

BMW CCA BOARD MEETING
JANUARY 19-20, 2008
Greenville, SC

MINUTES

Saturday, January 19, 2008

1. Call to Order:

The meeting was called to order at 8:00 am.

2. Attendees:

Board Members: Scott Blazey, Mark Jon Calabrese, Len Mueller, Paul Dunlevy, John Sullivan, Steve Johnson, Louis Goldsman, Fred Iacino, Bruce Hazard.

Also attending: Phil Marx, Satch Carlson, Bill Howard, Heather Tollison, Steven Schlossman, Linda Axelson, Tricia Williams, Peggy Helmke, Jeff Petzel, and Frank Patek

Guests: JR Schneider, Michael Mitchell, Larry Koch

3. The Board immediately adjourned to Sensitive Session to finalize selection of the Executive Director.

4. At 10:15 the Board reconvened and Scott Blazey announced that Frank Patek had been unanimously selected as the new Executive Director.

5. Minutes:

The minutes of the October 27-28, 2007 Board meeting were approved by vote of the Board on November 20, 2007 via e-mail. Reading of the minutes was dispensed with.

6. Reports:

6.1. *Presidents Report:*

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

6.2. *Vice President:*

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

6.3. *Secretary:*

Bruce Hazard had nothing to add to his pre-meeting report. Bruce expressed appreciation to Peggy Helmke and the entire National Office staff for the way they individually and collectively as a team have conducted the business of the members. They are all congratulated for a job well done.

6.4. *Treasurer:*

Louis Goldsman had nothing to add to his pre-meeting report.

6.5. *Pacific RVP:*

Steve Johnson had nothing to add to his pre-meeting report

6.6. *South Central RVP:*

Fred Iacino had nothing to add to his pre-meeting report. He did report that he will be resigning as the South Central representative to the DEC and that Bruce Leggett from the Rocky Mountain Chapter has agreed to assume the role. Fred and Bruce Leggett will attend the upcoming DEC meeting in San Diego.

6.7. *North Central RVP:*

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

6.8. *South Atlantic RVP:*

BMW CCA Board Meeting January 19-20, 2008

Paul Dunlevy had nothing to add to his pre-meeting report.

6.9. *North Atlantic RVP:*

John Sullivan had no changes to his pre-meeting report. *Executive Director:*

6.10. *National Office*

Peggy Helmke had nothing to add to her pre-meeting report except to mention that renewal of insurance coverage was in process.

6.11. *Club Racing:*

Louis Goldsman reported that there was nothing to add to Mike Mills' pre-meeting report.

6.12. *DEC:*

Len Mueller reported that there was nothing to add to Bill Wade's pre-meeting report.

6.13. *Roundel:*

Phil Marx had nothing to add to the Roundel pre-meeting report except to mention that paper costs frequently fluctuate and recently they have increased about \$1,500 per issue.

Satch had nothing to add to his pre-meeting report.

6.14. *bmwcca.org:*

Bill Howard provided an update on the website.

- Even though the website redesign has been completed since November, there are still issues with interfacing credit card information the iMIS database in the National Office. Unfortunately, this is a big issue because it affects online renewals and e-commerce.
- Bill raised the issue of the cost of an online classified ad to a non-member. At the current rates a 50 word add costs \$75.00 to a non-member. Bill pointed out that many websites provide ads at no charge and that our fee is nearly twice the cost of a membership. Our members enjoy the no charge for an online ad and if the non-member is afforded the no-charge ad then will the online ad be a member benefit. Also, if we charge a fee to non-members, will the online ad be a benefit that will encourage some advertisers to join to get the member benefit.
- Bill Howard and Frank Patek will review the issue and propose options for the Board's consideration.

7. **Discussion Topics:**

7.1. **BMW of North America:**

- Larry Koch reported that BMW NA is undergoing an internal reorganization including a 10 percent staff reduction. As a result administration of the Membership Rewards Program is lagging. BMW NA wants to continue the program but is looking for assistance from BMW CCA to administer the program.
- Larry proposed that the program would remain unchanged and BMW NA would determine the rules of eligibility, but that BMW CCA would be responsible for receiving the claims, approving or disapproving the applications based on membership requirements, notifying the disapproved claimants, and submitting a summary of the approved claims to BMW NA. BMW NA would validate vehicle delivery requirements and write one check to BMW CCA, which would then reimburse each approved claimant.
- The joint goal of this change would be to reduce the turnaround time from claim to payment. Currently there is a 3-4 month backlog.

BMW CCA Board Meeting January 19-20, 2008

- The Board is definitely interested in seeing the program continue and is receptive to ways to improve the administration, but had the following questions:
 - Can the National Office staff assume the workload of approximately 250 claims per month (3,000 per year), processing the checks, and fielding all the associated calls?
 - Are there any tax implications associated with receiving in excess of \$1M dollars from BMW NA in regard to BMW CCA's 503c(7) tax status?
- Louis Goldsman will research the tax questions. Frank Patek will work with Larry Koch to develop a proposal for the Board's consideration with a goal of transitioning the program by the end of June 2008.

7.2. National Events

7.2.1 Oktoberfest 2008

- The Oktoberfest website, www.bmwccaofest.org, will be available in mid-February. The plan is to archive these sites each year and that they would be available to be viewed by anyone wanting to see what happened in past years.
- Members will be able to sign up for an e-mail announcements list.
- Work on sponsors has begun by contacting previous sponsors to determine interest.
- Online registration will be available in early March. There will be a paper registration form in the March or April Roundel.

7.2.2 Oktoberfest 2009

- Location is Greenville, SC in September
- Events will be at the Performance Center, with the driving school location I at Road Atlanta.
- Linda Axelson is working with the Peach Tree Chapter.

7.2.3 Oktoberfest 2010

- The Badger Bimmers Chapter has expressed interest in having Oktoberfest in Elkhart Lake, WI and utilizing Road America.
- Linda will ask them for a proposal and consider how it fits into the new 5 year plan for Oktoberfest.

7.2.4 Future

- Linda Axelson will be discussing the development of a 5-year plan and site selection with the new Executive Director, Frank Patek. They should have something for presentation at the next Board Meeting.

7.2.5 Newsletter & Website Editor Conference

- April 4-6, 2008 in Salt Lake City.
- The schedule and presenters are being developed.
- Registration will open in the next week.

7.3. Chapter Issues

- 7.3.1 John Sullivan reported that the President and Newsletter Editor of the Green Mountain Chapter have resigned. He will be contacting the Treasurer and other officers to see how he can help.
- 7.3.2 River City Chapter has requested that the members in Louisiana within 30 minutes of Memphis be assigned to their Chapter. Currently they are part of the Bayou Chapter which is a drive of about 6 hours. Fred Iacino will work with both Chapters to see if

they can come to a mutual agreement. The RVP does have the authority to approve any realignment.

7.3.3 **Opting out of Roundel and Chapter Newsletter**

- Steve Johnson reported that the Golden Gate Chapter has inquired about a mechanism operated by the National Office for members to opt-out of receiving Roundel or their Chapter newsletter.
- Currently the Chapters can publish their newsletter electronically, but the minimum standards require Chapters to send a newsletter (hardcopy or electronic) to all members at least quarterly. Individuals may opt to receive an electronic version of their Chapter newsletter, but currently, they must make such arrangements directly with their chapter.
- Frank Patek will review the issue.

7.3.4 **Probation Report**

- The Illini Chapter seems to be inactive. Len Mueller and Frank Patek will work together to see if it can be revived.
- The Wasatch Chapter has not published a newsletter since May. Steve Johnson will put them on probation in accordance with the Operations Manual
- First Coast Chapter does not seem to be active. Paul Dunlevy will visit the Chapter to see what can be done.
- The Bayou Chapter is late with their Newsletter. Fred Iacino will be contacting them.

7.4. **Regional Events**

7.4.1 Steve Johnson reported that the Sierra Chapter has requested Regional Status for the 5er Fest to be held June 6-8, 2008 in Reno/Sparks, Nevada. They expect to draw from California, Arizona and Nevada. This event has been granted Regional status in the past.

7.4.2 *MOTION:* Steve Johnson made a motion to grant Regional status to the 5er Fest. Len Mueller seconded the motion. *INFAVOR:* ALL

7.5. **Financial**

7.5.1 **Club Racing**

- Club Racing has been able to generate a surplus regularly in recent years and currently has a significant cash reserve.
- The Board feels that Club Racing should fund the cost of the National Office staff member performing the duties of Club Racing Licensing Administrator .
- In return the requirement for an annual meeting of the Club Racing staff would be eliminated.

7.5.2 **Budget**

- In past years we have budgeted losses and normally ended the year with a surplus. This year we budgeted for a loss and will actually end with a loss in the neighborhood of \$213,000.
- Louis Goldsman reviewed the proposed budget with the following conservative assumptions:
 - No growth in membership
 - Increase Associate Member fees from \$5 to \$10.
 - Increase raffle to odds of 4,000:1
 - Website revenue of \$50,000

BMW CCA Board Meeting January 19-20, 2008

- *MOTION:* Steve Johnson made a motion to accept the proposed budget (estimated loss of \$196,600) based on the above assumptions. Mark Jon Calabrese seconded the motion. *INFAVOR:* ALL

7.6. **Administration**

7.6.1 **Affinity Programs**

- The current program is with Chase and pays a dividend on the unpaid balance.
- The Board has been approached by BMW Financial as well as other credit card companies.
- Frank Patek will evaluate the current program and other proposals and report back at a future meeting.

7.6.2 **National Service Officers**

- The listing needs to be updated in the Roundel.
- Some form of consistent recognition needs to be developed for outgoing National Service officers. Frank Patek will work with the Board to develop a program.

7.7. **Membership**

7.7.1 **Renewals**

iMIS does not allow membership renewals more than 90 days prior to the expiration date. Frank Patek will look into this to see if there is a solution.

7.7.2 **Membership Drive**

Nothing of note to report.

7.7.3 **Marketing Plan**

- Steve Johnson will work with the National Office on plans for an information/recruiting presence at Bimmerfest in March in Santa Barbara, California.
- Frank Patek will identify marketing possibilities as he learns about the Club and the Board looks forward to his observations later in the year.
- There was an inquiry regarding a Senior Citizens membership discount. The Board decided not to pursue this.

7.8. **National Programs and Services**

7.8.1 **Club Racing**

7.8.1.1 The Board expressed support for a recognition program of Club Racing's choosing for their retiring staff. Louis Goldsman will discuss with Mike Mills the possibilities.

7.8.1.2 Scott Blazey reported that he has received a request to convene a National Appeals Committee to review an appeal of the process used by Club Racing to arrive at a 13/13 ruling. Scott kept the identity of the appellant anonymous until the Board had reviewed the circumstances of the appeal and made their decision. This was done because the appellant was Louis Goldsman, Board Liaison to Club Racing.

- *MOTION:* Paul Dunlevy made a motion to convene a National Appeals Committee to consider this appeal. Mark Jon Calabrese seconded the motion. *INFAVOR:* ALL
- The Operations Manual specifies that the Committee is to be made up of the Club Racing Chairman, a representative from the Racing Advisory Committee, and the Board Liaison. In the event of a conflict

of interest the named individual will appoint a replacement. Because of Louis Goldsman's conflict, he appointed Len Mueller serve as his replacement as the Board member on the committee.

- To insure that there is no appearance of impropriety in how replacements are selected in the event of a conflict of interest, the Board will review the process and if necessary recommend changes to the Operations Manual.

7.8.2 Driving Events Committee

- The Missouri Valley Chapter has allowed convertibles to run in their driving schools without the safety equipment specified in the driving school minimum standards. This is a clear violation of Driving Events Minimum Standards. Scott Blazey will discuss this with the Chapter President.
- The purpose of the minimum standards and how they are developed and approved needs to be reinforced at the upcoming DEC meeting.
- There was an issue with the DEC nominations this year in that in the call for nominations, the due date was specified but not the time of day. As a result, a nomination was received after the National Office closed and it was not able to be determined with absolute certainty exactly when the nomination arrived. To prevent a recurrence, in the future the call for nominations will specify deadline date and time.

7.9. Other

- Frank Patek mentioned that he has been asked to serve on the Board of the Pi Sigma Epsilon National Fraternity. He asked if the Board had any issues. The Board determined that as long as it did not impact negatively on his duties at BMW CCA or pose any conflict of interest, the Executive Director could sit as a director on the boards of other organizations.

8. Future Meetings:

8.1. Next Board Meeting:

- March 8-9, 2008, BMW CCA National Office, Greenville, SC

8.2. Annual Meeting

- March 8, 2008, 5:05 pm, BMW CCA National Office, Greenville, SC

8.3. Conference Calls:

- February 21, 8:00 p.m. EST.

9. Adjournment:

MOTION: Paul Dunlevy made a motion to adjourn. The motion was seconded by Bruce Hazard.
IN FAVOR: All

BMW CCA Board Meeting January 19-20, 2008



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

January 10, 2008

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

Subject: President's Pre-meeting Report for January 18-19, 2008 Board Meeting

Travel

October 26-28, 2007 to Greenville, SC for National Board meeting
November 27-29, 2007 in Kansas City, MO for search committee interviews of ED finalists
January 12, 2008 in Kansas City for Kansas City BMW Club Annual Dinner
January 18-20, 2008 to Greenville, SC for National Board meeting

Planned Travel

March 7-9, 2008 to Greenville, SC for National Board meeting and Annual Meeting

Executive Director Search

The Search Committee met in Kansas City November 27-29, 2007 with Tryon/Heideman to interview four finalist candidates for the Executive Director position. The Committee recommended one finalist to the full Board, and recommended that individual be interviewed by the full Board in conjunction with the January 18-19, 2008 Board meeting. This will take place as the first order of business on Saturday morning, in sensitive session. I will provide the Board with the list of questions used at the November interviews to provide a basis for the interview. Board members may, of course, add their own questions.

Member Reward Program

BMW NA is proposing some changes to the program. Larry Koch will be on hand at the Board meeting to present them.

Request for a National Appeal Committee

We have received a request to convene a National Appeal Committee as a result of a Club Racing 13/13 penalty. It has been placed on the agenda.

Respectfully submitted,

Scott Blazey

BMW CCA Board Meeting January 19-20, 2008



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

January 11, 2008

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

Subject: Vice President's Pre-Meeting Report, January 18-19, 2008 Board Meeting

TRAVEL

- January 18-20, 2008 to Greenville, SC for National Board Meeting.

PLANNED TRAVEL

- March 7-9 2008 Greenville, SC for National Board Meeting and Annual Meeting

At this time I have nothing to report other than conversations with Linda Axelson have assured me that we are doing fine in the planning of Octoberfest 2008

Respectfully submitted

M J Calabrese

BMW CCA Board Meeting January 19-20, 2008



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

January 11, 2008

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

Subject: Secretary Pre Meeting Report – January 2008 Board Meeting

Travel & Expenses:

- October Board Meeting, Greenville SC, \$512.13
- Executive Director Interviews, Kansas City, KS, \$761.84

Board Meeting Minutes:

MOTION: Fred Iacino made motion to approve the minutes of the October 27-28, 2007 Board meeting. Louis Goldsman seconded the motion and on November 20, 2007 the motion was approved. **INFAVOR:** Scott Blazey, Mark Jon Calabrese, Louis Goldsman, Bruce Hazard, John Sullivan, Paul Dunlevy, Len Mueller, Fred Iacino, Steve Johnson.

Conference Calls: Notes are attached for conference call held on December 13th.

Respectively Submitted

Bruce Hazard

BMW CCA Board Meeting January 19-20, 2008

*BMW CCA BOARD CONFERENCE CALL
MINUTES: DECEMBER 13, 2007*

1. **Call to Order:**

The call was convened at 6:00 p.m. EST.

2. **Attendees:**

Scott Blazey, Paul Dunlevy, John Sullivan, Louis Goldsman, Len Mueller, Fred Iacino, Bruce Hazard.

Absent: Mark Jon Calabrese, Steve Johnson,

Other: Peggy Helmke, Bill Howard, Linda Axelson

3. **Topics:**

3.1. **Oktoberfest 2008:**

- The financial arrangements with the Genesee Valley and Boston Chapters are being finalized.
- The schedule has been finalized.

3.2. **Website:**

- There are still several obstacles, i.e. the vendor's system crashed and problems with the code for the credit card interface between the website and iMIS.
- Once these are resolved and the new code is received it will be tested for:
 - Classified ad functionality
 - Satisfaction of functionality and quality
- Once the code is tested and acceptable approximately 2 weeks will be required to:
 - Redesign the portal
 - Notify classified ad advertisers
 - Make the final fit & finish changes
- The next milestones will be the receipt of the software changes and the testing. Once this is complete then a launch schedule will be determined.

3.3. **Executive Director Search:**

- Scott Blazey reported that the search committee traveled to Kansas City to interview four finalists. After two days of interviews the committee felt there were two viable candidates, however, the committee is recommending one for consideration.
- After reviewing the detailed summary of the candidate's information, the committee's comments and recommendation for an offer, the Board authorized finalizing an offer to this candidate.
- An interview with the full Board will be scheduled at the January Board meeting.

3.4. The conference call ended at 7:06 p.m. EST.

BMW CCA Board Meeting January 19-20, 2008



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

October 20, 2007

To: BMW CCA Board of Directors
 BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board Meeting – Greenville, SC Oct. 27-28, 2007

Planned Travel: BMW CCA Board & Annual Meeting – Greenville, SC March 8-9, 2008

Preliminary Income Statement – Period Ending December 31, 2007

	<u>Actual</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	\$4,790,362.13	\$5,208,670.00
Total Cost of Goods Sold	1,339,990.84	1,337,000.00
Gross Profit	\$3,450,371.29	\$3,871,670.00
Total Expense	3,802,941.41	4,065,029.00
Net Ordinary Income	(\$352,570.12)	(\$193,359.00)
Net Other Income	72,734.31	22,300.00
Net Income	<u>(\$279,835.81)</u>	<u>(\$171,059.00)</u>

Balance Sheet – As of December 31, 2007

Assets	
Total Current Assets	\$1,147,379.99
Total Fixed Assets	313,767.53
Total Other Assets	1,490,000.00
Total Assets	<u>\$2,951,147.52</u>
Liabilities & Equity	
Total Liabilities	\$2,301,913.04
Total Equity	649,234.48
Total Liabilities & Equity	<u>\$2,951,147.52</u>

The amounts above are very preliminary and include transactions recorded through January 5, 2008 only. They do not include normal month and year-end transactions. An annual audit of our Financial Statements is currently underway.

The draft 2008 budget has been distributed to the Board and will be reviewed during the meeting. The draft 2008 budget currently projects a loss of \$400,321.

BMW CCA Board Meeting January 19-20, 2008

A spreadsheet with the details of the preliminary 2007 year end income and expenses and the draft 2008 budget is attached. To further assist the Board evaluate the preliminary 2007 results and 2008 draft budget, I'm attaching a spreadsheet that compares the 2006 and preliminary 2007 income and expenses by account. In summary it shows the following —

	<u>Jan - Dec 07</u>	<u>Jan - Dec 06</u>	<u>\$ Change</u>	<u>% Change</u>
Ordinary Income/ Expense				
Total Income	\$4,790,362.13	\$4,893,639.11	(\$103,276.98)	-2.11%
Cost of Goods Sold	<u>1,339,990.84</u>	<u>1,395,632.44</u>	<u>(55,641.60)</u>	<u>-3.99%</u>
Gross Profit	\$3,450,371.29	\$3,498,006.67	(\$47,635.38)	-1.36%
Total Expense	<u>3,802,941.41</u>	<u>3,561,681.32</u>	<u>241,260.09</u>	<u>6.77%</u>
Net Ordinary Income	\$(352,570.12)	(\$63,674.65)	(\$288,895.47)	453.71%
Net Other Income	<u>72,734.31</u>	<u>65,262.06</u>	<u>7,472.25</u>	<u>11.45%</u>
Net Income	<u>\$(279,835.81)</u>	<u>\$1,587.41</u>	<u>(\$281,423.22)</u>	<u>-17,728.45%</u>

Respectfully submitted,
Louis Goldsman

BMW CCA Board Meeting January 19-20, 2008

From: John Sullivan [mailto:635jes@verizon.net]
Sent: Monday, January 07, 2008 5:47 PM
To: Bruce Hazard; 'Fed Iacino'; Len Mueller; Louis Goldsman; Mark Calabrese; Paul Dunlevy; 'Scott Blazey'; Steven Johnson
Cc: 'Peggy Helmke'
Subject: NAR Pre-Meeting Report 1/6/08

To: All Board Members, Peggy Helmke

From: John Sullivan

Subject: North Atlantic Region Pre-Meeting Report 1/6/08

Travel: None

Planned Travel: Greenville, SC for Board meeting on 1/18/08 - 1/20/08

NA RVP/Chapter Development Funds Disbursed: None

Relevant Notes/Chapter Issues: I am working with Linda Axelson to arrange a Wine Tasting, one evening, during October Fest '08.

The tardiness of Chapter Newsletters, by the 90 day due date, is still an outstanding issue. I may have to put a Chapter on probation since they have received many warnings about sending a newsletter in late and continue to be late.

Best,

John

BMW CCA Board Meeting January 19-20, 2008

To: Board of Directors, BMW CCA
From: Paul Dunlevy
Subject: Pre Meeting Report for SARVP
Date: January 6, 2008

Travel:

- Greenville, SC, for Oct 27-28 board meeting
- Kansas City, for ED candidate interviews
- Dallas, TX, for O'Fest.

Planned Travel:

- Greenville, SC, for BOD meeting on 1/10/08 – 1/13/08

Accomplishments:

• **ED Candidate Search**

1. Candidate selected and recommended to BOD..

Chapter Issues:

• **Newsletters.**

1. Several are behind but due to questionable data, gentle prodding is continuing to get them into compliance.

• **Zip Codes and member reassignments.**

1. Still working, chapters involved not pushing.

Discretionary Funds Expended:

- **None**

BMW CCA Board Meeting January 19-20, 2008

TO: BMW CCA Board of Directors

FROM: Len Mueller, NCR Board Pre-Meeting Report

DATE: January 8, 2008

NCR Travel: 11/11/07 - Louisville [Bluegrass Chapter] Street Survival
11/17/07 - Indianapolis [Hoosier Chapter] their first Street Survival.
1/12/08 - Kansas City, MO, for Chapter annual meeting/dinner
1/18-20/08 - Greenville, SC, for BOD meeting

Planned Travel: 1/26/08 - Omaha, NE, for Chapter annual meeting/dinner
2/03/08 - San Diego, CA, for DEC conference

Funds Disbursed: None this past quarter

Relevant Notes: Overall, things are quiet in the NCR. On the national DEC forum, [approx 170 members] we had a huge email discussion through much of December about the minimum standards, mostly from one chapter's 2 members, this one NCR chapter wanting to revisit the convertible standards. During this discussion, it became clear this same chapter had permitted convertibles in their April 2007 DE without following the OpsMan MinStandards. This issue has been forwarded in detail to all BOD members for further discussion.

Further, The Badger Bimmers are still very interested in hosting the 2010 BMW CCA OctoberFest at Road America and Elkhart Lake. Given that we have spent considerable time in the past regularly wanting information from the staff regarding future dates and lament the dearth of chapters willing to host this event, I feel we need to give this serious and timely consideration.

BMW CCA Board Meeting January 19-20, 2008

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

Sent: Tuesday, January 08, 2008 10:25 AM

To: Louis Goldsman; Mark Calabrese; Scott Blazey; Bruce Hazard; John Sullivan; Leonard Mueller; Paul Dunlevy; 'Steven Johnson'; Peggy Helmke

Subject: SOUTH CENTRAL PRE MEETING REPORT

PLANNED TRAVEL

JANUARY 18 TO GREENVILLE FOR THE ANNUAL MEETING

MARCH 7 TH TO GREENVILLE BOARD MEETING

RIVER CITY HAS ASKED FOR SOME ZIP CODES JUST ACROSS THE BORDER IN MISSISSIPPI.. THE ZIP CODES CURRENTLY BELONG TO BAYOU CHAPTER. I HAVE COMMUNICATED WITH RIVER CITY AND BAYOU AND SUGGESTED THEY GET TOGETHER AND START A DIALOGUE BETWEEN THE TWO CHAPTERS. ALL CONTACT INFORMATION WAS PROVIDED. TO DATE I HAVE NOT HEARD BACK FROM THE RIVER CITY FOLKS. AT THIS TIME I WOULD RATHER THE TWO CHAPTERS TRY AND WORK TOGETHER TO GET THIS RESOLVED

OTHER THAN THE SLEEPY NEWS LETTER SYNDROME ALL IS QUIET IN THE SOUTH CENTRAL

GOOD LUCK TO MARK DORAN AND J.R. SNYDER IN THE UPCOMING RVP ELECTION.

I WORKED HARD TO FIND A DEC REPRESENTATIVE FOR THE SCR HOWEVER NO ONE AGREED TO THE POSITION. AT THE LAST MINUTE OF THE LAST HOUR I WAS NOMINATED FOR THE POSITION AND AM CURRENTLY RUNNING.

FRED IACINO

BMW CCA Board Meeting January 19-20, 2008

Steve Johnson
Pacific Region VP
10848 La Alberca Ave.
San Diego, CA 92127

January 7, 2008

Re: Pre-Meeting Report

To: Board of Directors BMWCCA,

The New Year has starting with some chapters a little behind on their newsletters but otherwise things are good.

In the past quarter I have visited:

Oktoberfest	No funds spent
Board Meeting, SC	No funds spent
GGC Driving School	No funds spent
Central CA Holiday Party	No funds spent
SD Holiday Party	No funds spent

Expected travel:

Board Meeting	to be billed
GGC driving school Laguna Seca	
Memorial Service for Instructor Monty Sidhu	
LA Chapter Holiday Party	to be billed
Sac Chapter Feb Meeting	to be billed

I have an item re the newsletter meeting that's upcoming which I will send in a separate note from the GGC Chapter to discuss at the meeting.

Respectfully Submitted,

Steve Johnson
Pacific Region VP

BMW CCA Board Meeting January 19-20, 2008



BMW Car Club of America, Inc.

640 South Main Street
Suite 201
Greenville, SC 29601
Phone 864 250-0022

Pre-Meeting Report

January 11, 2008

To: BMW CCA Board of Directors
Subject: Executive Director's pre-Meeting Report

Hampton Inn & Suites

171 Riverplace
Greenville, S.C. 29601
Phone: 864 271-8700

2008 NEWSLETTER EDITOR/WEBMASTER CONFERENCE

Will take place in Salt Lake City, April 4-6. Headquarters hotel is the Sheraton City Centre. We anticipate on-line registration for the conference to begin operating by the end of this week. A survey will go out this week to query the attendees about what they want to see and learn and we'll incorporate what is reasonable. I've contacted the famous Vincent Flanders -- *websites thatsuck*--and also a speaker from Adobe and possibly one other. I'm assuming the new Executive Director will be in place by then and will undoubtedly be a part of the program.

OKTOBERFEST 2008

After our just completed tug-of-war regarding the driving schools and finances, we have signed contracts from Joe Marko (Boston Chapter) and Vince Leo (Genesee Valley). We're all in accordance and I now believe we will see a very healthy working relationship between National and the chapters. The logo has been created and the event schedule has been finalized. Steven Schlossman has created a dedicated website, which we will unveil at the meeting. This will enable us to launch a full-blown Ofest registration drive in March. Oktoberfest goals, to which I am committed and already working on are: Increase registration; better quality of local social events; increased BMW "presence" in host hotel and in local community; broaden vendor base; financial break-even on over all Ofest; souvenir ad sales to cover cost of program production; expanded and earlier start of marketing efforts. The first order of business will be an offer letter going out in early March to last years sponsors, vendors and advertisers with an offer to renew their 2007 buys.

BMW CCA WEBSITE

BMW CCA Board Meeting January 19-20, 2008

The National Office Staff has begun some membership renewal testing and browsing the new website looking for potential problems. We are working with Bill Howard and Jeff Petzel to correct any existing issues. We anticipate launching the new site prior to the January Board Meeting if all goes well.

Board Elections

Ballots were included in the January *Roundel* for primary members and associate member ballots have been mailed. We anticipate receiving the final vote totals shortly after the February 15th deadline.

FY2007 Audit

An audit has begun. Dixon Hughes began it with a preliminary walk-thru on December 27th. The National Office Staff has been very helpful in pulling and copying documentation requested by the auditors. The audit will continue after the books are closed for December.

National Office Daily Operations

All staff members have been busy completing their daily tasks as well as fulfilling the extra responsibilities assigned to them during the interim between Executive Directors. We are proud of such good teamwork being exhibited by the staff.

Ombudsman

Ken Whittall-Scherfee has resigned his position as Ombudsman effective February 1, 2008. We will need to seek someone else to fill that position.

National Office Housekeeping

The decision has been made to accept an agreement with our 640 Regime building occupants to contract with Waste Management Garbage Collection for garbage pickup twice a week. This will increase our Regime fee by less than \$100.00 per quarter. The City of Greenville discontinued garbage pickup for this area and we really didn't have any other choice.

Club Racing Pre-Meeting Report

5 January 2008

From: Mike Mills

To: Board of Directors, BMW CCA

Travel: • Greenville, SC, for Oct 27-28 board meeting

Planned Travel: • None

Accomplishments:

- **Operations Manual.**
 - Progress is being made, albeit slowly.
- **Racers Advisory Committee.**
 - Nominations and elections held. Results announced within the timeframe prescribed.
- **National Technical Steward.**
 - Transition from Jack Money to Bruce Smith completed.

Issues:

- **Appeals.**
 - None at this time. Two were processed in the last quarter of 2007.
- **National Protests.**
 - None at the time.

Sponsors:

- **Continuing/Renewing:**
 - Tire Rack – Series Title sponsor
 - Yokohama – Spec E36 Class sponsor
 - BimmerWorld – Race School sponsor
 - Evosport – Premier sponsor
 - HMS – Premier sponsor & Safety Equipment Supplier (verbal)
 - UUC – Premier sponsor (verbal)
 - VAC – Premier sponsor (verbal)
- **Not Continuing:**
 - 1. Summit Mortgage – Premier sponsor (agreement expires March 2008)
 - 2. MotorsportCoverage.com – Premier Sponsor

2008 Schedule:

- 23 events currently on the schedule
- 5 race schools (target 8 – 9)

2007 Review:

- **Financials:**
 - 1. Estimate Club Racing will be approximately \$8,000 positive for the 2007.
- **Participation:**
 - 1. Down very slightly from 2006.
- **New Drivers (rookies):**
 - 1. Down significantly – average 90 per year (2000-2006) only 55 in 2007.
- **Events:**
 - 1. 31 down from 35 in 2006

BMW CCA Board Meeting January 19-20, 2008

Retirement:

Dave Larue and Jeff Lutes retired at the end of 2007. Dave and Jeff were part of the original volunteers for Club Racing beginning in 1995-1996. We thank them for their dedication and service to the program.

Respectfully Submitted,

Mike Mills
Chairman, Club Racing
BMW Car Club of America
Chairman@BMWCCAClubRacing.com
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Hm: +1.510.537.8960
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BMW CCA Board Meeting January 19-20, 2008

BMWCarClubofAmericaDrivingEventsCommittee

To: BMW CCA Board
Len Mueller -BMW CCA Board Liaison - DEC

From: Bill Wade – Driving Event Committee Chairman

Date: January 8, 2008

Subject: Quarterly Report – 4 Quarter 2007

Board Action Needed –

1. Possible reprimand to a NCR chapter for violation of minimum standards. See the attached.

Tasks Completed –

1. Facilitated 1 DEC Rep conference calls.
2. Started discussions with Pete Lyon on Insurance renewal

Tasks Anticipated –

1. Coordinating / Promoting ITS Schools.
2. Monitoring Driving Event discussions on CCA yahoo groups, e-mails, phone calls.
3. Facilitate DEC Rep conference calls.
4. Facilitate Regional DEC Rep Summit.

Travel Completed –

1. None

Travel Anticipated –

1. Regional DEC Rep Summit, San Diego February 2.

Respectfully submitted,



Bill Wade Driving Event Committee Chairman
BMWCarClubofAmerica
DrivingEventsCommittee

BMW CCA Board Meeting January 19-20, 2008

To: BMW CCA Board
Len Mueller -BMW CCA Board Liaison -DEC
From: Bill Wade – Driving Event Committee Chairman
Date: January 7, 2008
Subject: Minimum Standards Violation Report – Missouri Valley Chapter

From a recent discussion on the BMW CCA DEC Yahoo list it came to our attention that the Missouri Valley chapter, in their April driver's school held at Mid America Motorplex, allowed convertibles in the school in a manner that violates the Operations Manual's written minimum standards for a Drivers Schools.

I asked Sheridan White, who was acting as the Chief Instructor to the Missouri Valley Chapter for this school for details. Sheridan also is the North Central Region Representative to the Driving Events Committee.

The school allowed 3 cars, a 2000 Z3, a 1999 Z3 M-Roadster and a 2006 Mercedes SLK55 into the novice group. There were no incidents with these cars, no cars spun and none were allowed to drive solo. There was no additional safety equipment installed on any of these cars as outlined in the minimum standards, which are as follows:

2.8.7 CONVERTIBLES - are not allowed to participate in sessions driven at speed without a roll bar and 5- or 6-point harnesses. Arm restraints are strongly recommended. The use of a roll bar meeting the minimum requirements described in Appendix B is strongly recommended. Cars with factory installed, fixed rollover protection (targas, t-tops, etc.) are a chapter decision. Cars equipped only with factory pop-up posts are not allowed. Exclusion of convertibles is also a chapter option.

Sheridan explained that they interpreted the line of *"...are not allowed to participate in sessions driven at speed"* as to mean that students in convertibles are not allowed to drive at some 'excessive' speed, making statements as *"Since Novices do not drive "at speed" we felt we were well within the guidelines of the Minimum Standards"*.

When it was brought to his attention that this was in violation of the minimum standards they had an attorney review the situation and minimum standards. This attorney has not been identified but to my knowledge no one from the National Board was notified or consulted. Their consul stated that *"At speed" is not defined in Standard 3.4.2.8.7 but "at speed" may mean speeds above 50mph as in Standard 3.4.2.8.6 (titled, passengers), but it's not clearly defined. Also, at speed is used in Standard 3.4.2.8.3 in reference to low speed exercises but "at speed" is not defined."*

It is my opinion, and after discussing this with Len Mueller who is in agreement, that this is a very clear violation of the Minimum Standards and although thankfully no incident occurred, the repercussions of which would have been very grave.

There is much concern on this chapters level, as well as many locations nationally, in regards to the diminished attendance at our DE's and the thought that allowing convertibles into our schools with no "restricting additional safety equipment" is the answer. The DEC will be discussing this at the upcoming National DEC Rep summit but the concern at hand is this chapter clearly violating written standards, not asking anyone on a national level before this event and then trying to justify their actions with apparently outside legal consul.

I have had brief discussions with members of the National Board on the fact that the DEC has very little enforcement powers in regard to violations of the minimum standards. I feel the strongest worded letter of reprimand sent to the Chapter President, MVC Board, Chapter DEC, Chief Instructor and notation in the National Board Meeting minutes at a minimum is appropriate. I would also like some conformation that their next school is meeting all standards, wither it be in writing from the Chapter officers or from a personal visit by a designated national representative.

Bill Wade – National Driving Events Chairman

Roundel Managing Editor's Pre-Meeting Report

January 8, 2008

Publication:

Hopefully everyone has received the January '08 issue and had the opportunity to see some of the changes Satch and Suzin have worked on for this year. The February issue will be complete and at the printer by the date of the meeting. That issue will contain 136 pages plus covers, and nine feature articles.

Advertising Revenue:

The January issue was down less than two ad pages compared to last year and contained 27% ad space. For the year 2007, compared to 2006, *Roundel* was down 7% in ad billing, 10% in ad pages, and nearly 10% in ad payments received, while holding a 34% ad page content. We seem, finally, to be reflecting the situation most magazines have already been experiencing.

Advertising manager Michael Slaff does have some good news in that he's managed to woo back for 2008 two *Roundel* advertisers who have not graced our pages for several years. Michael is working on a set of survey questions for our readers to determine their buying practices. He hopes to use the results to influence advertisers who believe readers of *Bimmer* (and other magazines) buy more car-related products than do our own members. Those books have turned to male-enhancement-product ads but we won't be asking questions related to those products.

Editorial Calendar:

The most recent monthly update to the editorial calendar from the editor-in-chief will be supplied at the meeting by the editor-in-chief after updating to reflect the contents of the February issue.

Production Costs:

The 156-page December issue had a lower than average per-copy printing cost.

Financial:

The *Roundel* staff has provided input for the Club's budget, as requested.

Club Website and Roundel:

We are working with website staff to make sure electronic files for *Roundel* are available to be prepared for full-issue on-line display as soon as possible. Bill and Suzin are in discussion about preparing past issues in digital format for archival use on the website.

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. If there are any questions, please don't hesitate to contact me.

Sincerely,

Phil Marx
managing editor
BMW CCA *Roundel*

BMW CCA Board Meeting January 19-20, 2008

From: Satch Carlson [mailto:satch@satch.us]
Sent: Thursday, January 10, 2008 11:14 AM
To: 'Phil Marx'; 'Scott Blazey'; 'Mark Calabrese'; 'Paul Dunlevy'; 'Louis Goldsman'; 'Bruce Hazard'; 'Fred Iacino'; 'Steve Johnson'; 'Len Mueller'; 'John Sullivan'
Subject: *Roundel* Editor-in-chief pre-meeting report

January issue: Phil mentions the January '08 issue and says he hopes y'all have "had the opportunity to see some of the changes Satch and Suzin have worked on for this year." Well, credit where credit is due: I have personally resisted change until dragged kicking and screaming into the New Year, so any improvements are hers. I did re-arrange two columns, taking the back of the book for my column and putting Bill Howard's piece in the front of the book, opening the Briefs section. This way Bill's analytical glance at the industry and Bob Roemer's "insider" information nicely bracket the news briefs.

After some heated discussion, the name of Bill's column remains End Piece, even though it makes no sense to me now that he has moved forward. But a writer of Bill's dimension is usually identified by name anyway; I have read Peter Egan for years without noticing the name of his column in *Road & Track*. (It's Side Glances. I looked it up.)

I do resist change because it has been my experience that magazine readers are very attached to their familiar comforts. Consequently when we do make radical changes to the format of *Roundel*, I prefer to make the change at the beginning of the year and then stick with it for at least one year.

Advertising: Phil points out that *Roundel* advertising manager Michael Slaff has managed to woo back two *Roundel* advertisers who have not graced our pages for several years. I would add (*add, get it?! WHAH! Somebody stop me!*) that he has also been approached by Continental Tire because they claim they want to get more involved with the Club. (I reminded them that we enjoyed their support of Oktoberfest in Keystone, too. . . .)

I am hopeful that advertisers may be pleased with the bargain that they get by advertising that is duplicated by or carried over to the long-awaited website.

Editorial calendar: Since we are now certain of the contents of the September issue, the latest revision of the *Roundel* editorial calendar is attached. The March issue, our annual tribute to motorsports, will be stuffed pretty full with racing-related stories, so the "bulge in the snake" will be disgorged into March and April. But we've been better able to predict when certain stories from our regular contributors will actually show up. After that it's a matter of sliding things around as reality intrudes on prediction.

Sincerely,

Satch Carlson, *Roundel* Editor in Chief



BMW CCA.org winter 2008 report

Bill Howard, Editor-in-Chief, BMWCCA.org
January 17, 2008

Murphy's law collided head-on with BMWCCA.org. The new website has been finished since November but not launched because of difficulties making the club's new site and the existing database work together. Launch was slated for the end of the week of Jan. 13. It will be a soft launch, meaning we'll take the site live but without a lot of publicity: to avoid overwhelming BMW CCA office staff with calls and because of an ongoing issue with the database.

To recap the goals:

- ✓ Bring BMWCCA.org up to date with a cleaner design
- ✓ More member interaction – forums, photo gallery
- ✓ Better technical discussions
- ✓ Leverage strengths of the web
- ✓ Appeal to potential members
- ✓ Most areas of site open (compete with other BMW, car sites) ...
- ✓ ... best areas are member-only (tech guru answers, surveys, Roundel)
- ✓ Real-time e-commerce engine (sign up new members, provide membership numbers immediately so they can have full online access)
- ✓ Opportunity for advertising revenue

Looking ahead

In the first weeks after launch, we'll collect feedback on what users like about the site and what they'd like to see improved or changed. Staff will help members (by phone or e-mail) and prospective members with sign-up and log-on issues.

Advertising manager Michael Slaff will continue soliciting vendors. We'll work to make sure there are enough advertising positions while remembering this a member- not advertiser-driven site. A recent note from Michael:

I've spoken to maybe 40 or 50 advertisers so far about the new site and there's a tremendous amount of excitement about it. Many of our long-term Roundel advertisers are looking to us to become the center of the BMW cyber universe. They also welcome the opportunity to be a part of the site with their commercial messages. Most agree with us that the site should be driven by its editorial content with commercial messages (banners) enjoying a quiet, yet still highly visible presence. I believe that if we are able to develop meaningful traffic with the site, we will also be able to generate significant advertising revenue.

At the newsletter editor / webmaster conference April 4-6 in Salt Lake City, we'll talk about using BMWCCA.org as a repository for PDFs of chapter newsletters. This reduces the substantial mailing cost to the club and makes newsletters available to more people. At the conference, some chapters may also have questions about whether the club would help with templates, guidelines, or tips for chapter sites so the sites would be look better and be easier to update.

BMW CCA board input, insight needed

The board can help in a couple ways, including being actively involved on the new site and encouraging others.

You can help make the site attractive to prospective members (current non-members). One area that needs attention is the club's out-of-date advertising rates for online. If it wasn't clear at the start of the decade, it is now: The Web is open and freely competitive. At \$75 to place a 50-word ad online (\$1.50 a word), we're turning off people. We should be free or if we must charge, \$5. There are enough other benefits of membership besides free BMWCCA.org ads that making ads free would not tip possible members into the ranks of permanent non-members. If some members want to see member ads only, they're marked and also can be filtered.

We have an informal understanding with MotorsportReg to work with them, if feasible, for registration for club events. That was not possible for Oktoberfest 2007. It has been the club's belief that the benefits of MSR's expertise and the potentially common interface (many chapters use MSR) outweigh the transaction fees. According to MSR, chapters say they'd like a way to validate through MSR whether a registrant is a club member. They might be able to work with us to create a better Oktoberfest registration form given proper lead time. I'd like a current sense of our commitment.

In light of our difficulties integrating the new website with the club's iMIS database, we should think about how we want the club's data stored, accessed, linked, and kept secure in the coming years.