

BMW CCA BOARD MEETING
JUNE 17-18, 2006
Cincinnati, Ohio

MINUTES

Saturday, June 17, 2006

1. Call to Order:

The meeting was called to order at 8:00 a.m.

2. Attendees:

Board Members: Scott Blazey, Mark Jon Calabrese, Len Mueller, Carlos Diaz-Estrada, John Sullivan, Louis Goldsman, Fred Iacino, Bruce Hazard.

Absent: Eddy Funahashi.

Also attending: Wynne Smith, Brenda Sarvis and Phil Marx

Guests: Jim Beechuck and Larry Moore from the Buckeye Chapter.

3. Minutes:

The minutes of the March 25-26, 2006 Board meeting were approved by vote of the Board on April 27, 2006 via e-mail. Reading of the minutes was dispensed with.

4. Reports:

4.1. Presidents Report:

Scott Blazey had nothing to add to his pre-meeting report.

4.2. Vice President:

Mark Jon Calabrese had nothing to add to his pre-meeting.

4.3. Secretary:

Bruce Hazard had nothing to add to his pre-meeting report.

4.4. Treasurer:

Louis Goldsman provided an updated financial report reflecting the final figures for the end of May and reflected in his updated report which is attached below. Louis also reported that Wynne Smith would be providing the RVP's with a list of their Chapters that have not submitted their required annual financial reports.

4.5. Pacific RVP:

Eddy Funahashi was absent; therefore, his pre-meeting report is included below unchanged.

4.6. South Central RVP:

Fred Iacino had nothing to add to his pre-meeting.

4.7. North Central RVP:

Len Mueller had nothing to add to his pre-meeting.

4.8. South Atlantic RVP:

Carlos Diaz-Estrada had nothing to add to his pre-meeting report.

4.9. North Atlantic RVP:

John Sullivan had nothing to add to his pre-meeting report.

4.10. Executive Director:

Wynne Smith had nothing to add to her pre-meeting.

4.11. Club Racing:

Louis Goldsman had nothing to add to the Club Racing pre-meeting. Louis did mention:

- There have been three official at-event protests, one at VIR and two at Miller Motorsports Park, an indication that the racers are beginning to police themselves thru the protest process.
- Steve Olson has complained about the CR rules enforcement problems. CR is reviewing the process to be sure there have been no implementation problems.
- There seems to be a perceived conflict by some racers between tech enforcement/inspections and some parts suppliers in regard to the current rules development.

4.12. Roundel:

- The support of Active Auto Works and Toyo was overlooked in the TechFest coverage. After a discussion of what was an appropriate amount of coverage, it was agreed that all sponsors, vendors and donors should be recognized in the Roundel event coverage of any national event. (i.e. TechFest, Oktoberfest, etc.)
- Recognition of Active Auto Works and Toyo support of TechFest 2006 will be made in the next issue of Roundel. The Managing Editor and Manager of National Events will work closely to ensure everyone is recognized.
- Phil Marx mentioned that he is getting requests from non-CCA blogs to link to Roundel articles which raised the question of opening the Roundel section of the website to non-members. There was no support for such a change.
- Reprints of Roundel articles will be provided for a charge upon request to non-members.

4.13. DEC:

- Carlos Diaz-Estrada had nothing to add to his pre-meeting report. He did bring up for discussion the issue of the Lone Star Chapter holding driving events without an ambulance on site. All agreed that this is a clear violation of the DE minimum standards as described in the BMW CCA Operations Manual, section 4.0 Emergency Services, which requires "An on-site ambulance during all times when the facility is used for high-speed activities" and "One or more EMT's with the ambulance at all times".
 - Fred Iacino was disappointed with the Executive Director for leaving him unaware of the situation and not including him in the conference call as the Lone Star Chapter is in the South Central Region.
 - Wynne Smith reported that the conference call participants were specifically requested by the Club Racing Chairman and the Chairman of the Driving Events Committee, who were attempting to resolve the problem at the lowest level, and that her recollection is that she notified Fred during a telephone conversation.
- There was a discussion of the process for corrective and disciplinary action in the event of a minimum standard violation. Section 5.0, Compliance Procedures, outlines the process of:
 - Collaboration between the DEC and Chapter to prevent a reoccurrence.

- Referral to the National Office and Board in the event of a reoccurrence.
- The Board can impose any sanction it chooses up to denying use of BMW CCA insurance, probation or suspension of the Chapter's charter.
- Everyone agreed this kind of violation is a serious problem in even one chapter, and it can't be tolerated in any chapter. Does it occur in other chapters?

Break – 9:18 to 9:40 a.m.

4.14. Manager of National Event.

Brenda Sarvis had nothing to add to her- report. (There was no pre-meeting report)

5. Discussion Topics:

5.1. National Events:

5.1.1 TechFest 2006

- Brenda Sarvis was congratulated for her efforts in putting together a very successful event.
- Final participation was 228 plus additional attendees for the Board, Roundel and Club Racing meetings.

5.1.2 TechFest 2007

- March 22-25, 2007 in Tacoma, WA.
- Traditional format with 8 hours of tech sessions, vendor exhibits, and 2 lunches and 1 dinner.
- The Board and Annual meeting will be held the same weekend.
- ACTION: Wynne Smith and Brenda Sarvis were asked to develop a written project plan, within the next month, with tasks and target dates.

5.1.3 Future TechFests:

- What is an optimum number of participants?
- To improve participation should it be combined with another event, i.e. Oktoberfest, a SIGfest, etc.
- Should we consider a joint event with PCA, MOA, Mercedes, dealers, etc?

5.1.4 Oktoberfest 2006

- Brenda Sarvis recently met with all the committee members and everything seems to be in order.
- Speakers are still being finalized.
- Master of Ceremony duties were assigned
 - Sunday – Scott & Mark
 - Monday – Louis & Eddy
 - Tuesday – Bruce & Fred
 - Friday – Scott & Len

5.1.5 Oktoberfest 2007

- Fort Worth, Texas, September 30 – October 5, 2007
- Headquarter hotel –Hilton

- Driving events at Motorsport Ranch
- Vendors at Motorsport Ranch
- We are considering Social events at a different location each night.
- The Board has concerns that events are spread out and not centralized which promotes interaction between registrants and with the vendors.

5.1.6 Chapter Congress 2007

- Valley Forge, PA, April 20-22, 2007
- At Valley Forge Crowne Plaza which has the presentation facilities the we need.
- The focus will be on the Chapter President, Treasurer and Membership Chairman.

5.1.7 *Action:* Wynne Smith will develop, within 90 days, a comprehensive survey to solicit specific information (about TechFest and Oktoberfest) from targeted groups, i.e. always attend, attended but haven't come back, never attended, vendors, etc.

5.2. **Chapter Issues:**

5.2.1 There are no Chapters on probation but some are close. A reasonable grace period is being granted. Then the corrective action prescribed in the Operations Manual will be imposed.

5.2.2 Wynne is working on the New Chapter Officers Education/Information materials that will be placed on the website for ease of maintenance and downloading by the new officers.

5.2.3 **Street Survival:**

- Len Mueller suggested that there needs to be an ITS type training for SSS. He has discussed this with Bill Wade who is working on something. This will be a Foundation program but BMW CCA can be a resource with the experience that the DEC has with their program. After some discussion it was suggested to:
 - Meet with coaches ahead of time to review the curriculum.
 - Establish qualification in order to be a coach.
 - Foundation should be an advocate for the chapter.
 - Assistance in event promotion is lacking. Promotional material should be proactively provided the Chapter. There should also be some assistance in developing coverage with media outlets.
- *ACTION:* Wynne Smith will request materials from the foundation and send to all chapters.

Lunch – 12:15 to 1:00 p.m.

5.3. **Marketing Program:**

- 5.3.1 Robbie Kemper from KGB Advertising presented his findings and recommendations. His written report is attached to these minutes. Following are some additional notes from his presentation.
- Everyone defines enthusiasm differently.
 - Attitude breeds approach.
 - BMW CCA needs a brand definition and recognition.

- Need to capture information about visitors to the website and then market to them.
- Need to track the number of member and non-member visitors to the website.
- All digital and printed material needs a new look.
- Should be lifestyle oriented.
- Push information to members and non-members.
- Include pictures and videos of events and put on the website.
- Include links to non-BMW topics from the website.
- Focus on new members.
- Roundel needs to be electronic.
- Market direct to dealers. Roundel and Club information should be in the information the new owners receives at the close of sale.
- Roundel needs a graphic overhaul, and needs to be “hipped up”, and delivery needs to be reorganized.

5.3.2 In general the Board was receptive to the general conclusion, that we need to:

- Do a better job of identifying and marketing to what interests the members and non-members that visit the website.
- Create a look in digital and printed material that initially is “lifestyle” oriented rather than the historically motorsport oriented. Once the non-member is interested, then introduce the motorsport side of the Club.

5.3.3 There was general dissatisfaction with the tone (“these are the needed changes because I say so”) of the presentation and the graphic examples of changes to the digital and printed material. Additionally, there was no evidence presented substantiate KGB’s conclusions.

5.3.4 **ACTION:** Wynne Smith will discuss the Board’s observations and request at least three options for the “new look”.

Break – 2:50 – 3:05 p.m.

5.4. **Membership & Administration**

5.4.1 The voting on the by-law change reflecting the change of incorporation has been brisk with nearly 6,000 ballots returned. The deadline is July 15th.

5.4.2 A final push will be made on the website for the Membership Drive. Scott Blazey will make an email push to the chapters.

5.4.3 In her pre-meeting report, Wynne Smith outlined the costs associated with conducting national elections:

<u>Method</u>	<u>Cost</u>	<u>Return</u>	<u>Cost / Vote</u>
Return card from Roundel	\$7,300	2,849	\$2.56
Direct mail	\$30,000	6,500	\$4.62
Online	\$59,000	9-10,000	\$6.21

5.4.4 Based on these numbers the Board could not find a compelling reason to change.

5.4.5 Wynne Smith presented a proposal from Sentry insurance company for an affinity program. There was no interest from the Board.

5.5. **Financial:**

As reported in the Treasurers pre-meeting report the actual net income is ahead of budget.

5.6. National Programs & Services:

5.6.1 Website:

- The classified ad revisions are progressing. Soon there will be the ability to place an ad online.
- The Ofest event scoring is almost ready for testing.
- There should be a link from the events calendar to the registration for the event.
- A web page with the list of chapter compliance items is in the works.
- The ability to search Ofest registrants is being considered. This would allow a member to search and see who has already registered.

5.6.2 Website Editor:

- Bill Howard provided a detailed analysis of the current state of the website and the responsibilities of a website editor.
- The Board gave their approval to proceed with recruitment and hiring. This position will start as a contracted position.
- The interview process will include Wynne Smith, Bill Howard and Carlos Diaz-Estrada.
- The Board would like to see the position filled by September 4th. Followed by a written action plan for the website changes by October 15.

Recessed to Sensitive Session at 5:00 p.m.

Sensitive Session 5:12 – 6:05 p.m., Continued Sunday 8:05 – 9:10 a.m.

- Roundel representation at Board Meetings
- Web Editor
- Executive Director 2005 evaluation

Sunday, June 18, 2006

6. Call to Order:

The meeting was called to order at 9:25 a.m. .

7. Attendees:

Board Members: Scott Blazey, Mark Jon Calabrese, Len Mueller, Carlos Diaz-Estrada, John Sullivan, Louis Goldsman, Fred Iacino, Bruce Hazard.

Absent: Eddy Funahashi.

Also attending: Wynne Smith, Brenda Sarvis and Phil Marx

8. Discussion Topics, continued:

8.1. Disaster Preparedness and Relief

Wynne Smith reported that the Roundel is being sent to corrected addresses for members in hurricane affected areas. The National Office is watching for returned copies as an indication of a problem. Any issue raised by a member will be handled on a case by case basis.

8.2. Regional Events:

BMW CCA Board Meeting June 17-18, 2006

- 8.2.1 Boston Chapter – Concours – September 9th with rain dates of September 17th. Normally draws 100-200 cars from the northeast chapters.
- 8.2.2 Green Mountain Chapter – Oktoberfest – October 6-8. Includes all regional Chapters and other clubs and includes drives, meals and Show and Shine.
- 8.2.3 *MOTION:* John Sullivan made a motion to designate both as regional events. Fred Iacino seconded the motion. INFAVOR: 8, with 1 absent.

8.3. Policy:

8.3.1 Ethics and Risk Management

- Wynne Smith is developing informational and training material for presentation to the Board and eventual presentation to the Chapters.

8.3.2 Non-Geographic Chapters

- Since passing the new by-law change there have been no requests.
- If a request is received, the initial criteria will be the same as the geographically based chapters.
- *ACTION:* Wynne is developing a Benefit of Being a Chapter fact sheet.

8.4. Special Interest Groups and Resources

- 8.4.1 Mark Jon Calabrese reported that he has sent application information to all the SIG's & SIR's to apply for recognition base on the new guidelines. The following have replied and submitted their application.

- 2002 turbo
- Micro & MiniCar Club
- Senior Six Registry
- 2002 Email Digest
- BMW Model Collectors Group
- 1600/2002 Cabriolet Register

- 8.4.2 Mark Jon will attempt to contact those that have not replied to insure that there is not a communication problem. If there is no response after reasonable attempts to contact them, they will be removed from the Roundel and website.

9. Future Meetings:

9.1. Annual Meeting Location:

- The BMW CCA Operations Manual calls for the Annual Meeting to be held at the National Office. This year the meeting was held in conjunction with TechFest which was well received by the participants. The 2007 Annual Meeting is scheduled in conjunction with TechFest 2007 in Tacoma, WA.
- At the next Board meeting a change to the BMW CCA Operations Manual providing the option to holding the Annual meeting at a location other than the National Office. Everyone did agree that at least one Board Meeting per year should be at the National Office.

9.2. Next Board Meeting:

- September 16-17, Waltham, MA

9.3. Conference Calls:

- August 17th, 8:30 p.m. EST.

10. Adjournment 11:46 a.m.:

MOTION: Louis Goldsman made a motion to adjourn. The motion was seconded by Len Mueller.
IN FAVOR: 8, Absent 1.

BMW CCA Board Meeting June 17-18, 2006



BMW Car Club of America, Inc.
Scott Blazey
President
7610 N Caldwell Avenue
Kansas City, Missouri 64152
Phone (816) 587-4185
E-Mail president@bmwcca.org

June 3, 2006

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

Subject: President's Pre-meeting Report for June 17-18, 2006 Board Meeting

Travel

May 18, 2006 to Kansas City BMW Club Monthly Meeting (no BMW CCA funds expended)
June 16-18, 2006 to Cincinnati, OH for National Board Meeting.

Planned Travel

July 23-29, 2006 to Grand Rapids, MI for Oktoberfest 2006

Respectfully submitted,

Scott Blazey

BMW CCA Board Meeting June 17-18, 2006



BMW Car Club of America, INC
Mark Jon Calabrese
Executive Vice President

2774 Scarlet Rd

Germantown, TN 38139

Voice (901) 759-9085 H, (901) 378-1888 C

E-Mail MJ@calabrese.cc

June 3, 2006

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

Subject: Vice President's Pre-Meeting Report, June 18-19 Board Meeting

TRAVEL

- April 21, Las Vegas for Chapter Driving School. Guest Speaker at Saturday night dinner.
\$699.70

SIG's

- The new SIG standards and applications have been sent to all known SIG groups. At this time I have only received a response from 15 out of the 26 groups. One final attempt will be made to contact the remaining groups. If nothing is received from them I will be recommending that we end our association with them.

SERVICE OFFICERS

- Nothing of any significance to report from the Service Officers at this time.

Thanks

M J Calabrese

BMW CCA Board Meeting June 17-18, 2006



BMW Car Club of America, Inc.
Louis P. Goldsman
Treasurer
5296 Via Jacinto
Dos Vientos Ranch, CA 91320-6895
Phone: 805-499-3849
E-Mail: treasurer@bmwcca.org

June 16, 2006

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: TechFest and CCA Board & Annual Meetings – St. Charles, MO; March 23-26, 2006

Planned Travel: Oktoberfest, June 23-29, 2006

Income Statement – Period Ending May 31, 2006

	<u>Actual</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	\$1,804,865.99	\$1,929,485.44
Total Cost of Goods Sold	<u>596,892.01</u>	<u>578,582.50</u>
Gross Profit	\$1,207,973.98	\$1,350,902.94
Total Expense	<u>1,400,002.70</u>	<u>1,534,679.76</u>
Net Ordinary Income	<u>(\$192,028.72)</u>	<u>(\$183,776.82)</u>
Net Other Income	<u>31,499.13</u>	<u>11,208.31</u>
Net Income	<u><u>(\$160,529.59)</u></u>	<u><u>(\$172,568.51)</u></u>

Balance Sheet – As of May 31, 2006

Assets	
Total Current Assets	\$1,845,793.70
Total Fixed Assets	319,508.46
Total Other Assets	<u>1,293,000.08</u>
Total Assets	<u><u>\$3,458,302.24</u></u>
Liabilities & Equity	
Total Liabilities	\$2,691,346.95
Total Equity	<u>766,955.29</u>
Total Liabilities & Equity	<u><u>\$3,458,302.24</u></u>

Respectfully submitted,

Louis Goldsman

BMW CCA Board Meeting June 17-18, 2006



BMW Car Club of America, Inc.
Bruce Hazard
Secretary
7403 S. Tamarac St.
Centennial, CO 80112
303-324-6541
Secretary@bmwcca.org

June 4, 2006, 2006

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

Subject: Secretary Pre Meeting Report – June Board Meeting

Travel & Expenses:

- March Board Meeting and TechFest 2006 in St. Louis, \$ 802.99

Meeting Minutes:

MOTION: On April 27, 2006, Fred Iacino made a motion to approve the minutes of the March 25-26, 2006 Board meeting. Louis Goldsman seconded the motion. **INFAVOR:** Scott Blazey, Mark Jon Calabrese, Louis Goldsman, Bruce Hazard, John Sullivan, Carlos Diaz-Estrada, Len Mueller, Fred Iacino, Eddy Funahashi.

MOTION: On April 27, 2006 Louis Goldsman made a motion to approve the minutes of the March 25, 2006 BMW CCA Annual meeting. Fred Iacino seconded the motion. **INFAVOR:** Scott Blazey, Mark Jon Calabrese, Louis Goldsman, Bruce Hazard, John Sullivan, Carlos Diaz-Estrada, Len Mueller, Fred Iacino, Eddy Funahashi.

Conference Call's: Notes are attached for conference calls held on April 27th and May 25, 2006.

Respectively Submitted

Bruce Hazard

BMW CCA Board Meeting June 17-18, 2006

NA Region Vice Presidents Pre-Meeting Report Wednesday, June 14, 2006

For BMW CCA Board Meeting June 17-18, 2006 prepared by John Sullivan

Travel:

May 24-26, 2006 Gateway Tech/BMW CCA Board Meeting St. Louis MO June 16-18, 2006 BMW Board Meeting Cincinnati OH

Planned Travel:

October 6-8, 2006 Green Mountain Chapter's OktoberFAST Event Stowe VT

Funds:

None expended as I write this. I will probably request RVP Discretionary Funds for a couple of Chapters before the end of this Quarter.

NA Region Status:

Boston: I am still waiting on Boston VP to obtain a date for the Concours.

Hopefully I will have one by this weekend's Board meeting.

Boston: Susan G. Komen Transport of the Fleet. All 18 cars in the Fleet are stopped for speeding (5/17) by the Maine State Police, as well as the lead and rear support vehicles. Alem (the Management Company that runs the event and manages the Fleet) will provide a local Maine Lawyer to fight the tickets in Court for all participants.

Allegheny: I have been communicating with Chapter President to get their Newsletter in proper format and sent out in a timely manner. I am also dealing with Chapter Election and General Meeting issues.

Pocono: The Chapter President will not answer my e-mails. I have been dealing with Mike Miller who has been very cooperative with me. He has arranged to get Scott Green (Leigh Valley area the folks that wrote complaint letters in the February & March edition's of Roundel Letters to Editor Section) to join their activities meetings and represent the Leigh Valley area). I have asked Scott to keep me posted on the situation.

NA Region Unassigned Members: I will be working with Wynne to reduce the numbers (390) and find "a home Chapter" for these folks.

NA Region Chapter Newsletters: I was just informed today by Brenda that there are three Chapters (New Jersey, Mountain State & White Mountain) who have not submitted newsletters at all this year. I will contact them and find out what the problem is.

John Sullivan

BMW CCA Board Meeting June 17-18, 2006

SARVP Pre-board meeting report

Things are going well in the region. Peachtree is working with IMSA on the Petit-Lemans. Everglades chapter held a Street Survival school that was well attended.

Gulf Coast produced a newsletter with content about asking for help. They need Chapter officers as a result of the storm and job relocation. Suncoast chapter is planning a Safety School for the Cops Against Racing on the Street (C.A.R.S).

Funds : I used no funds this quarter

Travel : I traveled to Everglades Chapter Street Survival school and Picnic on the weekend of June 3rd and 4th.

Carlos Diaz-Estrada

BMW CCA Board Meeting June 17-18, 2006

North Central Region Pre-Meeting Report

From: Len Mueller, North Central Region VP

LeonardMueller@earthlink.net

To: Board of Directors BMW CCA

Date: June 1, 2006

NCRVP Travel : March TechFest in St. Louis

April 6-9 ITS/DE with Missouri Valley Chapter

FiverFest May 26-27 in South Bend, IN, hosted by Windy City

On my Dime:

Bluegrass CR and DE Putnam Park May 19-21

Buckeye ITS/DE July 7-9 at Putnam Park

Rolex Mid-Ohio Grand AM, BMW CCA Race June

For CCA Foundation:

Murray State University SSS classroom instruction June 3

Planned Travel :

June board meeting at home in Cincinnati! Only 19 miles.

July O'Fest. Racing Sat/Sun, Instructing with Motor City Mon/Tue, & Street Survival School Thursday.

Discretionary Funds Disbursed :

\$60-ish for plaques for Gateway Tech committee

\$500 to Missouri Valley Chapter for ITS

\$1,000 to Badger Bimmers for August Bimmerstrasse @ Road America, Regional Event

Relevant Notes: Any possible currently escape me.

BMW CCA Board Meeting June 17-18, 2006

From: Fred Iacino [mailto:ccredit@qwest.net]

Sent: Monday, June 05, 2006 10:00 AM

To: Carlos Diaz-Estrada; Eddy Funahashi; Eddy Funahashi; Louis Goldsman; Mark Calabrese; Reid Douglas; Scott Blazey; Bruce Hazard; Leonard Mueller; Leonard Mueller; John Sullivan; Wynne Smith

Subject: PRE MEETING

JUNE 5 2006

Traveled to Smokey Mountain Chapter Street Survival and then drove to Chattanooga and spent the day with ChooChoo Bimmers. Visited with the Heart of Dixie folks during Memorial Day Drivers School and Club Race. Once again the Club Racers caused a loss of revenue to the chapter due to poor turn out. I doubt Club Racing will be invited back. Spoke to Club Racing Chair seems to lean on blaming the chapter for not budgeting properly and getting sponsors to cover the losses. IT training was held the Thursday and Friday before the event. Andy Peavy and Chris Roth from the RMC were the volunteer instructor /mentor. Seven Instructors were scheduled for training. Three got up and walked out with in the first fifteen minutes thought it would be a waste of their time, I think they were in it just for track time. Andy and Chris are discouraged and will probably not want to give up there weekends again as volunteers. This is mainly due to the attitude from the two chapters they have visited.

Scott Montana the Heart of Dixie Club Racing Chair person resigned his position because of the continued loss to his chapter.

Will travel to O'Fest at the end of July. Plan to join Old Hickory Chapter General Meeting on Thursday September 14th and then off to the board meeting the next day.

Raced for the first time in 3 years this past weekend Pueblo MotorSport Park, with the Rocky Mountain Vintage Club Trans AM Invitational. 110 Degrees "hot muther" did well car didn't break.

Respectfully Submitted
Fred Iacino

Pacific RVP Pre meeting report 2nd quarter 2006

To: All board members, Executive Director BMW CCA

From: Eddy Funahashi, Pacific RVP

Subject: Pacific pre-meeting report

Pacific Travel:

March 24-26 Board meeting, St. Louis, MO

April 21- 24 Sin City Chapter DE

May 20th Bay Area 02, Palo Alto, CA.

June 2nd Central Ca. Chapter DE. Buttonwillow, Ca.

June 3-4 LA Chapter DE, Willow Springs, Ca.

Planned Travel:

July 24-29 National Ofest, Grand Rapids, MI.

August 17-18 Central Ca. Chapter Ultimate Clean Car Contest at Concorso Italiano Monterey, Ca.

August 19-20 Monterey Historics GGC Festorics Monterey, Ca.

August 26-27 Street Survival School, Central Ca. Chapter Millerton Lake, Ca.

September 15-17 Board meeting, Boston, Ma.

September 23rd Street Survival School, Central Ca. Millerton Lake, Ca.

Pacific Discretionary/Corral Funds:

None to date.

I apologize to you all for not being able to attend this board meeting but as you all know, and with much appreciation for your understanding, family matters would not allow my attendance.

As I mentioned on my last report and during our St. Louis board meeting, Michael Dietel, from Reno Nevada, sought out the possibility of either initiating a Chapter split with Las Vegas, or to establish a new Chapter within the Reno area. Working with the Las Vegas board, they agreed to establish Michael, as their regional representative to this area. I've not yet seen or heard of any news regarding their chapters new found regional representation however there was a meeting with a few of their Reno area members that met to discuss their future while still hoping to someday becoming an independent chapter.

One item of concern is our lack of a United States map that clearly shows geographical boundaries for each Chapter. I understand that zip codes have been the deciding default for our member's chapter designation however an illustrated map clearly showing all of our Chapters boundaries would be an aid to the explanation to which chapter a member resides in. This type of "tool" would be invaluable for issues pertaining to Chapters, boundaries, etc.

BMW CCA High Performance Schools continue their efforts to produce schools without loss of revenue and Utah continues with their plans to conduct their first Driving school. This school has been a concern for our Pacific DE, Robyn McNutt. Robyn is requesting a clear plan that address's her listed concerns for meeting BMW CCA's requirements.

I've had concerns with the Puget Sounds chapter's board members reactions to the announcement of Tech Fest 07 in Tacoma, Washington. Their concern was that they were not included in any of the processes of site selection and claimed to have no idea of their Chapter's areas consideration. Both Wynne and I have contacted them through either email or telephone explaining the methods of both the site selection and implementation for this National event. Our Arizona Chapters (Road Runner, Sonora) are very excited to know that they are being considered for a future National event. I think that if our budget would allow, this areas "key members" would surely be helpful.

Thank you,

Eddy Funahashi



BMW Car Club of America, Inc.
Wynne Smith
Executive Director
640 South Main Street
Greenville, SC 29601
Phone 864 250-0022
E-Mail wynne_smith@bmwcca.org

Executive Director's Pre-Meeting Report

June 6, 2006

To: BMW CCA Board of Directors

Subject: Executive Director's pre-Meeting Report
Cincinnati Marriott North at Union Centre (30 minutes from Cincy airport)
6189 Muhlhauser Road
West Chester, OH 45069
513-874-7335

NATIONAL OFFICE TRAVEL

March 27-July 29, 2006

Wynne Smith to Foundation Meeting in San Francisco, CA	June 2-4, 2006
Brenda Sarvis and Jennifer Skatzes to Grand Rapids to meet with various committee chairs, walk through venues with committees and begun the count-down to the event.	June 9-11, 2006
Brenda Sarvis and Wynne Smith to Board Meeting Cincinnati, OH	June 16-18, 2006
Wynne Smith, Brenda Sarvis and Jennifer Skatzes to Oktoberfest, Grand Rapids	July 21 – 29, 2006

TRIPS PLANNED

July 30 – September 15, 2006

Brenda Sarvis and Wynne Smith to Board Meeting Waltham, MA	September 15-16, 2006
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BMW CCA FOUNDATION

The BMW CCA Foundation is in sound financial condition. The Foundation will be running an ad in *Roundel* for the fall raffle beginning September, 2006. It is likely the Foundation will meet its commitment to host 40 Street Survival schools in 2006. Bill Wade has begun to work with other Car Clubs to establish co-hosted Street Survival Schools for 2007 and beyond.

Two Trustee positions are open and the Foundation Board is actively soliciting candidates from beyond the BMW CCA to add much sought after perspective.

BMW CCA MARKETING

The first meeting will took place in Greenville, March 16 and 17. Robbie Kemper was at Gateway Tech yesterday to meet with members of the Board and mainly to gather information about this aspect of club membership.

1) We have provided KGB with a copy of your lapsed member survey and the tallies of the responses (maintained for the past year). We are requesting that renewing members answer a survey on the www.bmwcca.org website telling us why they have renewed.

2) Robbie interviews BMW dealers and repair shops outlined above and do ground zero

ENTHUSIAST research.

Timeline: Finished

3) Invent new BMW-CCA brand through creative strategy.

This includes a position statement, graphics and "attitude" of our Brand. This will be shown in the context of a web site, *Roundel*, membership brochure and other marketing materials that will be developed as a result of the research. These could include things like: membership contest materials, ENTHUSIASTIC BMW-CCA posters, ads for other car club publications: Porsche, Audi, MB, etc., electronic campaign via email with web links.

Original Timeline: mid-April 2006 - mid-May 2006

Update: Will have materials for Board to preview in Cincinnati.

4) Implementation

This includes moving the creative mock-ups from concept to fine-tuning into reality. It includes processes like: copy writing, design, electronic design and files, creation of files for printers of the assorted materials and distribution of materials to BMW Dealers and independent repair shops. Develop incentives for members, dealers and shops to participate.

Original Timeline: mid-May - mid-June 2006

Update: To be provided prior to meeting

5) Measurement

With all our materials we recommend a special phone number, email or contact to BMW-CCA that tracks traffic and response. One way to track response is to look at the numbers at the end of the year. However if we can actively watch response we can re-allocate or shift focus away from or to a more productive tool.

Original Timeline: from beginning of campaign launch (end of June 2006) through balance of 2006

Update: To be provided prior to meeting

GATEWAY TECH 2006

We currently have a net profit of \$300+/-

RAFFLE 2006

We're inputting like mad. We have many, many blue envelopes to open and stage and two temporary people coming in beginning next week to help out.

OKTOBERFEST 2007

As you know, we were unable to make Phoenix fly and when we looked further into Omaha as a site it became apparent that it was not going to work well, so we have defaulted (happily) to Fort Worth. Brenda will have details, but has pronounced the Hilton Fort Worth to be one of the most accommodating properties she has ever worked with.

OKTOBERFEST POLL at www.bmwcca.org

If you have not already done so, please check out the poll posted to the home page. It will be active until the Friday of our meeting and I think we're seeing definite trends. Hopefully we'll get a good turn-out and maybe some useful info for the Committee's consideration.

www.bmwcca.org Editorial Position

Bill Howard has offered to rearrange travel plans if you would like to see hi Sunday morning in Cincinnati to go over some of the information he and I have been swapping back and forth, or barring that he is willing to send along a Power Point presentation – which would you prefer, and please let me know soon so he can make plans if you choose to see him in person.

That's all I have for now – I'm afraid I may have to send one more pre-Meeting update before Brenda and I see you all at Mueller-Platze.

Respectfully submitted,
Wynne Smith



David McIntyre
BMW CCA Club Racing Chairman
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6 June, 2006

To:

Board of Directors, BMW CCA
Executive Director, BMW CCA

Travel:

- March 24-26, 2006 to St Louis for National Board & Club Racing Meetings
- June 5, 2006 to South Bend, Indiana to visit The Tire Rack.

Planned Travel:

- June 12-14, 2006 to Lime Rock for Club Race.
- July 22-26, 2006 to Michigan for the O'Fest Club Race (I am chairing the race).
- August 5-6, 2006 to Summit Point, WV for Club Race.

Accomplishments:

- **Club Racing Staff Meeting.** On 3/26/06 Club Racing held its annual staff meeting at Gateway Tech. Nearly all the national staff and some regional level staff attended. All the national staff gave presentations and held discussions about their roles. Response was very positive.
- **Schedule.** The 2006 racing schedule is up to 39 events, eight more than we held in 2005. There are also 9 racing schools on the schedule.
- **Racing Schools.** There are 9 racing schools on the schedule. There were 9 students in the school held May 6/7 at Buttonwillow.
- **Clarifications.** The Rules Committee have officially issued 31 clarifications on the website, with 0 private clarifications.
- **Merchandise.** No progress on this issue.
- **2007 Rules Process.** The period for accepting rules change requests from licensed racers opened on 6/1. As of this report approximately 24 requests have been made. A few are repeat requests from previous years likely not to be accepted, but many are well-reasoned likely changes. The change request period closes on 7/1.
- **Watkins Glen Race.** Due to great efforts from Vince Leo and Scott L. Smith, we will have a race at Watkins Glen. Vince and Scott found local sponsors which will partially offset expenses.
- **Rules Changes.** Two mid-year rules changes were made (to allow SCCA ITS E36 cars to race in our Prepared class without their intake restrictors, and to allow aftermarket oil filter housings and remote oil filters in Prepared classes) following the process as defined in our rulebook.
- **NAROC.** The North American Race of Champions will be held in two parts, at our August event at Mt Tremblant and our October event at PIR.
- **O'Fest Race.** I am the Chairman of the O'Fest race to be held during the opening weekend of O'Fest at Gingerman. Brenda Sarvis is providing much assistance, but it is very hard to get good information from the track management to assist in planning.

BMW CCA Board Meeting June 17-18, 2006

Issues:

- How to handle "SpecE30" racecars, built for NASA's Spec E30 program is under loud debate. They are currently typically run under our Prepared rules (although a car built to the full SpecE30 limit would actually be a Modified class car).
- There was an issue with the safety situation at our MSR race on 4/30 which caused us to temporarily suspend the event. The situation was quickly rectified and the event continued. A conference call was held with the chapter officials, Club Racing, the DEC, and Wynne to discuss the situation. As a result the race event sanction application has been augmented and two more steps added to the sanction approval process.
- Ops Manual. I have failed to make much progress here.

Sponsors:

- **New Sponsor.** The National Motorists Association (NMA) has become an Associate Sponsor of Club Racing for the 2006 season.
- **New Sponsor.** A financial services and insurance firm will be announced as a two-year Premiere Sponsor in the next few weeks. The contract is signed and we have their check, but we are holding off the announcement until they have their programs in place.
- **Old Sponsor.** I am negotiating with a former major BMW CCA Club Racing sponsor to possibly return to the program. The issues they had with the program have been resolved.
- **Sponsor Renewals.** VAC Motorsport and Grassroots Motorsports Magazine renewed their sponsorships for the 2006 season.
- **Sponsor Visit.** Fran and Scott Hughes and I visited The Tire Rack in South Bend, IN on 6/5. The meeting was extremely positive, and it appears clear that TTR will continue as our title sponsor in 2007 and beyond.
- **Sponsor Conflict.** A potential sponsor in direct conflict with one of our major sponsors has approached us aggressively several times, but we have had to decline their participation.

Associations:

- **SFI.** We became a "Member Sanctioning Body" of the SFI Foundation. Joe Marko helped to establish this relationship so that we have access to their standards.

Stats:

	<u>January</u>	<u>March</u>	<u>Jan/Mar Change</u>	<u>June</u>	<u>Mar/Jun Change</u>
Competition	459	409	- 12%	477	+ 14%
Provisional	49	52	+ 6%	84	+ 38%
Rookie	68	82	+ 17%	90	+9%
Total	576	543	- 6.1%	651	+16.6%

Respectfully Submitted,

David McIntyre
BMW CCA Club Racing Chairman

BMW CCA Board Meeting June 17-18, 2006

To: Carlos Diaz-Estrada -BMW CCA Board Liaison - DEC

From: Bill Wade – Driving Event Committee Chairman

Date: June 13, 2006

Subject: Quarterly Report – 2 Q 06

Tasks Completed –

1. ITS Schools have been completed as follows
 - a. Missouri Chapter at MidAmerica Motorplex. April 16, 17 2006
 - b. Lone Star Chapter at Motorsport Ranch April 29/30 2006
 - c. Genessee Valley Chapter at Watkins Glen May 12-14, 2006
2. ITS Schools Scheduled
 - a. Summit Point June 19, 20
 - b. Buckeye School -ITS School – July 7,8th.
3. “Installed” Sheridan White as Sheldon Neslon’s NC region DEC replacement.
4. Assisted JoElla with a “Blacklisted Instructor” case. (i.e. Mark Tanner).
5. Clarified w/ Robyn with a member trying to use a warranty claim against NA.
6. Facilitated “holding the big stick” with Robyn and the chapter trying to get a drivers school off the ground without sufficient knowledgeable staff in place.
7. Cleared up a GVC member’s confusion on the use of waivers at schools.
8. Facilitated conversions with Wynne Smith regarding a Lone Star Chapter school at Texas Motorsport Ranch that ran DE sessions were held without the ambulance on site on Saturday, the schools was shut down by Club Racing staff and was corrected. Conference call was held with all parties involved. Apparently NOT the 1st time. Much groveling was had and they are correcting the issue for the future.
9. Monitoring news reports regarding the DE death in California at a Ferrari event last year that just went to court.

Tasks I should have completed but haven’t –

10. Finalized voting on the Chief Instructor amendment. Need to get a hold of all the other chapters that didn’t respond. We have 25 yes votes and 0 no’s.
11. Following up on Autocross standard clarification.

Travel Completed –

1. Gateway Tech March 24-26, St Louis MO (as Street Survival Program Manager) th
2. MVC @ MidAmerica -ITS School - April 16 2006; Somewhere, Iowa.

Travel Anticipated –

1. F1 US Grand Prix - July 2nd, 2006, Indianapolis IN (as Street Survival Program Manager for charity auction at Corral)
2. Buckeye School -ITS School – July 8th. at Putnam Park, Meridian IN

Respectfully submitted,

Bill Wade Driving Event Committee Chairman

Roundel Managing Editor's Pre-Meeting Report

June 8, 2006

Publication:

The **July** issue is currently in the early proof stage but it will contain 160 pages plus covers, and nine feature stories. The cover photo is of a unique 2002 turbo taken by Kelly Kirkland.

Advertising Revenue:

For YTD through the May issue, ad pages are up over 5% compared to 2005 with a 0.5% increase for May compared to 2005. Billings from advertising is running 3% ahead of last year to date.

Editorial Calendar:

The monthly update to the editorial calendar from the Editor-in-Chief produced just prior to the July issue proof was included with this report to all board members. You should receive an updated version at the board meeting once the post-proof shuffle is complete.

Production Costs:

May's issue was 158 pages with the O'fest registration insert and an average total cost-per-copy. June's *Roundel* was 150 pages with the O'fest insert issue and had a lower printing cost per copy but about the same as the similar-sized February issue.

Staff Meeting:

I have not yet received all the expense figures for our recent staff meeting at Gateway Tech but will report them when they are received.

As always, we continue to feel *Roundel* is fulfilling its mission to inform, entertain, and provide a sense of community for our members. Your suggestions and constructive criticism are welcome and encouraged.

Sincerely,

Phil Marx



Background: Interviews And Process.

Robbie Kemper of KGB Advertising, interviewed and observed BMW-CCA members in person at Gateway; and through the eyes of potential members and devotees of the marque at dealerships and independent repair shops.

I interviewed mechanics / owners of shops or dealerships who have experienced firsthand the BMW evolution in the US. From the frenetic days of the 2002 - and the drivers and shops who enthusiastically drove and fixed them - an exclusive "brotherhood" was formed. The current BMW-CCA member seems to be a reflection of the BMW of the old days, when cars were easier to understand and free time was more available. The Club is currently a true self-reflection of its membership's interest in car / track events and socializing. The conversations with Dealers proved a crucial counterbalance point of view to contrast this firsthand look at the Clubbers at Gateway through Roundel, the www and current marketing materials.

I've held from the onset that what makes the Club is the common ground of the Enthusiast. The Dealers who represent what is new and cutting edge from BMW have a grasp on what makes the current BMW buyer (the target market) tick. First, the Car has changed. Evolving from a do-it-yourself oil change to full-service purchase plans that eliminate the need for an owner to pay attention to service details. Therefore, a less hands-on owner is not apt to spark to the same technical or mechanical aspects as an old-timer who religiously changes his own oil every 3k.

I believe this simply reflects today's competitive society. Time is short. Time to balance careers, kid's soccer games and attending Chapter meetings. Across the board the Dealers agree that the BMW buyer seeks out the BMW, often as a loyal repeat customer. Seldom are comparison test drives taken with other brands. They already "know" the BMW and the choice is made before they walk in the showroom. The common ground is the "feeling" and / or "performance" of the Car. However, these are very different points of view from driver to driver. Some use every rev available under red-line, others are very happy with the solid feel they get driving their automatic sedan. All the buyers are discerning and have a "knowing" about their Car that feels special to them. They feel a certain sense of life's accomplishments and belonging.

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Each Enthusiast sees their level of enthusiasm as legitimate.

Many could buy and drive another luxury / performance car but they chose BMW.

The owner / enthusiast described to me and observed is not conservative, most likely a business owner, entrepreneur and aggressively living his / her life balancing careers, family, kids and other interests.

I do believe that the biggest thing the Club has to overcome is the Club itself. It reflects the status quo.

Yes, there are many business owners and successful people as members, but if the Club is to attract new members it can't recruit in its own image.

I Recommend Two Things.

1) Recruit new members and 2) Provide information back to members in ways more reflective of the potential member's life. Recruiting (marketing and advertising) to prospective members should be more aggressively pushed out to the target audience. For instance, the current membership flyer handed out by dealers is too broad (all about the Club) and is completely passive in hopes the buyer has time to read, fill out and mail in.

The flyer represents the current Club activities and does not necessarily represent the interest or lifestyle of the prospect. For instance, not all BMW buyers, loyal or new owners, can look at a photo of an old BMW with an orange cone next to it and know what they are looking at, or more importantly why it should have any meaning for them. The marketing materials in look, feel and attitude represent the current member and old guard (the Club does not need to sell them).

BMW-

CCA Looks To Attract New Members And Retain Them As Well As Keep The Membership Base Current.

What does the current member look like? Late 40s, mostly male, car and BMW savvy. They are dedicated to the marque, but not above criticizing the marque or other groups or interests in the "club".

The reality of a late 30s through 40s predominantly male "club" is simply that – a reality.

The money necessary to own and drive a BMW (new or used) just isn't there for a 20-something beginning a life and taking on family and job expectations.

The "Club" for these younger members who have chosen a BMW, and have the common Enthusiast gene exists in the reality that reflects today's consumer.



They are a more spontaneous event oriented Group.

They live and breathe spontaneity and can exercise it through www, blogs, emails etc.

Time is of the essence for them.

The traditional chapter meeting fraught with politics still in reverence to the old days doesn't necessarily appeal to them. In speaking with

Dealerships who used to host Chapter meetings their observations were that,

"a bunch of old guys stood around and ate pizza and complained about what BMW was building these days."

It was expressed to me that the Chapters are the "clients" of BMWCCA. I

wonder if this is a sound stance to take in the future. If the Chapter meeting is

the local point of contact for members to engage, meet people, hold events

and the meetings are not uplifting,

then the Chapter is turning away the new member who may well be an Enthusiast.

I'm not recommending abandoning this structure,

as I'm sure just as there are Chapter meetings of grumpy old men, there are meetings where a few fired-up people are leading the way.

I'm recommending that BMWCCA

does not need to depend on the Chapters or locals to be the main point of contact and interaction for members. Again, understanding the dynamic of today's target market time starved, internet savvy,

passionate about life if BMWCCA offers a narrow (1x month meeting) or risk

that the meeting will be boring at that -

then the club risks not engaging or keeping the member interested.

All the dealers and independent shops I spoke with were very open to hosting "Club" meetings or events.

They all felt a general lack of interest from the chapters and had not hosted any meetings for some time.

Interesting Note On Attitudes.

I felt personally put off at Gateway, and a couple of long-

time dealers / repair owners also felt an elitist or arrogant attitude from members who are BMW savvy and mechanically more competent than me.

An "I know more than you do" attitude existed among some of the old guard.

was disappointed several times at Gateway in conversations about "What do you

drive?" When I spoke of a new 325 I was cut down or advised by a "knower" who

told me to change out parts, or told me what was wrong with the car.

Funny I will never be able to out drive the capabilities of my car so, to me, it is an ideal blend of performance, fit, feel and it satisfies my Enthusiast need to drive something just a bit different than the other guy.

It was only after informing the “knower” that I’ve had two 2002s, a 318 and a mid-90s 3 that I earned equal footing in the conversation.

Interestingly enough, a repair shop owner expressed that he mainly works on older 3s, 5s and some 7s. The owners are 40 year-olds and mostly men. They do see kids of these guys (mostly males) who are opting out of BMW or Club activities because that car or club is “my father's car club”.



Specific Findings And Recommendations.

1) The Roundel.

Across the board the Roundel is seen as nice, but a bit tired. It reflects an effort to provide a cross-section of information to members. I think this is good and reflects the NonProfit stance of CCA. It will continue to serve the current member as they have come to depend on it as an "institution." Serious thought needs to be given to design, format and content. I understand the struggle of just publishing a magazine, let alone the assembly, printing, coordination and need for ongoing fresh content. I think that an online version that is quicker, easily searchable, and more reflective of today's society and our target market will be necessary in changing the face of CCA. I don't believe that these changes will alienate the current membership.

2) WWW.

Push as much info online as possible and engage as much feedback as possible. This could in fact help with site content with material that is more relevant to visitors and members because it is generated by them. Invite more www crossover info to the special interest groups, encourage links and as many Enthusiast visitors as possible no matter what they drive, or how they determine themselves to be Enthusiasts.

3) Invent Or Purchase Tools.

Email lists, better web search dynamics to invite or attract hits and interest.
CCA = web engineering and list development.
KGB = emailable campaign and CCA brand info.



4) Develop WebBased Email Campaigns.

After database info is invented or created, target towards members or prospects

- Target new members congratulating and asking them to now go recruit more of their Enthusiastic friends and develop an incentive to do so
- Email sign-up contests based on building site traffic for interest then membership
- Be more welcoming to non-members, create a more user-friendly look, feel and navigation that matches upscale consumer expectations.

KGB with build by GH

- Surveys are a good tool, but not if the questions are asked only to a current membership. The Club needs to encourage non-members to complete surveys as a way to engage and interest them.

GH on database and engineering.

KGB tie these PDFs and HTML CCA tools to the new CCA brand attitude.

CCA, KGB on content and look / structure of surveys.

5) Improve Dealer Relations.

Provide Roundels to dealers to give away a limited number of issues at deal close.

Create a role and materials to use for CCA to appeal directly to dealers, and

create education and incentives for Chapters to re-engage with dealers and shops.

Be more welcoming of new people, ideas and Cars. Create CCA-branded tools for chapters to provide to dealers as a way of showing interest and mending fences by CCA to BMW the Car.

CCA role and implementation.

KGB design tools.



6) Sales Tools.

Dealers / sales staff and repair shops are looking for ways to "sell" their services - they all want an edge to engage a prospect or keep a customer loyal.

Being a conduit to more BMW stuff would give them this edge. For instance, in the sales process or the process of a customer shopping for a dependable repair shop, the representative sizes up the prospect and gauges their level of BMW savvy or particular kind of enthusiasm.

An extra incentive is of course the NA rebate for members. But that is revealed after the sale is complete. Imagine the 2way win for CCA and these dealers, shops and enthusiasts at the crucial point of one-on-one contact with a real live BMW Enthusiast to offer insight into the "Club" by clicking online or providing cooler sales or informational brochures!

KGB will create a better, more lifestyle-oriented "brochure" that is both print and electronic where registration is ONLY available on line. This is a sales tool to help CCA and dealers / shops get excited about BMW and CCA.

7) New CCA Brand Look And Feel.

Redesign graphics system including cards, folders, etc.

First assess how many of each are used and how. As new members receive their first Roundel, it should arrive wrapped in the same brand look and attitude that invited them to join in the first place.

CCA assess actual usage of materials.

KGB design, and prep files printing TBD based on need, quantities and budget.