

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

Subject: Club Racing Chairman's Pre-Meeting Report for the October 10th , 2011
Board
Meeting.

Planned Travel: none

Racer's Advisory Committee:

RAC teleconference held 9/22/2011.

RAC nominations/elections for South Atlantic, North Central, Pacific
and
Canadian Representative's currently underway.

Appeals and Protests:

None pending

Sponsors:

Sunoco recently upgraded to Premier Sponsor.

Activity:

2011, after 22 events (no Oktoberfest race)

Registrants: 596

Participants: 468

2010, after 22 events (includes Oktoberfest race)

Registrants: 606

Participants: 461

2012 CR rules for final review by rules committee at O'fest on 10/12/2011.

Respectfully submitted,

Gary Davis

National Chairman, BMW CCA Club Racing



NATIONAL DRIVING EVENTS COMMITTEE

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

From: Neil Maller, Chairman, NDEC

Date: 6th October 2011

Subject: NDEC Quarterly Report, October 2011

NDEC activities include the following:

- **ITS/Training.** Buckeye Chapter hosted another ITS at Mid Ohio in late August.
- **Minimum Standards.** I am (still...) working on corrections/updates to the published Minimum Standards, an activity I hope to be able to devote more time to this later in the year. They will be compiled into a separate document that can more easily be kept current.
- **New Web Site.** We continue to experience process issues with the online event insurance application system:
 - The online form is only visible to recognized Chapter admins, and isn't easy to find even for them. Many event organizers can't get to the form because they are not Chapter admins. Is there an actual need to limit access to this insurance form?
 - The Chapter realignment of some months ago is not reflected in the automatic distribution of completed insurance requests, resulting in their being sent to the wrong regional NDEC reps for approval. This results in approval delays.
 - The forms have identified spelling and formatting issues that haven't been fixed.As the other startup issues with the new web site continue to be cleared we'd appreciate some help getting this working smoothly as before.
- **Expenses.** No discretionary expenses to report.

Respectfully,

Neil Maller
Chairman, National Driving Events Committee
cc: NDEC members

**BMW Car Club of America
Board Meeting
Birmingham, Alabama
October 10, 2011
Minutes**

Monday, October 10th

- **Introduction:**

- Board Members: President – Bruce Hazard, Executive Vice-President – Steve Johnson, Secretary – Darcy Yench, Treasurer – Louis Goldsman, South Atlantic Regional Vice President – Paul Dunlevy, North Atlantic Regional Vice President – John Sullivan, South Central Regional Vice President- Dan Baker, North Central Regional Vice President- Mike Lingenfelter, Jeff Cow
- Executive Director – Frank Patek, Roundel Editor– Satch Carlson, Director of Financial Operations - Lindsey Jefferson
- Guests: Kelly Kirkland, Jim and Sydney Ringold, Jim and Joan Shlane and Anne Littrell
- **Minutes:** The minutes of the June 25, 2011 Board meeting were approved by vote of the Board on August 22, 2011. Reading of the minutes was waived.

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

- Motion to approve June Board Meeting Minutes, approved 8 for, 1 abstained
- Paul Dunlevy moved to approve the affirmative votes, Steve Johnson 2nd, vote 8-0-1absent.

Reports – There were no major additions to the premeeting reports.

- President
- Executive Vice-President
- Secretary
- Treasurer
- South Atlantic Regional Vice President
- North Atlantic Regional Vice President
- Pacific Regional Vice President
- South Central Regional Vice President
- North Central Regional Vice President
- Executive Director
- Roundel
- Driving Events Committee
- Membership Committee
- Club Racing
-

1. National Events

Oktoberfest

- 2011 – Barber Motorsport Park, October 10-16, 2010
 - Event preparation completed and everything is set to begin on schedule. Volunteers and staff have done a great job of preparing for Oktoberfest... Registration, merchandise, vendors and opening reception all in the same ballroom. Vendors will move to the track. Michelin was there and Bridgestone brought in a simulator.

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- Spaten erected a tent to use all week long. Souvenir glasses have come from Germany with one glass given to each participant opening night and another for the final night's dinner.
- Concours was held on the driving range with staging about 1/2 mile down the road due to curbs and ramps (12:1 rise platforms were constructed to accommodate the event). Because only 32 cars were entered only 1st place awards were on site for distribution. There was a new design of award this year. Low turn out is believed to be a direct result of the \$25 charge for the event. There was a \$5,000 charge to close down the driving range to use it for the day.
- Michelin had 2 M3's supplied by BMW to use at their drive & compare event.
- Future
 - o 2012 – Lime Rock contract came in at \$126,000 but will discount 20% just for us. This amount for rental does not fit our budget. Last number of years around \$80,000 has been charged.
 - o VIR (Tarheel), Mid-Ohio (Buckeye, N. Ohio & Allegheny Valley?) are being looked at for possibilities. The board would like to move toward the center of country.
 - o 2013 –Laguna Seca, still looking for host hotel but at this time Assilomar in State Park is still available for the host hotel. Need to make a decision soon to secure it...
 - o Steve Johnson and Frank Patek will put together what considerations the host chapter would be given for compensation to host Oktoberfest in the future.

Savannah Speed Classic is weekend of October 28-30 at Hutchison Island Raceway.

November 4-6 is the Hilton Head Island Concours. The club is hosting a dinner at the Crowne Plaza Beach Club on Friday November 4th for participants and members in the area.

Chapter Congress

- Future Planning – February date in Dallas, possibly during President's weekend.
- Target hotel is Embassy Suites Grapevine which includes free breakfast.

2. Regional Events

Jim Ringold (Florida Suncoast Chapter) – Jim expressed his thanks to CCA for support of \$1,000 for the car corral. At this year's Sebring Car corral they had members from 18 states and 200+ signed in. The site was moved this year and they expect they will get the Ferrari area for next year. Charges are free, shady space, refreshments, place to park, giveaways. The track charges \$5,000/50 cars or \$10,000/100 cars. The board would like to see a charge in addition to what the track already charges for a break even venture going forward.

Updates:

- o Festorics & West Coast Concours
 - Monterey Reunion August 2011

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- BMW AG was very favorably impressed by the event and will encourage other German marques to increase their involvement next year.
- The Grand Tour - Mike – The demographics were empty nesters and retirees who took the 5 days to drive to Lake Geneva and drive around to Michigan. Each chapter from the region had a participant. Feedback: the participants would have liked a designated gathering place in the evening and a destination place in the morning for embarking.

Regional Driving Tours - Requests none at this time

New Requests – Nothing official but Florida Suncoast Chapter said they will be submitting a request for their Sebring corral in 2012.

3. National Programs and Services

IT Update

- Status of conversion project - See Frank Patek's Pre-meeting report.
- Report for deferred revenue not available yet
- Membership Auto renews format Frank Patek will be looked into the cost of changing its current state with Go Members and Chase and determine its final implementation... Credit card number storage is an issue. Currently it's only available to MasterCard and Discover card.
- Frank would like to reduce dues from \$48 to \$44 when signing up for auto renew. Work load to staff is reduced as well. 5 year membership is at \$44.00 currently. Board agreed to this reduction for autorenew.
- Forums – The new forums have been built out, but there is an update to be released soon.
- Roundel – Quotes came back for smart phone and tablet applications going forward. Members are very interested in these but costs are a major consideration. Our current host has most of our back issues at a cost of \$150/month. Apple through their store would take 1/3 of revenue. Big magazines aren't buying into this model so it is bound to change. This will not be free service, a member will be charged for this type of application. Kelly Kirkland and Ian Dunn who works for Zynga are willing to work on this.
- Michael wants to line up all the parts to sell as a package deal. Some advertisers have expressed an interest to be on the internet rather than in print.
- Multibriefs partnership has been successful but Frank would like bring this inhouse.
- Digistrausse – The model Satch would like to see is to highlight some stand out personalities in the writing staff and feature them in the weekly, Dennis Brown Road & Track to do a drawing of these featured writers. Sufficiently profitable to not put a burden on existing. Ad revenue it is believed would more than compensate for the costs.
- Marketing –John Haverland has recently joined the staff and will handle marketing and communication efforts from the national office.
- October issue has the benefits page now on page 30 instead of the back of the issue.

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Club Racing

- 70+ Racers signed up for Oktoberfest.
- The number of club races is about the same but the number of racers are up.
- Darcy Yench mentioned her request to contact BMW Club racing for a slot that opened at PCA's Festival of Speed event at Fontana in April of 2012. She contacted Gary Davis and he forwarded the request to two CA contacts.

Driving Events – nothing to add to premeeting report

Charity Matching Funds – no update

Raffle - \$44,000 short on budget this year. Last minute push did not generate a lot of sales. Timing wise...last year the Roundel issue that had the last chance notification was much closer to end of the raffle. More than 3 dedicated email were sent out for the raffle but raffle information was also in the weekly Digistrausse.

SIG's –The list has been thinned out and ZHP Mafia was added.

News from National – needs to be reinstated for chapters. With the advent of the Digistrausse's more direct communication with members this will give an opportunity of the News to be restructured toward officer related items.

4. Policy and Administration

Ombudsman update – no update

Tech Rep's update – no update

Benefits Update –

- Road side assistance – It's unclear how long we will continue with the program. Chubb is interested in offering a road side assistance product, but that may be a (also an insurer), conflict with Liberty Mutual. If a new provider is not found Premier membership could go away. Length of the policy is tied to the length of the membership. 2100 members as of June and numbers are going down. Labor intensive to administer in the office. Would cost \$2-3 if applied to all members unilaterally and would reduce administrative costs.
- National Elections
- 2012 planning – notification is in the October issue.
- Will get into Digistrausse for next eblast
 - o Pres., N. Central, & S. Atlantic are up for reelections and all current people indicating they will run again.

Realignment of regions

- Implementation – no real updates except that the N/S Central people have not responded to the conference calls from their RVPs. Dan Baker says he will reach out one more time and if there is no response he will consider it a closed subject.

Non-Geographical Chapters

- Request for non-geographical chapter status by Z-Club SIG – no update

Strategic Plan

- Report on regionalization of services –

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Goals, Conditions, Approach and Time Table was submitted by Bruce Hazard to the board to form a task force looking into bringing together the group on Nov, 19th for a discussion on ways to deal with low retention, tight budgets and how can national partner with the chapters to positively impact these by improving the quality and effectiveness of the chapter image, communications and events. The results of the discussions will be presented at the Chapter Congress in Feb. 2012. Bruce Hazard will contact Scott Blazey to moderate the discussion. Each RVP will designate and invite representatives from their region.

- Attracting new members - Larry Koch reported that BMW sales were off 1/3, owner loyalty rate has dropped 7-8%, as money has tightened and people are not finding it so easy to get leases. Financing opportunities are not as available. 3's, 5's sales are flat but X3, X5 cars are increasing. He questioned how do we attract the outer perimeter to the club?

BMW Clubs International Meeting Update

BMW AG returned the fully signed CI Agreement. The lawyer that negotiated the contract made a presentation to the council and mentioned that he will be preparing an amendment for the rest of the Clubs incorporating the dispute resolution process that the US Clubs negotiated. Karl Baumer and other BMW officials stated that inclusion is the goal, not exclusion relating to the Council member clubs. Ian Branston stated the council has a role to play between the Council members clubs and AG. Overall it was a positive meeting.

Next International Council meeting will be in South Carolina the first weekend in October 2012. They wanted to incorporate the ALMS Petit LeMans race but its date has changed to later in the month 10/20/11. Inn at Biltmore in Ashville, SC will be the host hotel.

2014 will be the 40th anniversary of the Japanese Club and will be hosting the International Council meeting in Japan.

2016 will be the 100th anniversary of BMW with the Council meeting held in Germany. We might think about doing something for the anniversary. We'll discuss ideas with BMW NA.

2019 will be the 50th Anniversary of BMW CCA and we have submitted our request to host the International Council meeting for this year.

5. Foundation

Scott Hughes and Mike Ura presented details of a building currently being considered for purchase by the Foundation. Also in attendance from the Foundation were Lance White, Bruce Smith, Leo Newland and John Eveland. Mike showed a short presentation and discussed the possible opportunity of a building located in the immediate area of where the Foundation office is now located and possibly sharing the building with BMW CCA's National for expanded office space. There was a discussion about the possibility of the Foundation and Club co-purchasing this or some other property in the future. The building has some special features and suitable space making it workable for the future goals and vision of the Foundation and the growing needs of office space for BMW CCA national office.

The Foundation has decided to evaluate best ownership construct, estimate costs of build out and estimate total cost of ownership. The Foundation would use the

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basement and 1st floor, and the CCA would use the 2nd floor for office space that would more than double its current space. The price has been negotiated down from 1.6 M to 1M by Scott Hughes and the owner is willing to finance. The building is 26,000 sq feet which equals about \$37.74 per sq. ft. The immediate needs are carpet and paint. Future considerations would include the installation of an elevator.

Question raised:

What are the legal implications of co-owning a property with the Foundation and sharing office space?

Paul Dunlevy moved to have the BMW CCA participate in a feasibility study and legal ramifications of cohabitating with the Foundation in a proposed purchase of facilities and approve the spending of up to \$5,000 to fund said feasibility study, the motion was 2nd by Steve Johnson Vote: 8 for - 0 against - 1 absent Motion passed.

6. Financial

Louis Goldsman pointed out that the reimbursement provisions in the Operations Manual appear to be out of date. Louis Goldsman and Lindsey Jefferson will draft proposed revisions to the Operations Manual and present to the board.

Louis Goldsman and staff will begin developing the 2012 Budget.

7. Chapter Issues

Sunshine Bimmers – Update - Discussion was deferred to Executive Session

Conference calls – GOAL: Share best practices

John Sullivan - Aug. 29th good call Mike Lingenfelter had suggested topic for the call.

Paul Dunlevy has the same time frame, bigger chapters did not attend, all new chapters attended, Peachtree doing own thing these days.

Dan Baker had 5 chapters (TX, NM, Rocky Mountain) attend those on the call were very active, productive call (new chapters did not attend call)

Mike – hosted 2 conference calls, some chapters do attend, some don't. Last call's topic was getting and retaining volunteers – no problems were noted.

Topic drives discussion of conference calls.

Chapter probation report – There were none at this time as the database information needs to be cleaned up so actual reports can be produced and sent out.

No report has been issued for delinquent newsletters so none to report at this time.

Chapter toolbox – Frank Patek had no update.

Chapter/member Recognition program – Frank nothing new to add from report his report.

8. Membership

Membership Drive Update - July 2011 Promotion – For details see Frank's report.

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Puget Sound winner was not able to take the trip. There was not enough time to award to an alternate because of the timing of when the drawing was held and when the trip was to take place. We will need to work on a better time table for the future.

Membership Committee Update – It was agreed that this committee should be dissolved in lieu of the new ad hoc groups being discussed. Going forward we will plan to form these groups to focus on specific topics.

Marketing

- Special Offer to CPO owners – Larry Koch reported that the leadership has changed where people that approved in past are no longer there. With his busy schedule he has not been able to give his attention to this matter but will look into in the near future. Marketing to this group has been identified by the board a potentially quality prospects for long term members...

9. BMW of North America

Larry Koch: Motorsports Manager provided the following updates:

In ALMS series, the Rahall Letterman team won championships in driver's and manufacturing, as well as the EPA fuel mileage challenge. In GrandAm Turner Motorsports won multiple championships as well. BMW Motorsports attention has been noted.

Car corrals: : Larry will be reviewing the corrals that NA supported in 2011 and develop a plan based on successes to determine what NA will support in 2012. Larry would like to see BMW banners on display at the corrals going forward.

President of BMW of North America, Ludwig Willisch is a motorsports fan and vintage driver in Europe with codriver Deter Quester. Baltimore and Petit were his first events. Would there be a need/interest for another tier of hospitality for ALMS with Rahal Letterman?

Model update: 3 series M3 – 3 series sedan ends production end of October and F30 M3 sedan pictures are showing up. Evolutionary change, related to E9, and the next generation will probably be burning something other than gasoline.

There was a program years ago involved an honorary pit crew member. It was attempted this last year but was limited to sponsors. There was a discussion on possible ways to select participants involving the chapters and what they would be able to do. Further discussion and planning will be conducted.

10. New Business:

- John Sullivan opened a discussion of whether a non-member is covered by the event insurance by simply signing the event waiver forms. It was confirmed that the insurance policy does not require that participants are members. The concept of whether it made sense for non-members to participate in the benefit of events without being members. Following the discussion there were a series of motions and votes.

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Motion: Paul Dunlevy moved that all participants of driving schools be BMW CCA members John Sullivan 2nd. Vote: 8 for - 0 against - 1 absent. Motion passed.

Motion: Steve Johnson moved that all participants of autocross be BMW CCA members, Mike Lingenfelter 2nd, Vote: 7 for - 0 against – 1 abstained (Dan Baker) -1 absent. Motion passed.

Motion: Paul Dunlevy moved that all participants of all car control clinics be BMW CCA members Louis 2nd. Discussion: some thought is it's not as important as high speed events. Vote: 1 for (Paul Dunlevy) – 7 against – 1 absent. Motion failed.

Motion: Mike Lingenfelter moved that all participants of TSD and fun rallies be BMW CCA members Paul Dunlevy 2nd. Vote: 7 for – 0 against – 1 abstained (John Sullivan) - 1 absent Motion passed.

- Frank Patek mentioned that there was nothing in the Operations Manual requiring that chapter officers be members in good standing. A brief discussion was followed by the following:

Motion: Ops Manual Rule: Mike Lingenfelter moved to add: “require all voting chapter officers be members in good standing for the duration of their term of office”. Dan Baker 2nd Vote: 8 for - 0 against - 1 absent Motion passed.

- John Sullivan suggested that the RVPs need training of the trainers. He raised the possibility of selecting an organization to help RVPs to give current best practices of organization, event organization, in relaying information during conference calls to chapter volunteers. Bruce Hazard suggested that a better source for best practices would be from within the club from successful chapters and RVP experiences. Discussion went no further and no action was taken.

Future Meetings

Board meetings (proposed dates) –

January 21-22, 2012 – Monterey, CA Crowne Plaza

March 31- April 1, 2012 – Greenville, SC

Conference Calls –

November 17, 2011

December 15, 2011