

BMW CCA BOARD MEETING

March 8-9, 2008

Greenville, SC

MINUTES

Saturday, March 8, 2008

1. Call to Order:

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

2. Attendees:

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

Not in Attendance: Paul Dunlevy.

b. Also attending: Phil Marx, Satch Carlson, Bill Howard, Steven Schlossman, Linda Axelson, Peggy Helmke, Frank Patek, Mark Doran, Mike Mills.

c. Guests: Byron McCauley, Sue Ann Meskell, Michael Mitchell, Darlene Doran, Suzin Koehler, Dwayne Mosley (Sandlapper Chapter).

3. Minutes:

The minutes of the January Board meeting were approved by vote of the Board on February 17, 2008 via e-mail. Reading of the minutes was dispensed with.

4. National Office:

Scott Blazey recognizes National Office performance for the period it operated without an Executive Director. Scott recognized individual staff members with certificates of appreciation for their great work

5. Reports:

a. *Presidents Report:*

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

b. *Vice President:*

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

c. *Secretary:*

Bruce Hazard had nothing to add to his pre-meeting report. He noted that Mike Mills will begin taking meeting minutes today.

d. *Treasurer:*

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

e. *Pacific RVP:*

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

f. *South Central RVP:*

Fred Iacino added that Bayou Chapter is adjusting to Harmon's loss including the effect upon their newsletter distribution.

g. *North Central RVP:*

Len Mueller adds Illini chapter compliance issue has not resolved.

h. *South Atlantic RVP:*

Paul Dunlevy was not present to add to his pre-meeting report. He was ill and could not attend the meeting.

i. *North Atlantic RVP:*

John Sullivan had no changes to his pre-meeting report.

j. *Executive Director:*

Frank Patek had nothing to add to his pre-meeting report.

k. *Club Racing:*

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- i. Mike Mills added that an arrangement to host a club race in conjunction with Formula BMW test days at Thunderhill had been made.
- ii. Opportunity for similar arrangement at Thunderbolt in September is being explored.

I. *DEC:*

Bill Wade had nothing to add to his pre-meeting report.

m. *Roundel:*

- i. Phil Marx had nothing to add to the Roundel pre-meeting report.
- ii. Satch Carlson had nothing to add to his pre-meeting report.

n. *bmwcca.org:*

- i. Bill Howard advises that the new site has been fully rolled out.
- ii. A few new improvements will be introduced.
- iii. Advertising is currently free to Roundel advertisers, fees will be introduced over time.
- iv. Asks for people to use and post (cross-post) to the site.
- v. Asks for Staff to use full name for login/id on the site.

6. Discussion Topics

a. National Events

- i. Oktoberfest 2008
 - 1. Schedule; facilities, events, marketing, management are nearing finalization.
 - 2. Host hotel is sold out.
 - 3. Co-host hotel is 25% sold.
 - 4. Additional lodging is available in neighboring towns.
Oktoberfest web site has accommodations listed.
 - 5. Sponsors are being finalized.
 - 6. Thursday remains an open night with no social event planned.

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7. Concours scheduling was discussed.
 - a. Need time to prepare cars and time to judge.
 - b. More judges will help.
8. TechFest integration
 - a. Tech sessions have scheduled with some presenters.
 - b. **Action:** Emphasize tech sessions separately in program.
9. Harmon Fischer bequest
 - a. Left \$2,002.00 for a recurring award to honor the best 2002 at Oktoberfest each year.
 - b. Board decided two years ago to eliminate named awards.
 - c. Discussion regarding the Foundation to administer this award.
 - i. Michael Mitchell agrees Foundation will administer if permitted.
 - ii. **Action:** Frank Patek to determine from estate executor if redirection to the Foundation acceptable.
10. Satch suggests Oktoberfest materials include description of awards to be presented at Oktoberfest.
11. Oktoberfest registration will start on line – Monday and in the Roundel's May issue.
12. Club Race/School

Need to clarify registration and sanction process and information.
- ii. Oktoberfest 2009
 1. Greenville, SC
 2. Autocross, Car control, Concours at Centrum.
 3. Driving School, Club Race at Road Atlanta.
- iii. Oktoberfest 2010

Potential Venue Status - Linda Axleson made a presentation for Elkhart Lake, WI. (attached)
- iv. Five Year Planning Schedule

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Frank Patek has scheduled a planning meeting with the office staff in the next two weeks and will report after that.

- v. 2008 Newsletter & Website Editor Conference is on track for Salt Lake City, April 4-6, 2008.

7. National Programs and Services

a. BMW CCA Web site

i. Status of launch and new initiatives

1. Immediate concerns.

a. Transition of classifieds.

Estimate correction by 26 March.

b. Problem with membership renewal notification.

Should be resolved next week.

2. Question about accepting and evaluating feedback.

Bill Howard advises there is a forum topic just for this and it is welcomed.

ii. It is noted that email spamming seems to be rising.

Anti-spam filters are in place. No additional action discussed.

b. Club Racing

i. Results of National Appeal Committee.

1. The committee delivered their report to Scott Blazey.

2. The appellant was informed of the committee's decision.

c. Driving Events

i. Objectives and planning for 2009 Driving Events Conference.

Bill Wade advised that preliminary objectives to be presented at next board meeting.

ii. Bill Wade presents two proposals to the board (Attached).

1. Driving Events Sanction Applications

a. Bill is asked if this would place additional bureaucratic burden on all chapters to address issues of a few.

b. Bill expresses his concern is how to ensure compliance with minimum standards.

c. Legal/insurance exposures were explored.

d. Discuss adding minimum standard check box to insurance applications.

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No additional chapter paperwork involved but creates an acknowledgement of the standards.

- e. A suggestion is to have Pete Lyon meet with Frank Patek and Bill Wade to discuss best approach to a solution.
- f. The Board does not want to add burden to the chapters who do a good job.
- g. **Action:** Pete Lyon, Bill Wade and Frank Patek will meet and report back to Board.

2. Clarification Proposal

- a. The proposal is for the DEC to provide clarifications of the Minimum Standards to chapters and post them on the web site.
- b. The Board agrees that this form of communication is within the purview of the DEC and its involvement is not required.

The Board does caution the DEC to not create changes within clarifications.

8. Policy and Administration

a. National BMW CCA election

i. Candidate use of member database contact information

- 1. Scott Blazey explains that the Executive Director has had a fair use policy on use of the member data base.

If one candidate asked for information it has been provided as long as all candidates receive same access to the information.

2. Issues

- a. This policy undocumented.
 - b. Providing the list of email addresses to the candidates may be a potential violation of privacy.
- 3. It is acknowledged that more information on the candidates is desired by some members.
 - a. A proposal is discussed to provide space on web site for additional candidate information.
 - b. The proposal is expanded to include standard set of questions to be answered by the candidates.
 - c. A counter proposal to the standard question set is to use forums for candidate Q&A with members.

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This is agreed by all present.

4. **Action:** A formal policy statement to be drafted by Frank Patek for the next Board conference call.

- a. The policy will include providing candidates exposure in the Roundel and on the web site.

The web site will have an Election section with space or pages for each candidate's statement and any additional information the candidate may wish to provide.

b. Associate Member Dues

- i. Louis Goldsman opened discussion on the potential of increasing associate member dues.

There was general acknowledgement that these dues had not increased when the general member dues were increased.

- ii. **MOTION:** Louis Goldsman moves that in light of financial situation that associate dues be increased to \$10 per year and lifetime association dues to \$155, effective May 1, 2008. Seconded by Fred Iacino.

- iii. **Vote:** All in favor (one absent).

Motion carried.

c. Potential Conflict of Interest

- i. Of concern are Roundel and/or BMWCCA.org compensated staff who are also candidates during the election period and the name recognition provided to them.
- ii. The Board discussion centered on article submitters versus columnists.

It was suggested that articles authored by a candidate would not be run during the two months prior to and during the election and that regular columnists would not include any candidate/election discussion.

- iii. Conclusion: The Editor continues to use best judgment.

12:15 – Break for Lunch

13:05 – Reconvene

d. Financial

- i. 2007 P&L

1. Budgeted to lose --- lost double what was budgeted (\$191K more)

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- a. Discussion on general causes of excess loss.
 - i. There was under participation in Oktoberfest and Techfest.
 - ii. Not enough raffle tickets sold.
 - iii. The participation of one additional representative per chapter was not budgeted for the Chapter congress.
 - iv. The website delay adversely affected income (new members).
- ii. Audit Status
 - 1. Complete
 - a. No real issues discovered.
 - b. Internal controls deemed to be good although there were weaknesses related to having a small office staff and being without an Executive Director for much of the year.
 - c. Detailed observations from the auditors expected next week.
 - d. The question going forward is should we do reviews versus full audits.
 - i. The cost was higher this time due to it being the initial round
It simply took more time for the audit firm to establish an understanding of our business operations.
 - ii. The cost was <\$25K versus \$14k for a review.
 - iii. The audit/review recommendation will be made via the Executive Director's budget request.
- iii. 2008 budget issues
 - 1. Nothing we are aware of yet.
- iv. Credit card proposals
 - 1. The current program generates \$32-34K to the club per year.
 - 2. Frank Patek is looking at alternatives for improved member benefits.
 - 3. There are three bidders for our business.
Full proposals from all three are due for next board

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meeting.

4. Any change of card will be effective in 2009
5. **Action:** Frank Patek to provide update at next board meeting
- v. RVP's and/or other Board member discretionary/event support/travel funds disclosure
 1. The pre-meeting report does not need to include travel costs for national meetings.
 2. The pre-meeting report does need to include funds for region travel and any discretionary fund commitment.
 3. Expense reports must be submitted with receipts.
 - a. The reports can be copies, scanned and emailed, faxed or the originals can be mailed to the national office.
 - b. Receipts need to show: who, what, where, why and when.

This information can be written on the receipts.

- vi. Clarification of RVP discretionary/event support/corral funds
 1. Each RVP has a \$2k discretionary allowance per year to allocate for benefit of chapters.
 2. Chapter event development support.
 - a. BMW CCA total funding is \$5k total for the year.

These funds are allocated by petition to the Board through the RVP's.

e. Chapter Issues

i. Chapter Probation Report

1. Illini

- a. The Chapter has about 220 members.
- b. It is deficit in its newsletter production/distribution.
- c. **Action:** Executive Director to send the Chapter a probation notification.

ii. Chapter Toolbox

1. The toolbox is a collection of tools that the chapters can use to do their business and conduct business with national.

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- a. National contacts.
 - b. Operation manual.
 - c. FAQ's.
 - d. DEC Standards.
 - e. Everything the chapter needs to know.
2. Toolbox should include Best practices.
 - a. Chapter website templates.
 - b. National can host website if chapter cannot.

The chapter must maintain the content.
3. Toolbox should also include Chapter newsletter templates.

Action: Satch will have them set up by the Newsletter conference

f. National Office

i. Office equipment

1. A new copier is proposed for the office.
2. A new postage meter is also proposed for the office.
3. There was discussion of leasing versus purchase.

Rationale for lease is service/support and technical changes over time.

4. **Conclusion:** If there is room in the office budget, falls into the purview of the Executive Director.

ii. Membership

1. There is a concern over the online renewal parameters.
 - a. Members can only renew within 90 days of expiration due to system restriction.
 - b. **Action:** Frank to review this with the vendor and report by next conference call

iii. 2008 Membership drive – Results to date

1. Frank Patek is getting up to speed; it is day 33 since he joined us.
2. Frank will have information by next board meeting.

iv. Marketing Plan

1. Frank Patek is working on new membership benefits.
 - a. Frank asked for guidance on benefits programs from the Board.

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- b. The Board guidance is to move forward, board involvement is required only for items that require funding.
- 2. **Action:** Frank Patek to develop formal marketing plan umbrella for his efforts.
- v. BMW CCA presence at Bimmerfest and other gatherings
 - 1. National office staff and RVP (Steve Johnson) will staff a booth May 3 in Santa Barbara.
 - 2. The Roundel will also be covering the event.
- vi. Cross-leveling chapter best practices for member retention
 - 1. The need to gather chapter input was identified.
 - 2. The methods of how to solicit input were discussed.
 - a. Frank Patek wants to create an awards program for all best practices input using the following:
 - i. Perpetual plaques for best programs.
 - ii. A web site page acknowledging various chapters best practice selection.
 - iii. A best practice category award with unique logo/year for chapters to display on their web site.
 - iv. Roundel article on award winners.
 - b. **Conclusion:** Frank Patek to develop further.
- vii. Frank Patek has had three regional conference calls.
 - 1. Purpose is to introduce himself as well as open door for direct contact from the chapters.
 - 2. Many chapters expressed interest in continuing the calls periodically.
- viii. President's Award
 - 1. Frank Patek suggests this annual award for all Chapters that exceed specific criteria.
 - 2. **Conclusion:** Frank Patek to develop further and bring to the Board.

g. Regional Events

- i. No new nominations were made.

h. BMW of North America

- i. Member Reward Program

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1. The previous proposal cannot be done as it eliminates our tax exempt status.
2. BMW NA has a meeting on March 12 concerning the program.

Frank Patek will advise us on the results of that meeting.

3. BMW NA advised that the 1 Series will not be part of Member Rewards Program.

i. Member Proposal on Manufacturer Committee

- i. It was proposed that we should provide representation to BMW NA on member input.
- ii. The discussion centered on the boards role in influencing BMW NA
 1. Board to make effort to represent its members concerns/input to BMW NA
 2. Appointment to be made with BMW NA to reopen our presence with them
 3. **Action:** Frank Patek will schedule a meeting in next six months with BMW NA
- iii. The Board is taking a different path than was suggested and we thank to Jeff Warner of the Sierra Chapter who squired this initiative.

j. Future Meetings:

- i. Board Meetings – dates and locations for remaining 2008 quarterly meeting
 1. June 21, 22, 2008
 - a. Action: Frank to select cost effective location
Southern California preferred
 2. Oct 23, 2008
 - a. In conjunction with Oktoberfest.
Conserve travel funds
 3. Jan 10,11, 2009
TBD
- ii. Annual Meeting – date and location for 2009 Annual Meeting

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March 21-22, 2009 in Greenville, SC

iii. Conference call schedule

1. April 10, 2008 at 7:00 PM EDT

2. May 8, 2008 at 7:00 PM EDT

16:41 – Recess for Annual Meeting

17:40 - Reconvene

k. National Board Vacancy

- i. With Bruce Hazard becoming President, his position as Secretary was vacated. The board discusses appointing a member to fill the remainder of Bruce Hazard's term as secretary.
- ii. **Motion:** Len Mueller moves to appoint Mike Mills as Secretary. Louis Goldsman Seconds.
- iii. **VOTE:** All in favor (1 absent)

Motion carries.

17:45 – Recess

Sunday, March 9, 2008

08:00- Reconvene - Immediately go to sensitive session

09:35 – Sensitive session complete

09:45 - Reconvene

I. Board Member Term Limits

- i. Deferred for when the full board is available (Dunlevy absent)

m. Strategic Objectives

- i. Bruce Hazard asks about need to review and revise the strategic plan.
 - 1. General agreement that this needs to be done.
 - 2. **Action:** one day meeting to review/revise plan
Friday April 4 starting at 8 AM before
Newsletter/Webmaster conference
- ii. Discussion on Foundation office location
 - 1. The question was is co-location a strategic objective.

Conclusion: No. However, if there is a business case that financially benefits the two parties it should be

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explored.

9. Adjournment:

a. **MOTION:** Len Mueller moves to adjourn. Seconded by Mark Doran.

b. **VOTE:** All in favor (1- absent)

Motion carries.

10:13 – Adjourned

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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

February 22, 2008

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

Subject: President's Pre-meeting Report for March 8-9, 2008 Board Meeting

Travel

January 18-20, 2008 to Greenville, SC for National Board meeting
March 7-9, 2008 to Greenville, SC for National Board meeting

Planned Travel

Various club races, local chapter meetings, and Oktoberfest 2009. See you there.

Appointment of Secretary to Fill Remaining Term

We await the results of the web site and e-mail announcements and other recruiting methods to determine the depth of the field from which we will choose Bruce's replacement.

Manufacturer's Committee

We received a suggestion from member Jeff Warner regarding convening a committee designed to communicate the desires of the club membership to BMW of North America. The item is on the agenda for discussion. A copy of his suggestion is attached for your review prior to the meeting.

Strategic Plan

Attached is a copy of the strategic plan and my take on where we stand on the goals and objectives. Frank may have some further updates and you may have some different assessments the next time you discuss it.

BMWCCA.org

Now that the web site has launched, we need to think ahead. Please give some thought to what web site features or Internet-based member services and interaction you think we should pursue in the years to come. We will discuss it as time permits so as to continue to give our Web Editor our forward vision and direction.

Respectfully submitted,

Scott Blazey

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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

March 3, 2008

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

Subject: Vice President's Pre-Meeting Report, March 8-9, 2008 Board Meeting

TRAVEL

- March 7,9, 2008 to Greenville, SC for National Board Meeting.

At this time I have nothing to report.

Respectfully submitted

M J Calabrese

BMW CCA Board Meeting March 8-9, 2008



Centennial, CO 80112
303-324-6541
Secretary@bmwcca.org

March 2, 2008

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

Subject: Secretary Pre Meeting Report – March 2008 Board Meeting

Travel & Expenses:

- January Board meeting, \$540

Board Meeting Minutes:

MOTION: Len Mueller made motion to approve the minutes of the d Board meeting. Mark Jon Calabrese seconded the motion and on February 17, 2008 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 Call's: Notes are attached for conference calls held on d, 2006.

Respectively Submitted

Bruce Hazard

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*BMW CCA BOARD CONFERENCE CALL
NOTES: FEBRUARY 21, 2008*

1. Call to Order:

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

2. Attendees:

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

Other: Frank Patek, Bill Howard

3. Topics:

- 3.1. The announcement for members interested in the remaining year of Bruce Hazard's term as Secretary has been posed on the Website and sent to all the Chapter officers. The deadline for submission of a statement of interest is noon on the 27th. The Board will then review the submissions and make a selection.
- 3.2. Frank Patek reported that the first of his conference calls with each region went well. Len Mueller and all but one Chapter from the North Central Region participated and there was a lot of good exchange. There was interest from the Chapters to make it a regular occurrence.
- 3.3. Registration for the Newsletter Editor and Web Master conference is slow. RVP's will send a note to all Chapters encouraging participation.
- 3.4. Frank Patek and Linda Axelson will be going to Bimmerfest on May 3rd to man a recruiting booth. Steve Johnson will also be participating.
- 3.5. Website:
 - Bill Howard announced that the bmwcca.org 2.0 website was launched earlier in the day. For about a week to 10 days there will be a link and instructions on the old site. Once the deadline for classified ad's closes, then the old site will be taken down and the new site will be it.
 - The current ad's are Roundel advertisers, at no additional charge, to illustrate the advertising possibilities. After an initial period of time, all ad space will require payment. Michael Slaff has indicated that he needs more space than originally planned to satisfy the demand he expects.
 - There is no ratio of editorial content to advertising, however, Bill Howard said that editorial will be dominant.
- 3.6. Louis requested that the tax information in the recent News from National be also sent directly to Chapter Presidents and Treasurers. Frank will see that this is done.
- 3.7. Paul Dunlevy requested that \$1,000 be approved from the Chapter development funds for the 12 Hours of Sebring corral hosted by the Sunshine Bimmer and Everglades Chapters. Len Mueller seconded the motion. INFAVOR: All.

4. The conference call ended at 7:35 p.m. EST.

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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

March 4, 2008

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board Meeting – Greenville, SC January 19-20, 2008

Planned Travel: BMW CCA Board & Annual Meeting – Greenville, SC
March 8-9, 2008, Newsletter & Webmaster Conference – Salt Lake City,
UT, April 5-6, 2008

Preliminary Income Statement – Period Ending December 31, 2007

	Actual	Budget
Ordinary Income/Expense		
Total Income	\$4,796,555.43	\$5,208,670.00
Total Cost of Goods Sold	1,360,606.28	1,337,000.00
Gross Profit	\$3,435,949.15	\$3,871,670.00
Total Expense	3,881,508.21	4,065,029.00
Net Ordinary Income	(\$445,559.06)	(\$193,359.00)
Net Other Income	38,264.36	22,300.00
Net Income	<u>(\$407,294.70)</u>	<u>(\$171,059.00)</u>

Balance Sheet – As of December 31, 2007

Assets	
Total Current Assets	\$1,081,328.07
Total Fixed Assets	284,349.91
Total Other Assets	1,490,000.00
Total Assets	<u>\$2,855,677.98</u>
Liabilities & Equity	
Total Liabilities	\$2,333,902.39
Total Equity	521,775.59
Total Liabilities & Equity	<u>\$2,855,677.98</u>

There are still some final adjusting entries that must be booked. The annual audit of our Financial Statements is still underway.

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I will provide an analysis of the difference between the budgeted loss of \$171,059 and the anticipated actual loss at the meeting. In the interim, attached is an Excel spreadsheet with the details of the Income Statement and Balance Sheet by account.

Respectfully submitted,
Louis Goldsman

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To: BMW CCA Board of Directors
From: Frank C. Patek, II Executive Director
Date: March 1, 2008
Re: Second Quarter Board Meeting and Annual Meeting

2008 Newsletter Editor/Webmaster Conference

The event will be held April 4-6, 2008 at the Sheraton City Centre Hotel in Salt Lake City, UT. Online registration is up and available. As of February 29, 2008 total registration was at 68. E-mail has gone out to all Chapter Presidents reminding them of the Conference and the need to have their chapter's represented. The RVP's have been working to increase registration.

Key note speaker will be Jeff Crilley, www.jeffcrilley.com. Jeff will give a presentation on obtaining free publicity. The BMW CCA Webmaster and Website Editor will be on site to give presentations. As a result of my regional conference calls we have decided to include a time on the agenda for each Region to meet on its own to develop closer ties and possibly their own regional agenda and strategic plan.

OKTOBERFEST 2008

Online registration is open and available to our members. Early hotel reservations are a hopeful indicator of strong registrations to come. The Watkins Glen Harbor Hotel is already sold out and we are currently directing members to the Holiday Inn, Ithaca. (Linda to add more details)

BIMMERFEST

Linda and I will both plan to attend this event. I believe it is important that BMW CCA begin to develop a presence at events of this type and that we present a polished image, in keeping with the nature of the club, its core values and beliefs. To that end we will create a very nice portable display that can be used for future events. I suggest we look at ways to include the Foundation in the creation of the display and all materials used in conjunction with it.

BMW CCA WEBSITE

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The new website went live on a limited basis last week. By the time of the Board Meeting the site should be open and functional. A number of areas remain that need to be addressed. Primary amongst them is moving beyond the frustration level associated with its many delays and encouraging members to provide constructive feedback. Additionally, there seems to be concern about a lack of user-friendliness and continued concern with classified ads.

MEMBERSHIP REWARDS

Dealing with the Membership Rewards program continues to be a time consuming issue in the office. Members have discovered my arrival and when they are unsatisfied with the answers they receive from the Staff they invariably ask to speak with me to plead their case. To date I have managed to make more friends than enemies through this process but it is a matter that evokes strong feelings.

I have had a conversation with Larry Koch regarding BMW NA's desire to have BMW CCA take over the complete management of the MRP including distribution of rebate checks. Larry said BMW NA understood the negative impact such a change in the program could have on our 501(c) (7) tax status. Further he indicated that while internal discussions continue at BMW NA over how to handle the program no changes would be made.

MEMBERSHIP RENEWALS

Currently members can renew their memberships beginning 90 days out from their renewal date. The Board has asked about extending that period out beyond 90 days. There is a small iMIS related issue that has held up this change, related to our deferred income report that comes out of iMIS. We should have an answer back from the people at Intelligent Solutions by the time of the Board Meeting as to whether we can extend the deadline without effecting our reporting.

FY 2007 AUDIT

The audit began in late December and has been progressing ever since. The workload for Peggy has been substantial and she has put in many long hours providing information, background and information to the Auditors. Saturday March 9, 2008 remains the target for supplying a draft copy of the Audit to the Board. Louis and Frank are scheduled to meet with the Auditors on Friday March 8, 2008.

AFFINITY/MEMBER BENEFIT PROGRAMS

At this point I am in discussions with several vendors for various affinity/member benefit programs that can be used to increase our offering of member benefits and enhance revenue.

At this point you have received a proposal from USI Affinity that would offer life, health, dental, vision, auto, travel and professional insurances. USI Affinity essentially offers us one stop shopping for insurance programs. I have used this company in the past for their health, life and professional insurance products. They put together a good product accompanied by professional marketing pieces. At this point I believe it would be preliminary to act on any of their other offers.

I have entered discussions with both GEICO and AIG for auto insurance. AIG also offers the possibility of assembling an insurance portfolio similar to USI Affinity. In fact one of the insurers USI Affinity works with is AIG. Working directly with AIG we may be able to retain a greater portion of the revenue generated from our members utilizing these products.

I am in discussion with Bank of America, Western Bank Corp Alliance and BMW Financial in regards to improving our affinity credit card product. The current card is offered through Bank of America and our agreement with B of A expires at the end of the calendar year. Current annual revenue is about \$34,000.00 per year. B of A knows I am weighing our options and has said they would likely up the return on the program as well as increase its scope to offer an array of financial products. Both Western Bank Corp Alliance and BMW Financial understand our members and their interests better than B of A. Because of their smaller size I believe they would be more responsive and could customize a product that our members would likely enjoy more than our current card. At this point I do not have proposals from B of A or BMW Financial. Regardless of who we ultimately sign an agreement with I recommend we look for a multi year arrangement with a guaranteed revenue stream of not less than \$50,000.00 annually.

Other affinity/member benefit discussions I am having are with:

- Entertainment Publications – publishers of the Entertainment Book and online discount and coupon offerings.
- Restoration Hardware – high-end home goods provider with a customer base that reflects our membership. Possibility of developing an exclusive shopping discount code for BMW CCA members. www.restorationhardware.com
- Brooks Brothers – high-end retailer of traditional American fashions. I have worked with them before and should be able to obtain a discount code for BMW CCA members.

STAFF RETREAT

March 13, 2008 is scheduled as our staff retreat. During the course of the day we will not take calls but will break periodically to retrieve messages and return any calls of immediate need. I have asked the staff to begin reviewing the plan, operations manual, employee handbook and other relevant materials in order to prepare for the day. I expect this to be a beneficial exercise but one that will be slow in the start. Most of the staff is unfamiliar with the Strategic Plan and a lot of background material will need to be covered before much forward progress is made.

BMW CCA FOUNDATION

On Friday February 29, 2008 I had lunch with Michael Mitchell, and had an opportunity to view the Foundation Offices and learn much more about their activities. I had the pleasure of speaking with Leo Newland and have been invited to dinner with the Foundation Board on March 21, 2008. I look forward to this opportunity and discovering ways that we can work together to further the purpose of the Club and the Foundation.

OFFICE EQUIPMENT AND SOFTWARE

Recently the lease on our postage meter and mail sorting equipment expired. As you know the U.S. Postal Service has made many changes in the way they are requiring mail to be handled. Weight is no longer the key determinant for postage, shape is now a key factor as well providing bar and zip plus four codes. The new postage meter will allow us to meter our mail according to weight and shape. The monthly lease payment for the new equipment is within a few dollars of the old equipment.

A software upgrade that will cost \$3000.00 to purchase will allow our larger mailings to obtain greater discounts by pre-sorting, bar coding and automatic inclusion of the zip plus four codes. We are going to view this product for 30 days before we make a determination if it is worth purchasing. For those of you who are wondering iMIS does have a mail feature but it requires the periodic uploading of information from CD's to utilize. Unfortunately the information on the CD's is only updated when we receive new ones.

I am recommending that we enter into a lease agreement with Upstate Data Copy for a Sharp MX7001. This is a high-speed digital quality copier that will produce documents in black and white as well as color at 70 pages per minute. The machine also offers scanning at up to 130 images per minute, a feature that would prove valuable for records retention and retrieval. A 60 month lease for the 70 page per minute machine, that I am recommending, is \$465.00 per month with an additional \$150.00 per month to

BMW CCA Board Meeting March 8-9, 2008

include 15,000 B/W images and all supplies and parts excepts staples and paper. Color images would be billed at .075 cents per page. It is important to note that this machine will only charge the color price for pages that are done in color.

Having this machine in the office would end most, if not all, of our outsourcing of manuals and other paper materials. In the event that the Board continues to require the distribution of chapter newsletters in hard copy format this machine would save us thousands of dollars in printing reimbursements. Even without that requirement use of this machine will save money based on our other out of house print costs. Use of this machine would also save the staff many hours of assembly time for the documents we do produce in house. It is important to note that our current copier does not even have a staple function.

Attached are the proposals for this machine as well as the other two machines we have looked at.

MY FIRST MONTH

In short it has been great! I am not quite as far along in my 90-day calendar as I would like to be, but all things considered I feel pretty good about my progress. The audit and the work it is requiring from Peggy has slowed my ability to really sit down with her one on one and dig deep into the financials. The good thing is that Louis has prepared a great budget that answers many questions.

I have completed three of my five regional conference calls and I am very happy with the responses from each of them. Each of the regions has expressed an interest in continuing these calls on a quarterly basis and I encourage their RVP's to make sure that happens. I am happy to participate if invited. The feedback has been great in helping me to determine where to deploy resources now and in the future.

Under the heading of miscellany we have saved some \$\$ by discontinuing the cable television service that was costing \$70.00 + a month. We consolidated our local, long distance and 800-phone service to one provider and should start seeing the benefits of that next month. We also cut off four unnecessary phone lines, one of which was for the fax machine in my office and the other three were unused modem lines.

BMW CCA Board Meeting March 8-9, 2008

North Atlantic Region BMW CCA

To: BOD BMW CCA, Frank Patek

From: John Sullivan

Date: March 4, 2008

Re: Pre-Meeting Report

Travel: BOD Meeting Greenville SC 3/7-3/9

Travel: Editor & Webmaster Conference Salt Lake City UT 4/4-4/6

RVP Funds: None disbursed

Relevant Notes: A Regional Conference Call was held recently with 13 out of 14 Chapters participating. There were many good thoughts generated during the call that Frank Patek and I will incorporate. I would like to have a conference call, once a quarter, with all the Presidents and or Vice Presidents of each Chapter in the Region.

The Green Mtn. Chapter has a new president but he was not able to participate in the call. I will be contacting him soon about the required paperwork due to the National Office by the end of the month.

See you all Friday,

John

BMW CCA Board Meeting March 8-9, 2008



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

March 3, 2008

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

Subject: South Atlantic RVP report – March 2008 Board Meeting

Travel & Expenses:

- January Board meeting
- Discretionary Funds Dispensed - \$500.00 to Florida Sun Coast and Everglades Chapter for Sebring Corral.
- Chapter Development Funds - \$1,000.00 to Florida Sun Coast and Everglades Chapters for Sebring Corral.
- VIR for Tarheel Chapter Spring HPDS.

Chapters: All chapters except Peachtree have now published newsletters. Peachtree's newsletter editor promises one within the next 2 weeks.

Newsletter Editors and Webmasters have been contacted and urged to attend the upcoming conference. There is not a lot of excitement about going to Salt Lake City!!!

Sincerely,

Paul Dunlevy

BMW CCA Board Meeting March 8-9, 2008

From: Leonard Mueller [leonardmueller@earthlink.net]

Sent: Saturday, March 01, 2008 9:01 AM

To: Scott Blazey; Bruce Hazard; Louis Goldsman; Mark Calabrese; Steven Johnson; Paul Dunlevy; Mark Doran; Fred Iacino; John Sullivan; Leonard Mueller

Cc: Frank Patek

Subject: North Central Region Pre-meeting Board Report

To: BMW CCA Board of Directors

Date: February 29,2008

NCR Travel:

1/26/08 - Omaha for MVC Annual dinner and meeting

2/03/08 - San Diego for DEC conference

2/29/08 - Cedar Rapids, Iowa for chapter dinner/meeting. Flight delayed three times before being cancelled, unable to obtain suitable and timely flight to make event. Will visit Iowa Chapter later this year.

Planned Travel:

3/19/08 - Chicago, Special event with Windy City Chapter.

4/04/08 - Salt Lake City Chapter Congress

4/11/08 - Hoosier Chapter Rites O Spring [No cost to the CCA]

5/ ? /08 - Possibly GVC ITS as DEC liaison

Funds Disbursed: None this quarter

Relevant Notes:

1] Participated in National Appeal Committee, an arduous process.

2] Initiated contact with Illini Chapter regarding non compliance with minimum standards on 2/13. After initial response about checking to see what is going on and will get back to me, have not heard further.

3] NCR DEC rep resigned precipitously from the DEC, announcing resignation simultaneously to Chair and myself as to the entire regional DEC community. since the DEC chair and I had seen the likelihood of his departure for several weeks, we had decided on who to replace him so as to best serve the region. Neil Maller of the Hoosier chapter was asked, accepted, and has already contributed to his first DEC conference call.

4] Participated in first conference call with regional Prez's and Frank Patek, very well received by all. You'd think with all the stuff we are putting on Frank's plate he would not add more himself, but nooooo. He comes up with a great idea knowing it will make more work for him as well, but implements it anyway. Ah, to be 40. Good idea, well done!

BMW CCA Board Meeting March 8-9, 2008



BMW Car Club of America, Inc.
Fred Iacino
South Central Regional Vice President
P.O. Box 217
Arvada, Co. 80001
Phone 303-478-8490
E-Mail <cccredit@qwest.net>

March 4, 2008

Subject: South Central RVP Pre-Meeting Report

Discretionary Funds None used

Planned Travel

Board meeting Greenville March 9th and 10th 2008

Frank held the South Central Conference call March 28th. We had 2 no shows and 1 excused absence. Call was very well received. The bottom line seems to be WEBSITE WEBSITE WEBSITE promises were made. Chapter forms are hard to find.

All the groundwork has been done for the zip code change between the River City Bimmers and the Bayou Chapter I spoke with Thomas Campbell President Bayou Chapter and he agreed this would better serve the members in those areas to far from Bayou. Thomas is agreeable to the change. Both Susan Parker River City and Thomas Campbell Bayou were on the conference call and I asked them to get together with the NEW South Central RVP. All that needs to be done now the mechanics of doing it.

Except two Chapters with slow News Letters all is well in the South Central.

Now as far as the rest of the Board goes, I can't think of a better group of people I could have worked with. What a great bunch of individuals. I'm very proud to have been a part this group.

I Welcome Frank and will miss the opportunity to work with him. However I owe him one payback.

Ciao
Fred Iacino

BMW CCA Board Meeting March 8-9, 2008

SCRVP

BMW CCA Board Meeting March 8-9, 2008

February 28, 2008

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

Board of Directors
Executive Director

Pre-Meeting Report,

There are several projects in final planning currently in the Pacific Region. Chief among them is the planned Instructor Training scheduled for Friday May 31, 2008 being conducted with the Central CA Chapters driving school.

Items for discussion:

- Insurance Rebates,
- The Sacramento chapter has failed to apply for last years rebates, in their words because of a rookie team in place. They are now requesting the Board to reconsider the rule concerning timelines for refunds across the board, additionally, they would like to still receive last years rebate in spite of not following the rule.
-
- Funds request from the Development Fund of \$1,000.00 to the Central CA Chapter for Concorso. This is the yearly event in conjunction with the Monterey Historics, a multi chapter clean car contest. I will add an additional \$500.00 from the RVP discretionary fund as they have lost their primary sponsor for this event.

Planned travel

- Bimmerfest, May 3rd
- Salt Lake City, conference
- CCC instructor training
- LA Chapter driving school, Willow Springs
- Pugent Sound E-30 Picnic

Respectfully Submitted,

Steve Johnson
Pacific Region VP

BMW CCA Board Meeting March 8-9, 2008



BMW Car Club of America, Inc.

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

Pre-Meeting Report

March 4, 2008

To: BMW CCA Board of Directors

Subject: Manager/National Events

Hampton Inn & Suites

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

2008 NEWSLETTER EDITOR/WEBMASTER CONFERENCE

- Sheraton City Centre – April 4 – 6, 2008

Registration for the upcoming conference is up to 78, including board of directors and national staff. An updated Chapter registration list will be submitted to the RVP's at the Board Meeting for their review.

Tentative Conference Schedule

April 4, Friday

8PM-10 PM

Cocktail Reception with light hors d'oeuvres

April 5, Saturday

9:00 AM

Frank Patek – Executive Director, BMW CCA - Welcome, Conference Overview

Bruce Hazard - President, BMW CCA – Newsletter and Website Minimum Standards

Jeff Crilley, Keynote Speaker – Veteran Dallas TV Reporter

Bill Howard – Editor in Chief, BMW CCA.org 10 tips for awesome chapter websites/newsletters

Samuel C. Straight, - Ray Quinney & Nebeker, The Law as it affects websites and newsletters.

Breakouts

Darlene Doran- MSR Editor, Rocky Mountain Chapter, Advertising 101

Kelly Kirkland – Newsletter Editor, Golden Gate Chapter, Creating a template, layout tips and InDesign tips. Photo editing (Photoshop or Lightroom)

Satch Carlson - *Roundel* Editor - In- Chief – Editing Basics, Journalism 101

Brian Ghidinelli – "State of the Industry: Content Management"

BMW CCA Board Meeting March 8-9, 2008

Douglas Cole – Web Programmer, LHM Advertising, Database Driven Websites,
A Primer on Developing Dynamic Websites.

Jeff Petzel – Webmaster, BMW CCA - Web to database connectivity

5:00 PM Adjourn

6:00 PM– 9:00 PM Buses, Dinner at the Depot and Return

April 6, Sunday

9:00 AM

Regional Breakouts with the RVP's

Mark Jon Calabrese – Executive Vice President, BMW CCA - ChapterLogo
Compliance

Frank Patek – Executive Director, BMW CCA - BMW CCA Crisis Communications
Survey of Conference Attendees

12:00 Noon Adjourn

OKTOBERFEST 2008

The Oktoberfest dedicated website and forum went live on February 15 and is averaging more than 100 hits a day. We have roughly 125 info-list registrants that have signed-up. The website will continue to be a work in progress, up until event week. Oktoberfest on-line registration is forthcoming and will begin soon. The form is being fine-tuned and tested as of this writing. Registration packages have been posted to the website.

The co-host hotel, Watkins Glen Harbor Hotel, is sold out. The co-host Holiday Inn Hotel in Ithaca began taking reservations on Monday, March 3. A daily shuttle will be running from nearby Ithaca to the track.

Bridgestone will sponsor the two-day Autocross, and the BMW CCA Foundation will sponsor the dessert reception at the Museum of Glass in Corning.

The Oktoberfest sales drive will start in two weeks. The first letter going out will be sent to last year's sponsors, vendors and advertisers with an offer to renew their 2007 buys. Reasonable deadlines will be set for every phase and will be adhered to.

BMW CCA Board Meeting March 8-9, 2008

Roundel Managing Editor's Pre-Meeting Report

March 2, 2008

From: Phil Marx, managing editor

Publication:

Hopefully everyone has received the March '08 issue, or will soon prior to the board meeting. The April issue should be mostly complete by the date of the meeting. That issue will contain 152 pages plus covers, and nine feature stories.

Advertising Revenue:

The February issue was down just over three ad pages compared to last year and contained over 28% ad space. For year-to-date 2008, compared to 2007, Roundel is down 7% in ad billing and 7% in ad pages. Club policy allows up to 45% advertising in each issue.

Advertising manager Michael Slaff had planned on attending the board meeting but will be meeting with Frank later in the month. We may want to discuss issues and costs concerning "green" printing of Roundel, such as recycled paper, relative to an inquiry from BMW NA.

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 April issue.

Production Costs:

The 140-page December issue had a slightly lower per-copy printing cost related to previous months.

Financial:

I'm looking forward to getting a copy of whatever the board approved for 2008 budget with respect to Roundel.

Club Website and Roundel:

We are still working with website staff to make sure archival electronic files for Roundel are available for full-issue on-line display. The last several issues are up and look great. Bill and

BMW CCA Board Meeting March 8-9, 2008

Suzin are in the final stages of preparing the new on-line classified input site.

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 March 8-9, 2008

***Roundel* Editor-in-chief's Pre-Meeting Report**

March 3, 2008

From: Satch Carlson, editor-in-chief

***Roundel* Report**

March issue:

As Phil noted, y'all probably have your March issues by now. This ought to satisfy all the race-car wannabes and generate a few "too much racing" letters, but I prefer to put all the heavy freight in one end of the truck and be done with it. Of course, we will have racing features throughout the year, but this way we get less criticism when we miss a race that is important to somebody, somewhere. We had considered running a story on the Thunderhill 25 Hour race, but there was no room in the "racing issue," and it's not a strong enough story to run elsewhere for its writing values.

It might not be a bad idea to make the Sam Moses cover story required reading for every would-be racing correspondent.

Editorial calendar:

Phil says, "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 April issue." Actually, I'll try to remember to attach it to this e-mail, now that the bulge in the snake has slid from the April issue to May. Items in italics are stories that have left my desk and are on hand at Zin Design. We have lately been able to pile up a few "two-pagers" that have a sort of unlimited shelf life. But it's a two-edged sword; stories that can run anytime are often bumped by more timely articles, especially if they're long epics like Dan Erwin's Bonneville saga. That has been bumped several times, but it's currently scheduled as the cover story in the May issue.

Oktoberfest lead-ins:

Linda Axelson somehow manages to come up with enough Oktoberfest information to fill a page every month. The latest concerns the Club Racing school to be held during the week. In future issues, we may be able to tap into some of the western chapters' plans for Oktoberfest caravans in time to tempt more members to join them. I know some members are eager to trace historic Route 66; I don't have the heart to tell them that if they take it too literally, they'll wind up stranded in the Arizona desert.

BMW CCA Board Meeting March 8-9, 2008

Newsletter editor/webmaster conference:

Speaking of Linda Axelson, I called Linda to apologize in case I was trespassing on her territory by offering a seminar on the simplest, most basic principles of journalism—they're the only ones I know!—at the Salt Lake conference, so I'd like to assure the mewling whinger who made Phil Marx jump all over my case in this regard that Linda doesn't appear to have a problem with it. Since I missed instructing at one driving school due to the January meeting, another for the March meeting, and another for the Salt Lake conference, I like to believe I have something positive to offer my fellow editors.

The good, the bad, and the ugly:

The letters section of *Roundel* has been an acrimonious playground lately. Just when the Great Global Warming Debate was waning, a couple of columnists tossed out gratuitous anti-Republican remarks that set off a barrage of anti-liberal rants that set off a counterbarrage of anti-conservative rants—well, you get the idea. So I'm going to stop running the rants from either side, and I'm sending a note to the columnists to ask them to please stop throwing raw meat across the moat.

Speaking of columnists: Some of you may know that Jenny Morgan went in for emergency bypass surgery in early February. I am happy to report that she somehow met her deadline in spite of it, which should be a lesson to us all!

Coming up:

Since the BMW CCA plans to put up a booth of some sort at **Bimmerfest** this year, it may be time for at least some *Roundel* coverage of this non-CCA event. **One Lap of America** runs in early May, and this year BMW will support the event: Think of M3 V8 staff cars. . . . We may finally get some sort of coverage that isn't the same old crap.

Phil closes his reports with *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.*

Couldn't say it better any other way.

BMW CCA Board Meeting March 8-9, 2008

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 – 1st Quarter 2008

Board Action Needed –

1. Adopt sanctioning process for all Driving Events. (See attached)
2. Accept Clarification Statement / Interpretations (CS/I) memo format (see attached sample).
3. Accept new appointment, Neil Maller Hoosier Chapter to National DEC replacement for Sheridan White in North Central

Tasks Completed –

1. Facilitated 1st DEC Rep summit in San Diego, see attached minutes.
2. Completed Insurance renewal with Pete Lyon for 2008.

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.

Travel Completed –

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

Travel Anticipated –

1. ITS w/ GVC at Watkins Glenn

Respectfully submitted,



Bill Wade
Driving Event Committee Chairman

BMW CCA Board Meeting March 8-9, 2008

February 26, 2008

To:

Board of Directors, BMW CCA

Subject:

Pre-meeting Report

Travel:

San Diego, CA, attended DEC meeting.

Planned Travel:

- Greenville, March Board meeting

Accomplishments:

- **Operations Manual.**
 - Progress still continues slowly.
- **Licensing**
 - Updated credentials being issued
- **Sanctioning**
 - Documents updated
- **Rules**
 - 2008 final rules published Jan 23.
 - 36 clarifications already issued
- **Technical**
 - Annual external inspection process implemented
- **Lifetime Service Awards Presented**
 - Jeff Lutes
 - Dave Larue

Issues:

- **Rules Change Planned**
 - Driven by three primary items.

2008 Schedule:

- 31 events scheduled for 2008
- 5 CR managed race schools plus 4 approved commercial school dates.
- All Premier, National and North American Challenge events designated.

Respectfully Submitted,

Mike Mills

BMW CCA Board Meeting March 8-9, 2008



BMWCCA.ORG 2.0: At long last, launch!

March 2008 BMW CCA board meeting (pre-meeting report)

Bill Howard

March 3, 2008

BMWCCA.ORG 2.0 launched Feb. 20, the culmination of months of planning, testing, coding, and debugging. The site had been complete since fall 2007 with the exception of a working link between BMW CCA's iMIS database and the site; the link allows instant member sign-ups, renewals, and updates. That was resolved four weeks ago; BMW CCA office staff and others banged on the site, found it workable, and we launched.

The best news about BMWCCA.org 2.0 includes:

- Members and site visitors overwhelmingly like the site.
- Member switchover from old site has for the most part gone smoothly.
- The national office has not been flooded with calls from people confused by the new site. That was a worst-case but possible scenario.
- The member sign-up module works. For the first time, a person who's enticed by the club can join up any time, day or night, and become a member immediately.
- We're getting lots of posts, especially in the Gallery (photos and videos). Members are excited about showing off their BMWs.

This was a *soft launch* of the site: We took BMWCCA.org live Feb. 20 but did not widely publicize it, beyond the chapter officers and BMW CCA board, plus word of mouth. A soft launch is helpful because, if there are problems with a launch, hundreds rather than thousands of BMW CCA members and would-be members are affected.

Our post-launch plan for March and early April (some of this may have been implemented by the board meeting March 8-9), includes:

- Make the new site accessible at www.bmwcca.org. For the first two weeks after launch, when you typed www.bmwcca.org into your web browser, you went to the old site and could click through to the new site at <http://stage.bmwcca.org>. The old site will remain viewable for about a month at <http://old.bmwcca.org>.
- Clean up the look and feel of pages with formatting issues, or with missing info. Add any pages that weren't ported to the new site.
- Switch the calendar and classified ads to the new site, making sure the interests of the club, the ad viewers, the ad placers, Roundel, and the website are all served.

BMW CCA Board Meeting March 8-9, 2008

- Publicize: Follow up the public launch with a e-mailing to club members. Send a separate mailing to classifieds users. Solicit a story in Roundel about the site.
- Support and publicize club events: Chapter editors conference, Oktoberfest 2008 and Ofest registration, member benefits packages being developed by Executive Director Frank Patek, the membership contests, BMW Foundation raffles.
- Get back issues of the electronic edition of Roundel online. November 2007 through early 2008 issues are online now. We will have archives back to January 2007. We need to do a better job communicating with Roundel editors so we can get the final, press-ready version of the pages in the hands of the electronic publisher in a timely manner.
- Further publicize the benefits of BMW CCA membership. Example: Electronic Roundel issues are members only; non-members who click get a polite notice, a link offering more info about club membership, and a link to a free back issue of Roundel.
- Create more display ad opportunities. Some pages lack ads now or have just one ad, no matter how deep you scroll in the page. Ad director Michael Slaff says there are more advertisers interested in the site than we currently have positions for. Regardless: Ads would not overwhelm the site, as they don't overwhelm Roundel.

Looking ahead to later spring 2008 and summer, goals include:

- Determine what aspects of the site aren't clear or accessible to members and create fixes. Possible fixes: Buttons such as My BMWCCA (one place with membership-valid-through date, link to member's chapter, a pop-up renewal box within 90 days of expiration), and BMWCCA club-stuff buttons (membership or chapter roster, forms, procedures, board minutes).
- Implement BMW CCA members-only surveys as a member service and recruitment tool (only members see results and non-members will want to join). Examples: the most satisfying BMW and Mini dealers, ratings of BMW repair facilities. Surveys will also be a benefit to BMW NA because it ratifies the quality of the BMW dealership and service experience while pointing out the few BMW Centers that need to be more competitive.
- Participate in the Chapter Editors conference in Salt Lake City (Bill Howard, Jeff Petzel): Talk about what chapters can do for effective websites and newsletters (BH), show how any chapter can build a simple website that any fool can update (JP), and solicit informal feedback on the new site.
- Offer input to the executive director about the club database and how it's working relative to BMWCCA.org.
- Build out the Mini portion of the site as interest warrants. At the least, Mini-related material will under the Mini tab of the header at the top of the home page.
- Consider a social network section where members could share their experiences in an informal setting.

Oktoberfest 2010 Elkhart Lake Wisconsin Road America

Supported by the
Badger Bimmers Chapter



Fun for the whole family!



Sheboygan County Wisconsin has so much to offer! Championship golfing at Kohler's Blackwolf Run and Whistling Straits, World renowned racing at Road America, charter fishing on Lake Michigan, fantastic hiking and biking in the Kettle Moraine State Forest, beautiful lakes to list a few. The boutique Shops at Woodlake, The Kohler Design Center, the John Michael Kohler Art Center, Antique shopping all await you!

Membership Base

- 11,851 BMW CCA members within a 500 mile radius.



Badger Bimmers Chapter



North Star Bimmers Chapter

Iowa Chapter

Windy City Chapter

St. Louis Chapter

Illini Chapter

Michiana Chapter

Motor City Chapter

Hoosier Chapter

Buckeye Chapter

Northern Ohio Chapter

Bluegrass Chapter



Kansas City BMW Club Chapter

Missouri Valley Chapter



Museums & Historical Sites

- John Michael Kohler Art Center
- Sheboygan County Historical Museum
- Above and Beyond Children's Museum
- Henschel's Museum of Indian History
- Wade House and Wesley Jung Carriage House

Nature Centers & Parks

- Indian Mound Park
- Elwood H. May Environmental Park
- Kettle Moraine State Forest
- Sheboygan River

Lakefront and Water Activities

- The Riverfront Boardwalk
- Lakefront Promenade
- Harbor Centre Marina

Special Things To Do

- Sheboygan Symphony Orchestra
- Old Plank Road Trail
- Historic Plymouth Walking Tours
- Sheboygan Falls Walking Tour

Points of Interest

- The Wreck of the Lottie Cooper
- Kohler Design Center and Kohler Company Factory Tour

Sheboygan County



Road America in Elkhart Lake, WI



- *Situated on 628 grassy acres in the rolling wooded hills of Wisconsin's Kettle Moraine is an internationally known motorsports complex called Elkhart Lake's Road America. With one of the country's longest road circuits, this world-acclaimed facility has been hosting motorsport events and enthusiasts from around the globe since 1955. Road America offers a wide range of opportunities for all of our groups driving and other car events.*

Track Facility

- Assuming we did DE on all 5 days, club racing on 2 days and auto cross on 2 days the total would be \$74,850. Assuming 3 people for security for 12 hours a day and 1 for the other 12 hours the totals for security would be \$5,400. So \$80,250 looks like a good ball-park total for the whole 5 days.

1. Drivers Ed cost per day would be \$13,000 per day to include 1 ALS and 1 BLS, 1 W and 1 F, 3 Rescue with 2A, Security at \$22.50 per hour, radios and 1 person in control.
 2. Drivers Ed/Club Racing would be \$15,700 per day to include 1 ALS and 2 BLS, 1W and 1F, 3 Rescue with 3 A, Security per hour \$22.50, 1 person in control.
 3. The daily cost for the Motorplex would be \$2225.00
 4. NO additional cost for West Paddock for the event
 5. No additional cost for use of Upper Paddock
- TOTAL COSTS Approximately \$80,250.

Area within the track grounds for Autocross with it's own entrance



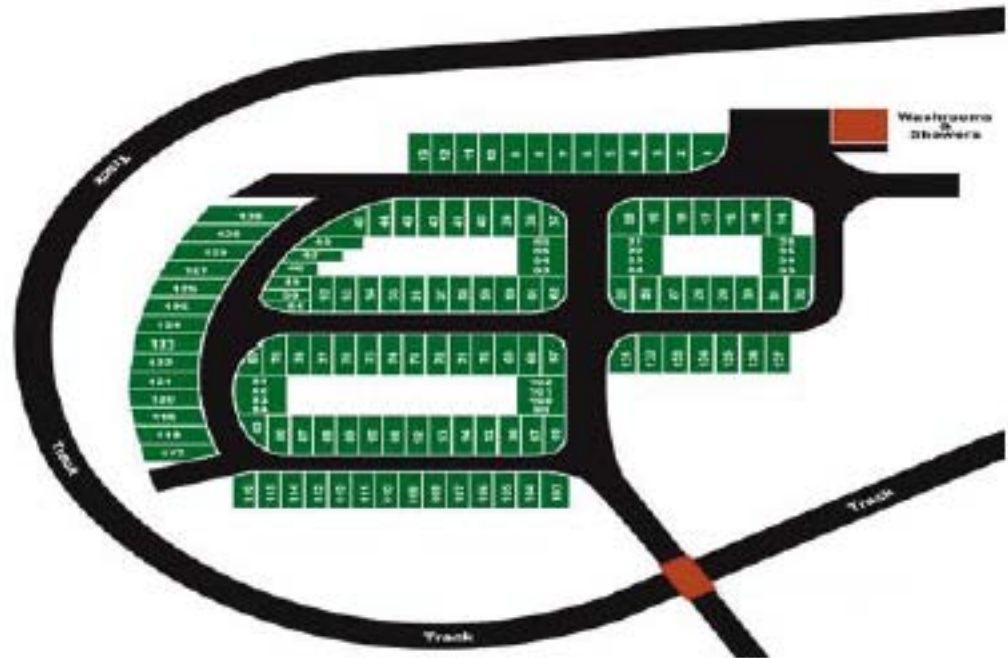
Club Racing at RA



- Badger Bimmers hosted Club Racing at Road America. Pictures from 2002.



Camping at the track!



BMW CCA Board Meeting March 8-9, 2008

Manufacturer Committee (or some other name)- a group of reasonable size (6-12) made up of BMW CCA active members from around the country. Chapter presidents and others with leadership roles and/or level heads would make good candidates.

Tenure- Members are selected by the presiding BMW CCA president and serve for a finite term that would optimize continuity for the group (4 years?).

Purpose- To communicate issues, concerns and provide feedback, both positive and negative from every chapter directly to BMW NA and BMW AG.

Charter- Survey all chapters once a year on matters of importance to the members. Take the survey information and categorize "action items" and "information items" to be presented to BMW NA and/or BMW AG once a year.

A logical place for this to happen is at BMW NA HQ.

The spirit of this idea is to take legitimate, considered input from the 75,000+ members and place them directly before the manufacturer for consideration and resolution. It is NOT envisioned as a confrontational "rock throwing" activity, rather one of communication and response. Anything that approaches "constant whining and complaining" will be short-lived. Also, it is not intended to be a PR "feel good, get a free dinner" thing or a political effort. The committee should be accountable to the national board while being allowed to represent the ideas of the membership to the manufacturer.

Two current examples of possible high interest items from around the nation:

3 and 5 Series: Offer us an equivalent of the Euro "M Technik" option installed at the factory- Real tires, sport suspension, aero body parts, M steering wheel, etc. Offer a LS differential as an option. Charge us a fair price for same.

Each year in August a group of about 50 Americans (and one Canadian named George) attend a driving school at the Nurburgring hosted by a German BMW club. At the very same time each year, there are numerous BMW factory-owned vehicles parked nearby (M Coupes last year), not being used. Make these cars available to the Americans to use, on-track only, for the three day school. In years past, BMW cars were provided free of charge. If that is not feasible today, rent them. This school is just one more event that draws people to the BMW marque and creates new customers as a result. The cost incurred by BMW, negligible.

So that's the idea. Thanks for your consideration.

Jeff