

**BMW Car Club of America
Board Conference Call
February 12, 2015**

Minutes

Thursday, February 12, 2015

1. Call to Order

The conference call was called to order by President Bruce Hazard at 7:03 PM EST.

2. Attendees

Board Members: Bruce Hazard President, Darlene Doran Secretary, Louis Goldsman Treasurer, John Sullivan North Atlantic RVP, Michael Lingenfelter North Central RVP and Dan Baker South Central.

Absent: Steve Johnson Executive Vice President, Paul Dunlevy South Atlantic RVP, and Nick Owen Pacific RVP.

National Office: Frank Patek Executive Director and Lindsey Branston

3. BMW CCA Office

▪ National Events

Frank Patek reported that Chris Hennecy is making headway with sponsorship for Oktoberfest, Pittsburgh Vintage Grand Prix, Legends of the Autobahn and Festorics. Bridgestone will be the title sponsor for Oktoberfest HPDE as well as six (6) local HPDE's around the country. Chris is also going to reach out to Haggerty again.

▪ Oktoberfest 2015

Rough schedule is in place for the driving school. Lindsey Branston is working to make sure the correct number of vehicles and students are in each run group. Need to close a few loops on the meal event. Once this is done we can then decide where to host the Friday night banquet. There is a space problem at the hotel. One solution is by tenting. If we hit our numbers we may be able to do something off site. Chris Hennecy, David Rose and the rest of the staff are working on completing the Oktoberfest website, also getting Legends and Festorics.

- Frank Patek reported that he is working on dates for a joint meeting with all of the BMW Car, Motorcycles and Vintage clubs, along with Tom Plucinsky in Greenville regarding Oktoberfest 2016. Want to make this a cohesive and great event for everyone.
- Frank Patek also reported that Daytona went very well, the club members who attended had a great time. BMW NA will be fronting the money for this event for 2016 and will probably be pulling funding from the Sebring event.
- Spoke with Mike Renner and will be doing 4 Club only schools this year, 2 at the Performance Center in Greenville and 2 in Thermal, CA.

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- Dealership Program
Frank Patek reported that the Allegheny Chapter has done very well with the dealership program. They have a real “go getter” who is working the program. They were able to get the dealer group in Pittsburgh to give them space at the auto show beside their booth. They will be working the booth as a recruitment opportunity.
- Membership List Purchasing
Board approved the use of our mailing list to ONLY BMW related stuff. This would have a solid interest to our members and Frank will clarify this decision with Michael Slaff.
- Biltmore Update
Frank Patek reported there was no update until after the Foundation has their meeting February 21, 2015.
- Leadership Committee
 - Bruce Hazard reported that the meeting in Dallas went very well. They are working on three (3) incentives for the program. Which are as follows: 1) \$1.30 from the member rebate for a change to the insurance application process for social, driving tours, and concours. This will allow chapters to do impromptu outings (doesn't require planning) without submitting a formal request. Rally's, club racing, HPDE events will still have to submit a formal request. 2) Regional newsletters—we will do a trial newsletter to try and work out the costs, economy, advertisers' etc. 3) Member growth goal for the BMW CCA and then down to what the Chapters goal would be. Would have some type of encouragement and consequence for not meeting their goal. These incentives will be presented at Chapter Congress. Achieve a top line revenue challenge.
- 2015 Budget
 - Bruce Hazard reported that the 2015 Budget needs approval.
 - Louis Goldsman reported that the DEC has spent roughly \$14,000.00 each year for the last 3-4 years. The DEC has requested more than \$35,000.00 for the 2015 budget, including 5 Instructor Training Schools. This program has worked well with the previous budget amount of \$14,000.00. Propose the DEC only do 2 ITS events as an alternative to 5 for 2015.

Motion: Louis Goldsman made a motion to approve budget draft #3 as written with the addition of the DEC Committee expenses at levels for the average amount for the last four (4) years and an increased amount be decided at a later date. Michael Lingenfelter seconded the motion. Motion passes 6 in favor and 3 absent.

4. Recognition Program Committee

- Bruce Hazard sent out modifications to the Ops Manual and also sent to the RPC and they have accepted all modifications to the Ops Manual.

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Motion: Darlene Doran made a motion to approve the RPC portion of the Ops Manual as written on January 26, 2015. Louis Goldsman seconded the motion. Motion passes 5 in favor and 4 absent.

The RPC needs approval from the National office prior to spending any funds.

5. *New Business*

- Louis Goldsman reported that each year we do a “set-aside”, which is a deduction on taxable income if used for charitable and/or educational purposes, which would include part of Chapter Congress and Charity Matching Funds. We currently have \$61,743.00 for “set-aside” funds.

Motion: Louis Goldsman made a motion to accept the \$61,743.00 as the “set-aside” funds for charitable and/or educational purposes in accordance with the Internal Revenue Regulations. John Sullivan seconded the motion. Motion passed 5 in favor and 4 absent.

6. *Chapter Issues*

- John Sullivan reports that the Nittany Bimmers wants the National Capital Chapter to join them at the Carlisle Import Auto Show. Nittany has request Regional status for this event on May 15-17, 2015. As the cognizant RVPs, Paul Dunlevy and John Sullivan decline to request Regional Event status.

7. *Adjourn at 8:03 PM EST*

Motion: Darlene Doran made a motion to adjourn the conference call. John Sullivan seconded motion. Motion passed 5 in favor and 4 absent. Call adjourned 8:03 PM EST

**BMW Car Club of America
Board Meeting
Dallas, Texas
March 13, 2015**

Minutes

Friday, March 13, 2015

1. *Call to Order*

The meeting was called to order by President Bruce Hazard at 8:03 AM.

2. *Attendees*

Board Members: Bruce Hazard - President, Steve Johnson - Executive Vice President, Darlene Doran - Secretary, Louis Goldsman - Treasurer, Michael Lingenfelter - North Central RVP, Tim Beechuk – North Central RVP Elect, Paul Dunlevy - South Atlantic RVP, Dwayne Mosley – South Atlantic RVP Elect, Nick Owen - Pacific RVP, John Sullivan - North Atlantic RVP and Dan Baker - South Central RVP.

Chairs: Gary Davis Club Racing Chair.

National Office and *Roundel*: Frank Patek - Executive Director, Chris Henney, Marketing, Len Rayburn, Creative Director and Steven Schlossman, Chapter Services

BMW CCA Foundation: Mike Ura and Leo Newland

Guests: Patrick Spikes – Sunshine Bimmers Chapter, Jeff Scott – Windy City Chapter, Brett Sutton – Allegheny Chapter, Bobbi Treen – Everglades Chapter, Dee Sutton, Allegheny Chapter, Paul Seto – National Capital Chapter, Tom Wettach – Allegheny Chapter and Bill Permar – Allegheny Chapter.

3. *Minutes*

The minutes of the December Board meeting were approved by vote during the Board Conference Call January 22, 2015. Reading of the minutes will be waived.

Affirmation of votes on conference calls since last Board Meeting.

- The Ops Manual changes regarding the Recognition Program Committee were approved on February 21, 2015, during the board conference call. Approved 6 in favor, 3 absent.
- The 2015 Budget was approved on February 21, 2015, during the board conference call. Approved 6 in favor, 3 absent.
- Charitable set aside in the amount of \$61K was approved on February 21, 2015, during the board conference call with 6 in favor and 3 absent. We will get the vote of those absent during the Board Meeting in March. Vote was taken by the 3 absent board members and the vote becomes unanimous.

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Motion: Louis Goldsman made a motion to affirm the above conference call votes. Paul Dunlevy seconded the motion. Motion passes unanimously.

4. Reports

4.1 President

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

4.2 Executive Vice-President

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

4.3 Secretary

- Darlene Doran had nothing to add to her pre-meeting report.

4.4 Treasurer

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

4.5 South Atlantic Regional Vice President

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

4.6 North Atlantic Regional Vice President

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

4.7 Pacific Regional Vice President

- Nick Owen had nothing to add to his pre-meeting report.

4.8 South Central Regional Vice President

- Dan Baker had nothing to add to his pre-meeting report.

4.9 North Central Regional Vice President

- Michael Lingenfelter had nothing to add to his pre-meeting report.

4.10 Executive Director

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

4.11 Roundel

- Satch Carlson – see *Pre-Meeting Report*

4.12 Driving Events Committee

- Jack Joyner – see *Pre-Meeting Report*

4.13 Club Racing Committee

- Gary Davis had nothing to add to his pre-meeting report

Review Actions Items

**BMW Car Club of America
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Discussion Topics:

5. National Events

5.1 Oktoberfest

- 2015 Oktoberfest – New Jersey September 23-26, 2015
 - ◆ Frank Patek reports that Oktoberfest planning is well under way. Staff has a site visit scheduled for April 13 - 14, 2015. We will meet with the New Jersey Chapter and local officials. We will wrap up the last few items and get this event off the ground and running. Just an FYI the Pope is in Philadelphia the week of Ofest and security will be very tight. This is affecting the hotel rates, especially close to the track.

Action Item: Steve Johnson to contact Michael Lingenfelter and Satch Carlson to come up with ideas for Oktoberfest TSD Rally standard guidelines manual. Also to contact Steven Schlossman to see if he has something already in place.

Action Item: Frank Patek to set up Conference Call with Larry Engel and Jeff White of NJ and Gary Davis regarding the 2015 Oktoberfest driving events.

- 2016 Oktoberfest
 - ◆ This event is booked and should be great. It will officially begin Tuesday, August 16th since the hotel has requested we take Monday off and staff will need time to reset following Legends/Festorics and the car auctions. Ofest '16 will run through Sunday, with four track days. The pricing for Laguna Seca is higher than 2 years ago.
 - ◆ There is a meeting scheduled for April 27th in Greenville with the other BMW clubs— BMW VCCA, BMW MOA, BMW RA and BMW NA. Tom Plucinsky will attend this meeting as well. The purpose of this meeting is to discuss activities planned for 2016..
 - ◆ Mike Ura reports the Foundation has received information that the 2015 Foundation Golf Tournament will be a qualifier tournament for the BMW Open. We will have the full support of BMA NA and Matt Russell has agreed to have another hole-in-one car – BMW hasn't committed as to what it might be, but it will be a high end car.
- 2017 Oktoberfest
 - ◆ This event has been booked at the New Orleans Hyatt. Scheduled for early July. Have not signed a contract with the track as of yet. Not sure how many days we might want with the heat and lack of volunteers.
 - ◆ Any opportunity for a driving school will be coordinated through Jack Joyner. The heat is going to be an issue no matter what.
 - ◆ We will not have any trouble meeting our food and beverage minimum since the hotel caters all over town, including the track.

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- ◆ We will have extra security in the parking garages which we have access to for parking. They will be sectioning off areas in those garages.
- 2018 Oktoberfest
 - ◆ Brett Sutton from the Allegheny Chapter reports that the Chapter wants to host this Oktoberfest. They do the Pittsburgh Vintage Grand Prix each year and would like to incorporate Oktoberfest with PVGP for 2018. 2018 is the 50th anniversary of the 2002. Have checked with PVGP and BMW will be the marque for 2018. Would like to incorporate the club race the weekend prior as they always do. Pittsburgh International Race Complex will be opening summer of 2015, so we have a great facility for HPDEs.
 - ◆ Want to get some 2002 owners involved and have connections with BMW Canada.

6. Regional Events

6.1 Updates

- The Vintage, May 2015
 - ◆ Memorial Day Weekend.
- Biltmore Classics, June 27, 2015
 - ◆ Frank Patek reports we are partnering with the BMW CCA Foundation to launch the first ever Biltmore event. Very nice and elegant affair. We will be on the front lawn of the estate and limited to 50 cars. Dinner Friday evening will be very nice. Car show is on Saturday.
- Pittsburgh Vintage Grand Prix, July 2015
- Monterey Legends / Festorics Weekend, August 2015

7. National Programs and Services

7.1 IT Update

- Stephen Elliott reports:
 - ◆ See Pre-Meeting Report

Action Item: Stephen Elliott check into Kelly Kirkland's Associate membership disappearance in the database

7.2 Club Racing

- Gary Davis reports
 - ◆ BMW CCA Club Racing will celebrate their 20th Anniversary in 2015, with a National race at Sebring and Pittsburgh Vintage Grand Prix.

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Oktoberfest race should be a great event, as we haven't had a race during Oktoberfest in a few years.

- ◆ Sebring race is May 1-3, 2015, and will include a celebration for Club Racing.
- ◆ Race at COTA in March, 2015.
- ◆ How much lead time to prepare for a race, is usually around 3 months.
- ◆ Bobbi Treen, Everglades Chapter to organize the Sebring celebration dinner on Saturday evening and they are looking for funding.

7.3 Driving Events Committee

- Dan Baker reports
 - ◆ There is nothing more to report.

7.4 Charity Matching Funds

- Frank Patek reports
 - ◆ All checks have been mailed, except for Windy City, they have requested hand checks so they can deliver to their charities themselves.

Action Item: Lindsey Branston and Stephen Elliott are in the process of getting the appropriate forms online for completion.

7.5 Raffle

- Frank Patek reports
 - ◆ We are moving the raffle to the state of Georgia. We need a permit from a county and a sheriff in that county. We are looking at Fulton County.
 - ◆ We will institute a full time business operation in the state of Georgia to fully comply with state regulations.
 - ◆ We have partnered with Dinan to build an awesome M4. We have a 2015 M4 Alpine White, 6-speed manual, carbon fiber roof and carbon ceramic brakes. We will take to Dinan and they will be adding the following performance parts to the vehicle.
 - Dinantronics Performance Tuner
 - Dinan Free Flow Stainless Exhaust
 - Dinan Carbon Fiber Cold Air Intake
 - Dinan High Performance Adjustable Coil-Over Suspension System
 - Dinan Signature Floor Mats
 - Dinan Pedal Cover Set
 - ◆ We also have Forgeline Wheels that will be provided.
 - ◆ We will be using videos as promotional pieces throughout the build to get the excitement we need from members to increase ticket sales.
 - ◆ Unveiling the M4 at Legends of the Autobahn in August, 2015.

Action Item: Frank Patek will obtain advice on best methods to operate the raffle.

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Action Item: Frank Patek needs to ask counsel where we have to title the M4 for the Raffle.

7.6 SIG's

- Frank Patek reports
 - ◆ Nothing new at this time up for renewal soon

7.7 Roundel

- Frank Patek reports
 - ◆ Len has refreshed the cover and inside layout. Have had a lot of very positive feedback.
 - ◆ *Roundel Weekly* is providing more content and getting great responses from readers.
 - ◆ Advertising for March is up for *Roundel* since 2013.

7.8 Member Committees

- Recognition Program Committee – Dee Sutton reports
 - ◆ Update from the committee. Recognition categories are Outstanding Chapter Volunteer, Outstanding Officer, Outstanding BMW Center, Outstanding Independent Business, Outstanding Chapter Awards and Friend of the BMW CCA.
 - ◆ With this rolling launch we will be presenting awards at the Congress dinner.
 - ◆ Charitable Contribution (Dollars) – 5 Regional Finalist and 1 overall winner
 - ◆ Charitable Contribution (Hours) – 3 Regional Finalist and 1 overall winner
 - ◆ Growth and Retention - 5 Regional Finalist and 1 overall winner
 - ◆ We would like to present to the Board criteria on how volunteer hours are reported each year.
 - ◆ Email blast to all RVPs announcing program
 - ◆ Electronic toolkit will be under Recognition Program on website
 - ◆ Will need to coordinate with BMW CCA Foundation regarding their Circle of Excellence Program

Action Item: Committee would request from the Board the criteria needed for the National Service Award.

- Technology Committee
 - ◆ Frank Patek reports nothing new at this time.
- Leadership Committee
 - ◆ Bruce Hazard reports that this committee will be presenting a PowerPoint presentation during the Chapter Congress. Some of the proposals listed below
 - ◆ Revising the insurance requirements for spontaneous social events

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- ◆ Electronic signing of waivers
- ◆ Regional newsletter proposal
- ◆ Growth and retention proposal
- ◆ Will work with chapters to develop tools that work on the local level
- ◆ Launch will be October 2015
- ◆ Increase membership by 10% and retention

Motion: Steve Johnson made a motion to allow the Leadership Committee to present their PowerPoint presentation as written and presented to the Board of Directors during Chapter Congress. Nick Owen seconded motion. Motion passes unanimously.

7.9 Election Status:

- ◆ Frank Patek reports the final election results:
 - *President*
 - **Steve Johnson**
Unopposed
 - *North Central RVP*
 - **Tim Beechuk** 181
 - Sean Hayes 109
 - David Brighton 107
 - James Walters 13
 - *South Atlantic RVP*
 - **Dwayne Mosley** 468
 - David Levin 192
 - Al Butler 141

7.10 National Office

- Frank Patek reports
 - ◆ The staff is hampered by cramped space.
 - ◆ BMW CCA needs to prepare for a future expansion and start planning a timeframe. Bruce Hazard, Steve Johnson, Frank Patek, Louis Goldsman and Lindsey Branston will be making up the committee for this project. They have asked Ian Branston to be the facilitator/liaison to the committee to keep things moving. Ian Branston also has experience for assisting with this.
 - ◆ How much space is the question for BMW CCA and what is the time frame? Goal would be to build space and move without having an interim space.
 - ◆ Ian Branston sees his role as coordinator/facilitator in relation to the relocation issue. This is a great opportunity for the board to think about its future direction and image projection.

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Action Item: Bruce Hazard will convene a committee to begin looking at the CCA's future program requirements that will help determine facility needs.

8. Policy and Administration

8.1 Ombudsman update

- Dwayne Mosley reports
 - ◆ We fielded 91 calls for 2014. Some of the calls were difficult ones; however the majority were easy calls.
 - ◆ We engaged Mike Miller a few times for advice on mechanical and repair issues.
 - ◆ Dealer interface will add a ton of value to this program.
 - ◆ Dwayne Mosley will be stepping down since he has been elected to the South Atlantic RVP position.
 - ◆ David Levin has stepped up to be a new Ombudsman.

8.2 Tech Rep's update

- Frank Patek reports
 - ◆ Nothing at this time.

8.3 Benefits Update

- Frank Patek reported Oscar Auto Parts is our newest benefit program.

8.4 BMW Clubs International Counsel

- Bruce Hazard reports
 - ◆ Nothing at this time

8.5 Operations Manual

- Bruce Hazard nothing at this time

9. Foundation

9.1 Oktoberfest Golf Tournament

- Leo Newland reports
 - ◆ Overall 2014 was very successful for the Foundation. Especially with the Street Survival program.
 - ◆ We did over 100 schools in 2014 and we owe gratitude to all the chapters who participated. SCCA was a big supporter as well.
 - ◆ We have implemented a new program for Street Survival which is the Circle of Excellence Program. This is for individuals who have gone above and beyond, including instructors, registrars and volunteers.
 - ◆ At our Annual Board Meeting in Orlando the end of February I stepped down as President and Lance White has been elected to this position.
 - ◆ We have added a soon to be new Trustee — Bruce Hazard.
 - ◆ We are trying to resurrect the Ambassador Program, not only for Street Survival but for the Foundation. We have Bob and Sheila Morin from the Connecticut Valley Chapter to head this program.

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- ◆ Biltmore Classics show we will have 50 cars on the lawn. There will be 6 show classes, Brass Era, Production Prewar 1916-1942, Production Postwar 1946-1982, Contemporary Classics - American and Foreign, Display Only. There will be a drive on Friday and dinner in the evening, with the car show will be on Saturday.

9.2 Fund Raising / Campaign

- Mike Ura reports
 - ◆ On the Fund Raising note, we have passed the \$2 million mark, which is phenomenal.
 - ◆ The Barrett Jackson auction of the 30th Anniversary Edition of the M5 was overwhelming. We auctioned off the car for \$700,000.00.
 - ◆ We are looking at auctioning off another car. Currently we are looking for a 50th Anniversary Alpina 5 or 6 Series.
 - ◆ We have redesigned the Tire Rack Street Survival Brochure, which we will get out to the chapters as soon as we get them from the printer. The brochure gets into financial, volunteers, structure, etc.
 - ◆ Capital Campaign we have a tri-fold brochure for chapters.

10. Financial

10.1 2014 Update and 2015 Budget

- Louis Goldsman reports
 - ◆ The preliminary financial results for Calendar Year 2014 show a slight excess of income over expense versus a budgeted slight loss. As is typical for the first quarter of the year, 2015 shows a slight loss. The typical pattern shows any excess of revenues over expenses are generated by activities in the second half of the year. The 2015 budget anticipates a significant loss for the year.

Motion: Louis Goldsman made a motion to authorize Frank Patek to delegate signatory authority, as he deems appropriate, to Lindsey Branston. Steve Johnson seconded motion. Motion passes unanimously.

11. Chapter Issues

11.1 Conference calls

- ◆ None this quarter

11.2 Chapter probation report

- ◆ Michael Lingenfelter asked how many chapters are delinquent regarding newsletters. The answer is we have 12 chapters – Bayou, Bluegrass, Green Mountain, Gulf Coast, Hawaii, Illini, Lone Star, Michiana, Oregon Puerto Rico, Sin City, Saint Louis and Wasatch.
- ◆ Recommend that if any chapter is 30 days delinquent we automatically hold rebates.

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- ◆ RVPs should be checking that their chapter's website meet the minimum standards and make sure their reports and newsletters are not delinquent.

Motion: Paul Dunlevy made a motion that if any chapter falls more than 30 days behind in any of the minimum standard reports and/or newsletters the rebate will automatically withheld. On day 1 the chapter will receive a warning notice and on day 31 rebates are withheld. John Sullivan seconded motion. Motion passes with 8 in favor – 1 opposed Steve Johnson

Action Item: Adjust Ops Manual to reflect any minimum standard items to reflect if a chapter is more than 30 days delinquent on any reports or communications rebates will automatically be withheld.

12. Membership

12.1 Membership Drive

- Frank Patek reported that Chris Hennecy and David Rose did a short video which will disclose the winners of the membership drive. However numbers were down and participation was lacking.

12.2 Marketing

Chris Hennecy reports sponsorship sales very strong for Oktoberfest.

- ◆ BMW Atlantic City Welcome Reception
 - ◆ HRE Wheels Wednesday Dinner
 - ◆ Michelin Drive and Compare and Hot Laps
 - ◆ Liberty Mutual Concours Dinner
 - ◆ Pirelli Throwback Thursday Dinner
 - ◆ BMW NA Banquet
 - ◆ Bridgestone Autocross
 - ◆ Griot's Garage Wash area
 - ◆ Odometer Gears TSD Rally
 - ◆ XPEL Photo Contest
 - ◆ BC Tire / Hankook Gymkhana
 - ◆ Atturo Tire Fun Rally
 - ◆ The Werk Shop Concours Trophies
 - ◆ Brown and EMG Programs
- Bridgestone has announced HPDE Tour for 2015. The tour has seven stops. There will many benefits for the chapters during this tour.
 - ◆ April 24-26 - Tarheel HPDE at Virginia International Raceway
 - ◆ May 1-3 – Genesee Valley at Watkins Glen
 - ◆ May 29-31 – National Capital at Summit Point Raceway
 - ◆ Aug 1-2 – Golden Gate at Thunderhill Raceway
 - ◆ Aug 21-23 – Buckeye at Mid-Ohio
 - ◆ Sept 4-6 – Peachtree at Road Atlanta

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- ◆ Sept 24-27 – New Jersey at NJ Motorsport Park
- Grill Badge Design
 - ◆ Scott Sturdy won the contest and will receive \$500 as the grand prize.
 - ◆ We will be producing 500 of the awarding winning design.
- BMW CCA Two-Day M Schools
 - ◆ 4 Two-Day Members Only M Schools are being offered in 2015. they will be at the Performance Center in Spartanburg, SC May 16-17 and Nov 7-8 and 2 in Palm Springs, CA June 13-14 and Oct 10-11.
- Website traffic has increased tremendously. Content is king when it comes to social media.

13. EVP Appointment

- Steve Johnson reports
 - ◆ Candidates for EVP appointment
 - Paul Dunlevy
 - Eddy Funahashi
- Would like to discuss appointment of Eddy Funahashi to fill the vacancy of Executive Vice President as he has a great deal of experience with food, beverage and contracts, which this position undertakes with all events.

BMW of North America

- Bruce Hazard reports
 - ◆ Nothing at this time.

14. Future Meetings

14.1 Board Meeting

June 28, 2015, Ashville, NC

14.2 Conference Calls (proposed dates)

April 16, 2015, Thursday 7PM EST

May 21, 2015, Thursday 7PM EST

15. Adjourn

Motion: Paul Dunlevy made a motion to adjourn the meeting. Michael Lingenfelter seconded motion. Motion passes unanimously. Meeting adjourned 3:25 PM

**BMW Car Club of America
Board Conference Call
March 26, 2015**

Minutes

Thursday, March 26, 2015

1. *Call to Order*

The conference call was called to order by President Steve Johnson at 2:50 PM EST.

2. *Attendees*

Board Members: Steve Johnson - President, Eddy Funahashi - Executive Vice President, Darlene Doran - Secretary, and Louis Goldsman -Treasurer

National Office: Frank Patek Executive Director and Lindsey Branston

3. *BMW CCA Office*

- Frank Patek reports that the Sheriff in Richmond County which is in Augusta, Georgia has indicated preliminary approval of a license to conduct a Raffle, with the stipulation that BMW CCA must have a signed lease in place.
- Lindsey Branston has located an executive suite for this use. The cost is approximately \$690.00 per month. The price includes basic utilities i.e. water, gas and electric, telephone line and internet services. Receptionist services are included which include answering of phones and greeting clients. Conference room usage for 2 hours per month is also included.

Motion: Louis Goldsman made a motion to move forward on the signing of a lease and filing paperwork for Raffle. Steve Johnson seconded the motion. Motion passed with the votes from the Executive Board and will get votes from the remaining on our April conference call, since time is of the essence.

4. *Adjourn at 3:02 PM EST*

BMW CCA
Board of Directors Meeting
March 13, 2015
Westin Hotel & Resort D/FW
Dallas, TX

BMW Car Club
of America



**BMW Car Club of America
Board Meeting
Dallas, Texas
March 13, 2015**

Agenda

Friday March 13th:

08:30 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the September Board meeting were approved by vote of the Board on January 29, 2015. Reading of the minutes will be waived.

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

- Approval of Ops Manual Changes regarding the Recognition Program Committee, February 21st, Approved: 6 in favor, 3 absent.
- Approved 2015 budget, February 21st, Approved: 6 in favor, 3 absent.
- Charitable set aside in the amount of \$61K, February 21st, 6 board members on the call approved, the absent 3 (Steve Johnson, Paul Dunlevy and Nick Owen) will be polled for the record at the this meeting.

08:05 Reports

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

08:30 Reports & Presentations Continue Until Completed

Discussion of Listed Topics

09:45 Break

10:00 Resume Discussion of Listed Topics

New Business

Noon Lunch

1:00 Continue Discussion & New Business

Executive Session

5:00 Adjourn

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Discussion Topics

1. Review Action Items

2. National Events

Oktoberfest

- 2015
- Future

3. Regional Events

Updates:

- The Vintage, May 2015
- Pittsburgh Vintage Grand Prix, July 2015
- Monterey Weekend August 2015
 - Legends of the Autobahn
 - Vintage Races
- Biltmore Concours 6/27/15
- Others

New Requests

4. National Programs and Services

IT Update

Club Racing

Driving Events

Charity Matching Funds

Raffle

- Recent Legislation Update

SIG's

Roundel

Member Committees:

- Recognition Program Committee
- Tech Committee

Election Status

National Office

Offers to Sell

Planning for future location

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5. Policy and Administration

- Ombudsman update
- Tech Rep's update
- Benefits Update
- BMW Clubs International
- Operations Manual
- Leadership Summit
- Relocation Committee

6. Foundation

- Capital Campaign Update
- Services Agreement
- Foundation as the "Official CCA Charity"

7. Financial

- 2015 Status
- Charitable Set-aside – sign ballot forms

8. Chapter Issues

- Conference calls
- Chapter probation report
- Chapter Scorecard & Member Survey
- Dealer engagement program.

9. Membership

- Membership Drive
- Marketing

10. BMW of North America

- Meeting with NA marketing

11. New Business:

12. Future Meetings

- Board meetings –
 - June 28, 2015, Ashville, NC
 - Set 3rd and 4th Quarter Meeting Dates and Locations
- Conference Calls (proposed dates)
 - April 16th, Thursday
 - May 21st, Thursday

Minutes

Thursday, November 13, 2014

1. Call to Order

The conference call was called to order by President Bruce Hazard at 7:03 PM EST.

2. Attendees

Board Members: Bruce Hazard President, Steve Johnson Executive Vice President, Darlene Doran Secretary, Louis Goldsman Treasurer, Paul Dunlevy South Atlantic RVP, Nick Owen Pacific RVP and Michael Lingenfelter North Central RVP.

Absent: John Sullivan North Atlantic RVP and Dan Baker South Central

National Office: Frank Patek Executive Director and Lindsey Branston

3. BMW CCA Office

- Frank Patek reported Chris Hennecey had been contacted by a student from Clemson who is interested in starting a chapter. Chris directed him to meet with Dwayne Mosely and discuss sub chapter status.
- Sebring and Daytona 2015
 - Frank Patek reported that BMW CCA received funding from BMW NA for these corrals in excess of what is normally provided..
- Budget 2015
 - Lindsey Branston reported that they have a draft budget for 2015 and would like Louis Goldsman to review before they send it out to everyone. Still waiting on Club Racing budget stuff, hope to have out so that we can approve in December.
 - 2014 Tax return has been filed for the year, owed less on the tax side than we had anticipated.
 - For 2014 budget revenues are exceeding expenditures.
 - In January 2015 we will reconvene the leadership committee so that we can firm up what their presentation at Chapter Congress.
 - Staff is reviewing options for the 2015 Raffle.
 - Peggy Helmke is ready for full retirement July 2015. Have been working with Heather Tollison getting her acclimated for Peggy's position. Heather Tollison is pursuing an Associated Degree in accounting, which will be completed summer of 2015. We will be doing some intense training with Heather Tollison between now and the end of July 2015. We will need to hire an additional person to fill Heather Tollison's membership position, answering phones and general admin person.

4. Foundation Report

- Louis Goldsman reports that the Capital Campaign is going slower than they would like. There is a full page advertisement in the new Roundel for the raffle, which is going pretty slow as well.
- Property purchase – Because of space constraints in our current condo office, BMW CCA is considering purchasing a piece of the CCA Foundation's property. The Foundation is willing to consider this and ultimately work out some kind of an agreement as to where on the current property each organization's piece of property would be located. (Some background—Frank Patek has received several offers to purchase the condo that CCA is utilizing for their offices. If we received an offer that we can't refuse in the next year or so, where would we move? The solution may be to purchase a small piece of the Foundation's property, so that when we get that offer we can build our own building. This would likely happen prior to the Foundation being ready to build for themselves.) The market in downtown Greenville is heating up. The development directly behind us will be getting underway shortly. Recently the newspaper offices across from us were sold. That area will be undergoing a major redevelopment. They are talking about a major theatre complex, retail, as well as a hotel. Real estate market in the area is heating up, had a decent offer on the condo as to what Frank Patek thought would justify the move. We need to have a plan in place if we want to eventually sell the condo.
- Louis Goldsman reports that the property purchase from the Foundation is in the control of CCA. Louis Goldsman also indicated that he believes the Foundation would only sell to the CCA and no one else. Foundation is not interested in having an unrelated neighbor.

5. Chapter Issues

- Lindsey Branston reports that once Steven Schlossman returns from vacation the delinquent chapters will only be a very few.
- Sin City, Gulf Coast and Houston are currently on probation and not receiving their rebates.
- Nick Owen is in contact with the Sin City Chapter president Chris Willet who indicated they are processing their newsletter. What is the long term survival of the chapter? Frank Patek recommends that we table Sin City until December meeting. If we aren't going to enforce the minimum standards, than why do we have them?
- Regional newsletters were intended to help the smaller chapters who struggle and it also bring revenue into CCA.
- In 2015 we need to revise the minimum standards for newsletters.
- Gulf Coast misunderstands the newsletter/website requirements. Paul Dunlevy will check with Steven Schlossman once he returns from vacation to see if they have produced a newsletter.
- Houston is in compliance and has been taken off the list.

6. *Open Discussion*

- Nick Owen reports that his General Manager has gone to Mercedes. The dealership cancelled its support for the West Coast ITS. Currently looking at a loss for the event.

7. *Adjourn at 7:38 PM EST*

Minutes

Saturday, December 6, 2014

1. *Call to Order*

The meeting was called to order by President Bruce Hazard at 8:31 AM.

2. *Attendees*

Board Members: Bruce Hazard - President, Steve Johnson - Executive Vice President, Darlene Doran - Secretary, Louis Goldsman - Treasurer, Michael Lingenfelter - North Central RVP, Paul Dunlevy - South Atlantic RVP, Nick Owen - Pacific RVP, John Sullivan - North Atlantic RVP and Dan Baker - South Central RVP.

Chairs: Bill Wade Driving Events Chair and Gary Davis Club Racing Chair.

National Office and *Roundel*: Frank Patek - Executive Director, Lindsey Branston - Director of Financial Operations, Chris Hennecey, Marketing and Satch Carlson - *Roundel Editor-in-Chief*

BMW CCA Foundation: Mike Ura

Guests: Larry Schettel – Windy City Chapter, Barbara Adams – Windy City Chapter, Jim Patterson – San Diego Chapter, Lindsay Draime – San Diego/Michiana Chapter, Anne Littrell – San Diego Chapter, Nate Risch – San Diego Chapter, Jack Joyner – Heart of Dixie Chapter, Kelly Kirkland – San Diego Chapter, Jeff Scott – Windy City Chapter, Paul Silver – San Diego Chapter, Don Duncan – San Diego Chapter, Kyle van Hoften – L.A. Chapter and Lisa Goehring – San Diego Chapter and Ian Branston Sandlapper Chapter.

3. *Minutes*

The minutes of the September Board meeting were approved by vote of the Board on October 21, 2014. Reading of the minutes will be waived.

Affirmation of votes on conference calls since last Board Meeting.

- The November 13, 2014 conference calls minutes have not yet been voted on, this will be done on the January 2015 Conference Call.

4. *Reports*

4.1 *President*

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

4.2 *Executive Vice-President*

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

- 4.3 *Secretary*
 - Darlene Doran had nothing to add to her report.
- 4.4 *Treasurer*
 - Louis Goldsman had nothing to add to his report.
- 4.5 *South Atlantic Regional Vice President*
 - Paul Dunlevy reported that Gulf Coast is in compliance.
- 4.6 *North Atlantic Regional Vice President*
 - John Sullivan had nothing to add to pre-meeting report.
- 4.7 *Pacific Regional Vice President*
 - Nick Owen had nothing to add to his report.
- 4.8 *South Central Regional Vice President*
 - Dan Baker had nothing to add to his report..
- 4.9 *North Central Regional Vice President*
 - Michael Lingenfelter had nothing to add to his report.
- 4.10 *Executive Director*
 - Frank Patek had nothing to add to his report.
- 4.11 *Roundel*
 - *Satch Carlson – Health update*
- 4.12 *Driving Events Committee*
 - Bill Wade had nothing to add to his report.
- 4.13 *Club Racing Committee*
 - Gary Davis had no pre-meeting report.

Review Actions:

Discussion Topics:

5. National Events

5.1 Oktoberfest

- 2015 Oktoberfest – New Jersey September 23-26, 2015
 - ◆ Frank Patek reports that they are working diligently with the New Jersey chapter, some of the issues we had early on are now resolved
Need to get with the chapter to find out the number of available run groups.

- ◆ Club racing will have run groups Friday, Saturday and Sunday Separating DE to the smaller track and racers on the larger track. Driving School will be Thursday, Friday, Saturday and Sunday.

Action Item: Steve Johnson to contact Michael Lingenfelter and Satch Carlson to come up with ideas for Oktoberfest event standard guidelines manual. Also to contact Steven Schlossman to see if he has something already in place.

Action Item: Frank Patek to set up Conference Call with Larry Engel and Jeff White of NJ and Gary Davis regarding the 2015 Oktoberfest driving events.

- 2016 Oktoberfest
 - ◆ The BMW Vintage & Classic group has an interest in a Rally across America. To spur attendance for this event, they would like support from BMW CCA. There could be good publicity from this with it being the Centennial anniversary for BMW. Just a small drive with checkpoints along the way. Satch Carlson volunteered to be liaison for West Coast and Mike Ura for Texas.
 - ◆ There will be a one day break between the Rolex Monterey Motorsports Reunion and Oktoberfest.
- 2017 Oktoberfest
 - ◆ Planning has begun on a site in central part of the country.

Action Item: Frank Patek and Steve Johnson will be looking at locations for this event next week in New Orleans and Alabama.

- 2018 Oktoberfest
 - ◆ Allegheny chapter has requested this year to celebrate the 50th anniversary of the 2002.
- 2019 Oktoberfest
 - ◆ Represents our 50th year, event should be in the Boston Area. Have asked the International Council to join us for this event and have their meeting at the same time.

6. Regional Events

6.1 Updates:

- The Vintage, May 2015
 - ◆ Memorial Day Weekend.
- Biltmore Concours, June 27, 2015
 - ◆ Frank Patek reports we are partnering with the BMW CCA Foundation to launch the first ever Biltmore Concours. Very nice and elegant affair. Public concours on the front lawn of the estate that will be limited to 50 cars. There can be a corral at a different location on the

grounds. Friday we could tour the BMW plant and the Foundation offices. Concours will be on Saturday.

- Pittsburgh Vintage Grand Prix, July 2015
- Monterey Legends / Festorics Weekend, August 2015
- Others -
 - ◆ OktoberFAST in Vermont - September
 - ◆ Vintage at Saratoga – July 11 & 12, 2015

Motion: John Sullivan made a motion to approve the above two (2) events to Regional Status for 2015. Paul Dunlevy seconded the motion. Motion passes unanimously.

7. National Programs and Services

7.1 IT Update

- Stephen Elliott reports:
 - ◆ Have launched three (3) new websites this year. Moved all database servers over. Get some commercial advertising up and running by year end. Advertising dollars are shrinking and trying to find avenues for additional revenue from advertising.

Action Item: Stephen Elliott check into Kelly Kirkland's Associate membership disappearance in the database

7.2 Club Racing

- Gary Davis reports:
 - ◆ BMW CCA Club Racing will celebrate their 20th Anniversary in 2015, with a National race at Sebring and Pittsburgh Vintage Grand Prix.

7.3 Driving Events Committee

- Bill Wade reports:
 - ◆ A huge thank you to the west coast chapters for putting a very successful national ITS, it went better than anticipated. All posts and comments were very positive. The cooperation between all the chapters was amazing.
 - ◆ This is my formal and final meeting as Driving Events Committee Chairman and will be passing the torch off to Mr. Jack Joyner. Thank you all for many years of fun and camaraderie. In the process of asking the DEC to formalize an ITS committee.

7.4 Charity Matching Funds

- Frank Patek reports:
 - ◆ Nothing at this time - will start after 1st of the year.

Action Item: Lindsey Branston and Stephen Elliott are in the process of getting the appropriate forms online for completion.

7.5 Raffle

- Frank Patek reports
 - ◆ We are consulting with an expert to advise us on the best method(s) to operate a raffle and expect a formal opinion by the end of December.

Action Item: Frank will obtain advice on best methods to operate the raffle.

7.6 SIG's

- Frank Patek reports
 - ◆ Nothing new at this time as they don't come up for renewal until spring.

7.7 Roundel

- Satch Carlson reports
 - ◆ The front cover of *Roundel* has been redesigned. Chris Wright's column on BMW NA's dealer service survey has sparked a conversation with BMW NA. Satch has received several letters regarding this issue. He will be running these letters in the January issue of *Roundel*. As a courtesy to BMW NA, he will forward that page so they can see before the issue is mailed out.
 - ◆ Mike Self is back on a monthly basis. Rob Siegel has an article in *Roundel Weekly*, as well as on a monthly basis in *Roundel*. Mark Calabrese will take a hiatus from his column.

7.8 Member Committees:

- Recognition Program Committee – Bruce Hazard reports
 - ◆ The committee presented their report and we will focus on the items that need Board attention.
 - ◆ Approve final recommendation of all Recognition categories and award titles.
 - “Star” needs to be changed as this is inappropriate due to Mercedes Benz connotation.
 - Using “Outstanding” in all awards keep them consistent.
 - Space Commitment in the *Roundel* and *Roundel Weekly* can only be on space available, however a story is acceptable for one time print.
 - At the end of each year when the Recognition Awards are announced we can put on the website landing page. *Roundel Weekly* and a small article in *Roundel*. Have space on website where all award winners are listed.
 - We could also change award names to be named after a special person.
 - BMW Center award to be awarded at Oktoberfest and Independent Business to be awarded at Chapter Congress. These awards should be awarded at the dealership/independent business

in front of all staff, employees and family, which will help get BMW CCA out there.

- ◆ Review and provide approval on key items for each award on the Award Summary.
 - Board will review and vote on during the January conference call.
- ◆ Endorse the Launch of the Recognition Program to coincide with Chapter Congress in March 2015.
 - Board approved launch of program at Chapter Congress.
 - The Outstanding Chapter Growth and Retention, Outstanding Chapter Charitable Contribution, Financial and Hour & Time Awards will be presented at the 2015 Chapter Congress.
 - Charity Matching Funds deadline has been changed to January 31, this will give ample time to gather for information for the associated awards.
 - Ops Manual 3.3 Friends of BMW CCA (formerly Friends of BMW booklet). Create app for the old booklet information and have available on website with a more appropriate name. Retire the name Friends of BMW which leaves the only place this name is used is for this award.
- ◆ Define criteria and details on National Service Award.
 - Board will discuss further and get recommendations to committee.

Action Item: RVP's to notify their chapters the Charity Matching Funds deadline date has been changed to January 31.

Action Item: Bruce Hazard to modify Ops Manual regarding the name "Friends of BMW" and only used for Recognition Award. To be voted on during January 2015 conference call.

- Technology Committee
 - ◆ Frank Patek reports nothing new at this time, would like to get them active.

Action Item: Frank will activate this committee.

- Leadership Committee
 - ◆ Frank Patek reports that the committee will be meeting the end of January to get a firmed up program.

7.9 Election Status:

- Frank Patek reports
 - ◆ All candidate statements are on the BMW CCA website
 - ◆ Elections will open with the mailing of the January issue of *Roundel*. Mailing labels will be in the plastic sleeve the magazine is mailed in.
 - ◆ Offices up for re-election are President, North Central and South Atlantic RVP's.
 - ◆ *Candidates*

- **President**
 - Steve Johnson – unopposed
- **North Central RVP**
 - Sean Hayes
 - Tim Beechuk
 - David Brighton
 - James Walters
- **South Atlantic RVP**
 - David Levin
 - Dwayne Mosley
 - Al Butler
- ◆ Board/Annual Meeting/Chapter Congress will be March 13-15, 2015 in Dallas, Texas
- ◆ Chapters have been asked to send their President and Treasurer to the Congress.
- ◆ Club Racing Committee will also have a meeting at the same time and venue.
- ◆ Parts of the program will be the results and reports of the Leadership Committee and their recommendations.
- ◆ Regional breakouts – Paul Dunlevy and Michael Lingenfelter would like to brief their successors prior to the Congress.
- ◆ Would like to have the new Board members stay later on Sunday so they we can get them on board and the processes we use. Mentor them so to speak.

Action Item: Board to look at Ops Manual and see how it reads on the appointment/nominating of Committee Chairpersons.

7.10 National Office

- Frank Patek reports
 - ◆ Offers to Sell Condo. We have put the offers off as we do not have any plans in place. Have had many conversations with BMW CCA Foundation exploring a move to Greer, purchasing a piece of their property and working with them on a design.
 - ◆ BMW CCA needs to prepare for a move in the future and start planning a timeframe. Bruce Hazard, Steve Johnson, Frank Patek, Louis Goldsman and someone Frank Patek may want to participate in a layout and design; this should start immediately.
 - ◆ Unable to operate efficiently in the current location due to lack of space and additional merchandise storage.
 - ◆ Foundation is on-board with BMW CCA purchasing some of their land to build. If BMW CCA needed to move immediately, the Foundation would finish out the warehouse space to Class A office space to accommodate in the interim.
 - ◆ How much space is the question for BMW CCA and what time frame? Goal would be to build space and move without having an interim space.

- ◆ The appraisal indicated the raw land was appraised at \$3.01 per square foot.
- ◆ Committee needs to be formed for the process of new location and layout. Frank Patek, Mike Ura and Bill Wade will be on committee.

Action Item: Bruce Hazard will convene a committee to begin looking at the CCA's future program requirements that will help determine facility needs.

8. Policy and Administration

8.1 Ombudsman update

- Frank Patek reports
 - ◆ Nothing at this time.

8.2 Tech Rep's update

- Frank Patek reports
 - ◆ Will talk with Carl Nelson about moving the tech reps online and expand their presence to make members more aware they are there. Idea would be to have one telephone number where messages could be left and once a message is left an email will be sent to all reps.

8.3 Benefits Update

- Frank Patek reported Oscar Auto Parts is our newest benefit program.

8.4 BMW Clubs International

- Bruce Hazard reports
 - ◆ Friend of the Marque was awarded to Leo Newland and Ian Branston
 - ◆ Knochlein BMW Classic Award was awarded to Goetz Pfafflin

8.5 Operations Manual

- Bruce Hazard nothing to report

8.6 Leadership Summit

- Bruce Hazard reports
 - ◆ Committee will be meeting in January 2015.

9. Foundation

9.1 Street Survival Update

- Bill Wade reports
 - ◆ Finished the year strong, but not strongest. Tire Rack Contractual Goal was 110 schools, fell short with 102, however more than 2013 of 101.
 - ◆ Student for 2014 was 2,635 – 2013 was 2,608
 - ◆ BMW CCA really stepped up adding 10 more schools for 2014
 - ◆ SCCA did 33 schools 2014 and 43 in 2013
 - ◆ Audi and Corvette did their first schools in 2014

- ◆ Student average 25.8 and for BMW 27.2
- ◆ Schools sold out 47 and only 2 cancelled
- ◆ Goal for 2015 is 125 schools
- ◆ Have launched the Circle of Excellence Program – Volunteer of the Year has been selected.

9.2 Capital Campaign Update

- Mike Ura reports
 - ◆ 4th issue of our Newsletter has been mailed out. We also have a new newsletter editor from the Buckeye Chapter. We send our newsletter to all chapters digitally so they can use content if they want.
 - ◆ Raffle in progress – will end the end of December – target is 1 vehicle
 - ◆ The Foundation has acquired a 30 year anniversary edition of the M5. This vehicle will be auctioned at the Barrett-Jackson Auction in January.
 - ◆ Capital Campaign is slow; however we did raise enough to keep our cash flow alive. Going into 2015 with very thin cash flow.
 - ◆ Have received our 2nd dealer commitment. We also have 2 very large chains interested in donating. If you don't meet with donors face to face most likely they will not donate. George Lear is no longer with Foundation –
 - ◆ Westfall contract expires in January 2015 and it will not be renewed, as well.
 - ◆ The Foundation will hire an additional person in place of the two non-renewed contracts – have not decided what this persons title will be, however they will do 80% fundraising and 20% miscellaneous. We are rewriting this job description.
 - ◆ We have 2 donors which are operational type donors which we will be focusing on. Mike Ura to meet with one next week and Lance White to meet with the other in January.
 - ◆ Foundation was selected to be a charity for the BMW Pro Am Golf Tournament in May.
 - ◆ Working with the CCA staff to draft a Services Agreement between BMW CCA and BMW CCA Foundation.

10. *Financial*

10.1 2014 Update and 2015 Budget

- Louis Goldsman reports
 - ◆ We have incorporated ALL the input from everyone regarding the 2015 budget. Depend on raffle to help carry us through the year.
 - ◆ The budget assumptions sheet was very helpful in how the budget was compiled.
 - ◆ DEC would like to modify their budget numbers
 - ◆ Our budget is to break even only, not make a profit. Budget numbers are very conservative.

- ◆ Rely on talents within CCA for the building and move process.
- ◆ The bulk of our revenue is from membership.
- ◆ Make sure our Raffle is successful.
- ◆ Budget is biased toward making a small profit.
- ◆ 2013 through year-to-date we have contributed \$400,000 to equity.
- ◆ The budget is a measuring tool only.
- ◆ Our budget is a reflection of our business plan.
- ◆ Expenses have gone up faster than revenue.

11. Chapter Issues

11.1 Conference calls

- ◆ None this quarter
- ◆ Bruce Hazard reiterated highlights of his conference call with John Sullivan. Several of the Chapters have used the program and others have just used the brochure. Others have not used the program at all.
- ◆ Bruce Hazard sent out email asking all RVP's to contact chapters regarding the Dealer Engagement Program. Bruce Hazard recognized John Sullivan as he generated responses from all of his Chapters. Many Chapters are engaged with their dealers. Would like to get a list to NA before the end of the year. Would like to do one list as a courtesy to Ludwig Willisch, President and CEO of BWM of North America, instead of piecemeal lists since he agreed to contact dealers that are resistant and don't see a benefit in partnering with the club.
- ◆ Nick Owen reports there is talk among General Managers in the San Diego Area to combine under a Dealership Association and support the club as a whole.

Action Item: Bruce Hazard to complete compiling the list of participating dealers from the chapters and send the list to NA for Ludwig Willisch to contact.

11.2 Chapter probation report

- ◆ None at this time

11.3 Chapter Scorecard & Member Survey

- Frank Patek reports
 - ◆ The member survey has been sent out to all CCA members.

11.5 Dealer Engagement Program

- See above

Action: RVP's to review minimum standards regarding collecting information on membership loss/retention.

Action: RVP's to contact their chapters for Ludwig Willisch to contact dealers regarding Dealer Engagement Program, if necessary.

12. Membership

12.1 Membership Drive

- Frank Patek reports will supply exact numbers for January conference call.

12.2 Marketing

- Chris Hennecey reports
 - ◆ This year has been excellent in terms of sponsorship. First time ever we had presenting sponsorship for Oktoberfest and Legends of the Autobahn.
 - ◆ Michelin has renewed their agreement as presenting sponsor for Legends of the Autobahn for 2015.
 - ◆ Pirelli will also be returning as a sponsor for 2015.
 - ◆ Rob Siegel has been a great addition to *Roundel Weekly*.
 - ◆ Cyber Monday sales were exceeded over last year by 50%.
 - ◆ 3rd Quarter lapsed email brought back 264 members.

13. BMW of North America

- Bruce Hazard reports
 - ◆ Frank Patek, Steve Johnson, Chris Hennecey, and Lindsey Branston travelled to NJ on Monday, September 15, 2015 to meet with Andreas Kiss, BMW NA Service Sales Manager. Meeting went well. We will see where it goes from there.

14. Future Meetings

14.1 Board meeting / Chapter Congress & Annual Meeting

March 13 - 15, 2015, Friday, 8 AM Dallas, TX

14.2 Conference Calls (proposed dates)

January 15, 2015, Thursday 7PM EST
February 12, 2015, Thursday 7PM EST

15. Adjourn

Motion: Michael Lingenfelter made a motion to adjourn the meeting. John Sullivan seconded motion. Motion passes unanimously. Meeting adjourned 4:22 PM

Minutes

Thursday, January 22, 2015

1. Call to Order

The conference call was called to order by President Bruce Hazard at 7:11 PM EST.

2. Attendees

Board Members: Bruce Hazard President, Steve Johnson Executive Vice President, Darlene Doran Secretary, Louis Goldsman Treasurer, Paul Dunlevy South Atlantic RVP, John Sullivan North Atlantic RVP, Nick Owen Pacific RVP and Michael Lingenfelter North Central RVP and Dan Baker South Central.

National Office: Frank Patek Executive Director and Lindsey Branston

3. BMW CCA Office

- Boston ITS October 2014
 - Frank Patek reported that the Boston Chapter was under the impression they would be receiving funds from BMW CCA, which CCA had just heard about yesterday. Ross Karlin promised or indicated to the Boston Chapter that money was available for the ITS. CCA will need to contact Bill Wade as DEC leader at the time. John Sullivan, North Atlantic RVP will contact Ross Karlin and find out who approved this expenditure. The DEC will have to contact Boston and let them know that the Board will not be approving this expenditure. The DEC is over budget by \$13k for 2014.
- IHG 2015
 - Frank Patek reported that Chris Hennecy negotiated a renewal of the IHG sponsorship agreement for 2015.
- Trike Drifting
 - Chris Hennecy elaborates on the “Trike Drifting” which Jeff Caplan of Odometer Gears has proposed for Oktoberfest 2015. The event will be at the racetrack for 3-4 days and he would like CCA to do advanced registration. The vehicles are modified beach cruisers, has a Harbor Freight engine on the back and can run up to 20 mph. Jeff Caplan would make the event like a “mini autocross” with a drift trike and he would keep speeds down by re-gearing the motor. Too much risk for BMW CCA to take on and the Board voted NOT to approve this event.
- Appointing EVP
 - Steve Johnson would like to know the exact procedure for appointing a new EVP as he will become our new President in March and we will have a vacant position on the board in March 2015.
 - Per BMW CCA Bylaws
 - ◆ **“Article 6. Officers**
 - ◆ Section 5. If a vacancy occurs between elections, the vacancy shall be filled by a voting member appointed by the Board of Directors. The Board of Directors may, at its discretion, appoint a voting member to

assume the duties of any officer who is absent or incapacitated, or otherwise unable to perform the duties of the office. In the event no candidate can be found for a vacant position the Board of Directors may override term limits for appointment of a sitting Board member to the vacant position.”

- Chapter Congress 2015
 - CCA budgeted \$42k for the DEC to attend Congress in 2014. Bill Wade indicated that CCA should pay for the committee to attend the Congress. The National DEC committee members travel expenses were included in the \$32+ thousand DEC meeting expenses incurred. This committee needs to abide by the same rules as everyone else.
 - Nick Owen reported that former RVP Jeff Cowan will be attending Congress on behalf of his chapter. Jeff Cowan’s chapter is having a great response with the Dealer Engagement Program and Jeff Cowan would like to have 20-30 minutes during regional breakouts on Sunday to talk about the program. Nick Owen will forward to the Board what Jeff Cowan has to present.

4. Foundation Report

- Bruce Hazard reported that the 30th Anniversary Edition BMW M5 sold at the Barrett-Jackson auction for \$700,000.00 to NASCAR team owner Rick Hendrick.

5. Recognition Program Committee

Bruce Hazard sent out modifications to the Ops Manual.

- Louis Goldsman discussed Section 3.3.1 with the following change ...the committee is responsible for “overseeing” recognition...
- 3.3.3 ...Regional Vice President shall....
- Appendix B [1] 1. Friend of BMW CCA should be ...accomplishments of a
- Appendix B [1] 3. Outstanding Chapter ...
We need to define how this will be calculated by using the balance at the fiscal end of each year.
Appendix B [3] first paragraph will be removed.

6. Chapter Issues

- Michael Lingenfelter would like to place Michiana Chapter on probation due to newsletter delinquency more than once.

Motion: Louis Goldsman made a motion to accept the North Central RVP’s position on placing Michiana Chapter on probation for delinquent newsletters. Nick Owen seconded the motion. Motion passed unanimously.

- Lindsey Branston reports that we have a few chapters who are trickling over the 90-day mark for delinquent newsletters and we need to aware of this.

7. Charity Matching Funds

- Lindsey Branston reported that the deadline for this is Saturday, January 31, 2015, so RVPs will need to contact all of their regions to reiterate the new deadline.

8. Adjourn at 8:07 PM EST

Motion: Louis Goldsman made a motion to adjourn the conference call. Darlene Doran seconded motion. Motion passed unanimously. Call adjourned 8:07 PM EST

**BMW Car Club
of America**



**BMW Car Club of America, Inc.
Bruce Hazard
President**
2984 S. Milwaukee Circle
Denver, CO 80210
303.324.6541
president@bmwcca.org

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

Date: March 2, 2015

Subject: President Pre-Meeting Report

Travel & Expenses:

- December Board Meeting, San Diego, \$584
- Chapter Leadership Meeting, Dallas Jan 31st, \$315

Planned Travel:

- March Board meeting and Chapter Congress, Dallas, March 13th -15th

Notes:

Nothing further to report.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Bruce Hazard'.

**BMW Car Club
of America**



BMW Car Club of America, Inc.
Steve Johnson
Executive Vice President
3243 Via Alicante #55.
La Jolla, CA 92037
Telephone(858) 705-0303
Email: evp@bmwcca.org

February 25, 2015

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: EVP Pre-meeting Report

Planned Travel:

BMW CCA Board Meeting, Dallas TX

Monterey CA., Legends/Festorics, Oktoberfest 16 Meetings

Past Travel:

12/14 Monterey CA., Legends Meeting. \$123.92

1/30 Dallas TX. Leadership Conference. \$117.53

Discussion:

Results of Leadership Conf.

Set timeline and Budget for trial newsletter

Respectfully Submitted,

Steve Johnson
Executive Vice President, BMW CCA



March 7, 2015

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

BMW Car Club of America
640 South Main St, Ste 201
Greenville, SC 29601-2564
Tel 864-250-0022

Louis P. Goldsman, Treasurer
Tel 805-499-3849
treasurerer@bmwcca.org

Travel: Leadership Committee Meeting
January 30 – February 2, 2015 – Dallas, Texas \$480.55

Planned Travel: BMW CCA Board and Annual Meetings,
Dallas, Texas – March 13–15, 2015

Preliminary Income Statement – Period Ending December 31, 2014

	January 1 – December 31, 2014	Budget
Ordinary Income/Expense		
Total Income	\$5,034,619.90	\$5,011,188.00
Total Cost of Goods Sold	1,288,250.15	1,256,967.00
Gross Profit	<u>\$3,746,369.75</u>	<u>\$3,754,221.00</u>
Total Expense	3,779,672.77	3,755,975.00
Net Ordinary Income	(\$33,303.02)	(\$1,754.00)
Net Other Income	57,011.84	(16,000.00)
Net Income	<u><u>\$23,708.82</u></u>	<u><u>(\$17,754.00)</u></u>

Preliminary Balance Sheet – as at December 31, 2014

Assets	
Total Current Assets	\$1,470,544.65
Total Fixed Assets	259,734.62
Total Other Assets	<u>2,783,294.97</u>
Total Assets	<u><u>\$4,513,574.24</u></u>
Liabilities & Equity	
Total Liabilities	3,3383,436.94
Total Equity	<u>1,130,137.30</u>
Total Liabilities & Equity	<u><u>\$4,513,574.24</u></u>

The preliminary amounts reported above were as of March 6, 2015 and do not include all month-end and yearend adjustment or accrual entries—the amounts will change! The detail support by individual account is provided in the enclosed spreadsheet.

Respectfully submitted,
Louis Goldsman

BMW Car Club of America, Inc.
Balance Sheet
As of December 31, 2014

	<u>Dec 31, 14</u>
ASSETS	
Total Current Assets	1,470,544.65
Total Fixed Assets	259,734.62
Total Other Assets	2,783,294.97
TOTAL ASSETS	<u><u>4,513,574.24</u></u>
LIABILITIES & EQUITY	
Total Liabilities	3,383,436.94
Total Equity	1,130,137.30
TOTAL LIABILITIES & EQUITY	<u><u>4,513,574.24</u></u>

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
 January through December 2014

	TOTAL	
	<u>Jan - Dec 14</u>	<u>Budget</u>
Ordinary Income/Expense		
Income		
Total Income	5,034,619.90	5,011,188.00
Total Cost of Goods Sold	1,288,250.15	1,256,967.00
Gross Profit	3,746,369.75	3,754,221.00
Total Expense	3,779,672.77	3,755,975.00
Net Ordinary Income	-33,303.02	-1,754.00
Net Other Income	57,011.84	-16,000.00
Net Income	<u><u>23,708.82</u></u>	<u><u>-17,754.00</u></u>

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through December 2014

	<u><u>\$ Over Budget</u></u>
Ordinary Income/Expense	
Income	
Total Income	23,431.90
Total Cost of Goods Sold	31,283.15
Gross Profit	-7,851.25
Total Expense	23,697.77
Net Ordinary Income	-31,549.02
Net Other Income	73,011.84
Net Income	<u><u>41,462.82</u></u>

BMW Car Club of America, Inc.
Statement of Cash Flows
January through December 2014

	<u>Jan - Dec 14</u>
OPERATING ACTIVITIES	
Net Income	23,708.82
Adjustments to reconcile Net Income to net cash provided by operations:	
Net cash provided by Operating Activities	<u>-251,539.82</u>
Net cash provided by Investing Activities	<u>-173,451.01</u>
Net cash increase for period	-424,990.83
Cash at beginning of period	<u>1,250,354.70</u>
Cash at end of period	<u><u>825,363.87</u></u>

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

Date: February 26, 2015

Subject: Secretary Pre-Meeting Report

Travel & Expenses:

- December Board Meeting, December 5-7, 2014,
San Diego CA - \$372.63

Planned Travel:

- March Board Meeting/Annual Meeting/Chapter Congress, Dallas, TX
March 12-15, 2015

Discussion Topics:

Notes: Nothing further to report.

Respectfully submitted

Darlene Doran



BMW Car Club of America
John E. Sullivan
North Atlantic
Regional Vice President
334 Elmwood Avenue
Wollaston, MA 02170
617.696.1477

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

Date: February 23, 2015

Subject: NA RVP Pre-Meeting Report for March 13 - 15, 2015 BOD Meeting & Annual Meeting

Travel & Expenses:

- BOD/Annual Meeting Chapter Congress Dallas, TX 3/13 -15, 2015 Air Fare \$520.20

Planned Travel:

- BOD/Annual Meeting Chapter Congress Dallas, TX 3/13 – 15, 2015

RVP Discretionary Funds:

- None Disbursed

Newsletter Delinquencies:

- Green Mountain Chapter is delinquent as of (3/5/2015)

Relevant Notes:

- Eleven Chapters in the NA Region participated in the Charity Matching Funds Program
- BMW CCA Day at LRP is scheduled for July 24-25 Tudor Race Series that weekend
Details are being arranged.

Respectfully submitted,

John E. Sullivan

Official BMW Club



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

Date: March 2, 2015

Subject: North Central RVP Pre-Meeting Report

BMW Car Club of America
Michael Lingenfelter
North Central
Regional Vice President
15106 Kampen Cir
Carmel, IN 46033-0004
(317) 513-0788
northcentralrvp@bmwcca.org

Travel & Expenses:

December 2014 board meeting (est. \$50 balance)
Iowa chapter annual dinner (\$565, chapter expense)

Planned Travel:

March 2015 board meeting (est \$600; Dallas TX)

RVP Discretionary Funds:

None

Chapter Probation Report / Newsletter Delinquencies:

Michiana chapter on probation (delinquent newsletter)

Respectfully submitted,

Michael Lingenfelter



March 2, 2015

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

Subject: RVP Pre-Meeting Report

BMW Car Club of America
Nick Owen
Pacific Region Vice-President
9419 Sierra Vista Ave La Mesa, CA
91941
619-508-7584
pacificrvp@bmwcca.org

Planned Travel:

BMW CCA Board Meeting Dallas, TX March 13-15

Long Beach Grand Prix Long Beach, CA April 17-19

Bimmerfest Fontana, CA May 23rd 2-15

BMW NAC Las Vegas, NV June 9-12

Past Travel:

BMW CCA Board Meeting San Diego, CA December 6-7 2014

Discussion Topics:

Road Runner Chapter

Respectfully Submitted,

Nick Owen
Pacific Region Vice-President



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

Date: March 2nd, 2015

Subject: South Central RVP Pre-Meeting Report for March 2015 BOD Meeting.

Past Travel:

- BOD Meeting, San Diego, December 2014, \$499.41

Planned Travel:

- BOD Meeting, Dallas, March, 2015

Discretionary Funds:

- None to report at this time.

Chapter Issues:

- None to report at this time,

Respectfully submitted,

Dan Baker

BMW Car Club of America, Inc.
Dan Baker
South Central RVP
5307 Windham Springs Ct.
Houston, TX 77041
(832) 298-1984
southcentralrvp@bmwcca.org



BMW Car Club of America
Paul Dunlevy
South Atlantic
Regional Vice President
6424 Littlewood Road
Kernersville, NC 27284
336-996-3149

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

Date: March 2, 2015

Subject: South Atlantic RVP Pre-Meeting Report for March 13, 2015 BOD Meeting.

Travel & Expenses:

Planned Travel: Dallas, TX for BOD meeting & Chapter Congress

\$458.20

RVP Discretionary Funds: NCC for Carlisle Corral \$500.00

Newsletter Delinquencies:

Relevant Notes:

- See you in 11 days

Respectfully submitted
Paul Dunlevy



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

Re: December 6, 2014 Board Meeting – San Diego, CA

DATABASE/WEBSITE/OPERATIONS

We are in the process of completing an upgrade and renewal of all servers. All work needed to enable advertising on the www.bmwcca.org website is done and Michael Slaff is in the process of finding advertisers for the site.

See report from Director of IT for more detail.

ROUNDEL

As of January we unveiled a new masthead for *Roundel*. Gone is the Roundel nameplate and in its place is modern homage to Yale Rachlin's creation that brings forward us forward while remaining true to our heritage.

COMMUNICATIONS and MARKETING

Our communications team under the lead of Chris Henneycy has truly found its rhythm and is now able to have fun with the membership. Contests for our very talented members are popular and have recently led to our newest grille badge due out this spring.

As the ladies of BMW CCA have become ever more active behind the wheel and in club life we are answering their call for new merchandise that will begin to appear on the shelves in the coming weeks.

RAFFLE

Raffle 2015 will feature a very special M4 designed for the enthusiast and tuned by Dinan and shod by Forgeline. We owe thanks to Henry Schmitt of BMW of San Francisco for locating the car, Dinan for tuning it and Forgeline for the wheels, and to each of for recognizing the value in partnering with the club. Congratulations to Chris for a great idea.

OKTOBERFEST 2015

Will take place in NJ. The host track is NJ Motorsports Park and the host hotel is Stockton Seaview. The dates are September 21-25th.

OKTOBERFEST 2016

Booked

BMW CCA will host a meeting on April 27th with representatives of the BMW VCCA, BMW MOA, BMW RA and BMW NA to discuss plans for 2016

OKTOBERFEST 2017

Booked.

OKTOBERFEST 2018

Allegheny Chapter is expected to make a presentation

LEADERSHIP 2015

Scheduled for the weekend of March of 14th in Dallas.

REGIONAL EVENTS

The National Office attended and participated in the following regional events in 2014.

May 23–24: at the Vintage

July 20–21: Pittsburgh Vintage Grand Prix

August 15–17: BMW CCA Monterey Weekend – Legends and Festorics

October: Euro Fest at BMW Manufacturing

AFFINITY/MEMBER BENEFIT PROGRAMS

Oscaro Auto Parts is our newest benefit program

HPDE INSURANCE 2014

The following update on the HPDE program was supplied by Ryan Staub:

HPDE Insurance

Since my last update in early December, we've hit the motorsports off-season. Because of this, we've seen very little activity for our HPDE Insurance business as you'll see in the attached report. That said, we have some exciting news for 2015 – HPDE Insurance rates will be lower for all of our single-event and multi-event policy options. We're working on some new products and policy options that we expect to launch later in 2015 that should be of interest to BMW CCA members. As I shared with you recently, we've developed a digital marketing kit that we would like to distribute to Chapters. The goal of this kit is to help Chapters utilize our program as a way to increase participation at their HPDE events. If we can help Chapters get more participants, that will increase our opportunities to sell insurance, and that will drive more royalty revenue to BMW CCA – a win-win-win situation!

BMW CCA Event Liability Insurance Program

Rates:

Fortunately we were able to deliver a slightly reduced insurance premium for your 2015 renewal.

Coverage Improvement:

Nearly all motorsports liability policies contain a "participant vs. participant" or "driver vs. driver" exclusion. The concept makes sense – underwriters and many motorsports organizations don't want to take the chance that their policy will have to respond for claims between drivers. This is a common issue in oval track racing where there is frequent contact and often intentional contact between racers. Last year we were able to get the underwriter to agree to specifically define instructors as "officials" so they wouldn't be subject to this exclusion, but we were still concerned that there are situations (i.e. social events, non-track driving events, etc) where this exclusion could take away coverage when it is needed. The underwriter has agreed to remove this exclusion from the policy at no additional charge.

Electronic Waivers:

We work with one of the most creative underwriters in the motorsports business. As BMW CCA considers various electronic waiver options, I'm happy to provide feedback with our underwriter to guide BMW CCA to an electronic waiver system that provides the proper protocols and protection while making the process easier for both members/participants and Chapter organizers.

If you have any questions, would like any clarification, or if I can help in any other way, please let me know.

Regards,

Ryan Staub

Below is a comparison of 2011 vs 2012 vs 2013 vs 2014 vs 2016

2011			2012			2013		
Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA
Jan-11	0	\$ -	Jan-12	0	\$ -	Jan-13	0	-
Feb-11	14	\$ 30.66	Feb-12	27	\$ 101.94	Feb-13	23	\$ 95.52
Mar-11	54	\$ 166.40	Mar-12	39	\$ 158.50	Mar-13	46	\$ 178.76
Apr-11	68	\$ 224.78	Apr-12	91	\$ 335.12	Apr-13	49	\$ 157.06
May-11	77	\$ 275.68	May-12	81	\$ 346.28	May-13	95	\$ 427.66
Jun-11	82	\$ 294.36	Jun-12	104	\$ 363.86	Jun-13	149	\$ 572.08
Jul-11	42	\$ 128.84	Jul-12	46	\$ 179.26	Jul-13	27	\$ 114.68
Aug-11	59	\$ 196.90	Aug-12	108	\$ 406.72	Aug-13	118	\$ 484.68
Sep-11	112	\$ 407.00	Sep-12	159	\$ 621.82	Sep-13	169	\$ 723.62
Oct-11	91	\$ 298.14	Oct-12	67	\$ 245.94	Oct-13	63	\$ 267.36
Nov-11	11	\$ 43.20	Nov-12	35	\$ 109.92	Nov-13	53	\$ 200.54
Dec-11	7	\$ 20.40	Dec-12	0	\$ -	Dec-13	9	\$ 32.06
Annual / multi-event policies	56	\$1,462.24	Annual / multi-event policies	90	\$ 2,135.24	Annual / multi-event policies	118	\$2,895.44
Total	673	\$3,548.60	Total	847	\$ 5,004.60	Total	919	\$6,149.46

2014		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-14	1	3.26
Feb-14	6	29.36
Mar-14	103	438.1
Apr-14	77	273.88
May-14	117	521.38
Jun-14	106	425.64
Jul-14	38	166.04
Aug-14	51	206.96
Sep-14	121	499.82
Oct-14	95	362.04
Nov-14	62	272.28
Dec-14		
Annual / multi-event policies	123	3,496.50
Total	900	6,695.26

2015		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-15	0	0
Feb-15	2	6.02
Mar-15	24	127.38
Apr-15		
May-15		
Jun-15		
Jul-15		
Aug-15		
Sep-15		
Oct-15		
Nov-15		
Dec-15		
Annual / multi-event policies	8	209.04
Total	34	342.44

**Member Source as of
03-06-2015**

Source	Total	Current	Lapsed	2011	2012	2013	2014	2015
Dealership	592	238	354	91	84	282	120	15
eBay	1	0	1	0	0	1	0	0
Email	66	33	33	4	43	5	14	0
FAX	1	1	0	0	0	1	0	0
Gift	1,110	635	475	5	303	385	364	53
Mail	117	75	42	25	24	38	27	3
Phone	263	184	79	6	47	103	98	9
Renewal	1	0	1	0	1	0	0	0
Street Survival	3,912	1,408	2,504	244	978	1,255	1,419	16
Walk-in	111	73	38	0	5	64	42	0
Web-Bimmer Magazine	1,299	810	489	263	377	346	275	38
Web-BMW CCA Website	4,214	2,534	1,680	917	1,215	978	936	168
Web-BMW Center	2,168	1,528	640	0	527	768	753	120
Web-BMW Performance Center	560	414	146	0	0	252	261	47
Web-BMWBlog.com	103	81	22	0	3	44	44	12
Web-BMWCAR Mag UK by Unity Media	38	21	17	0	20	16	2	0
Web-Car and Driver Magazine	323	212	111	88	81	70	80	4
Web-Classic MotorSports	28	24	4	0	3	8	15	2
Web-CPO Sample Roundel	160	116	44	0	55	28	76	1
Web-Facebook	198	157	41	0	2	61	105	30
Web-GrassRoots Magazine	118	79	39	0	37	42	34	5
Web-Independent Shop/Dealer	720	488	232	0	165	280	231	44
Web-Link from Another Website	1,037	660	377	0	425	299	273	40
Web-National Aftersales Conference	3	2	1	0	0	1	2	0
Web-Performance BMW Mag UK Unity	7	3	4	0	0	6	1	0
Web-Radio Ad	6	3	3	0	1	4	1	0
Web-Referred by BMW CCA Member	2,863	2,157	706	1	97	1,301	1,233	231
Web-Search Engine	1,166	756	410	0	341	361	399	65
Web-Sports Car Market Magazine	79	43	36	24	24	15	14	2
Web-Television Ad	9	6	3	0	2	4	3	0
Web-Word of Mouth	11,511	6,631	4,880	2,409	4,040	2,450	2,228	384
Totals	32,784	19,372	13,412	4,077	8,900	9,468	9,050	1289

Three Year Membership Renewal Promotion 2013

Since the start of the year 1678 members have opted for a 3 or 5 year membership in exchange for a promotional BMW CCA grille badge.

Source	Member Count
Bimmer Magazine	825
BMW CCA Website	2557
BMW Center	1544
BMW Performance Center	418
BMWBlog.com	81
BMWCar Mag UK by Unity Media	21
Car and Driver Magazine	213
Classic MotorSports	25
CPO Sample Roundel	117
Facebook	157
GrassRoots Magazine	79
Independent Shop/Dealer	491
Link from Another Website	665
National Aftersales Conference	2
Performance BMW Mag UK Unity	3
Radio Ad	3
Referred by BMW CCA Member	2190
Search Engine	758
Sports Car Market Magazine	43
Television Ad	6
Word of Mouth	6667

Recognition Committee

After a long year of hard work this weekend we will see the first set of awards handed out under the work of our awards committee. This is an exciting first for the club and my thanks to each of the members of the committee Dee Sutton their Chair and to their board liaison Ian Branston. It has been a pleasure to watch them create our new comprehensive recognition program.

Leadership Committee

The committee has done yeoman's work up to the last minute to complete their report and recommendations which will be presented to the chapters in congress this weekend. Their efforts are the culmination of work started when members were selected by the previous congress. The committee met in person three times and has conducted its work via conference call and over the internet since last March.

The task given to them was not simple and called for bold new thinking. At times the discussions were charged, but in the end while we have not found a whole solution to our problems there is once again more light than darkness on the horizon.

My thanks and gratitude are given to each of the committee members, the board and staff who participated in these meetings. It is never easy to be asked to step forward and shift an organizational paradigm. It takes courage to stand up to those who prefer the status quo and instead do what must be done.

Point of Personal Privilege

I have been pleased and honored to be a part of this organization since I arrived here in February of 2008. One and all you have made me feel welcome and part of our club family. As my own family was confronted with health issues over the last few months and ultimately grew smaller by one this year, you never wavered in your support and kindness. On my behalf and that of my family please know grateful and appreciative we are to have each of you in our lives. Thank you for allowing me the time to be home when I needed to be there the most. Thank you to our staff who held the front line while I was gone and to Lindsey and Chris for taking on the daily tasks that I could not handle from afar. Thank you for your cards, letters, memorials and for being with us when things were at their worst. I could not ask for better friends. Thank you! This club is the heart and soul of BMW.

Finally, I want to thank NorthCentral RVP Mike Lingenfelter for his service on the board, for always challenging us to think outside the box and to always put the members first, for his sharp wit and to energizing and expanding volunteerism in his region. Paul Dunlevy for his service and for his dedication to ensuring we always look to the bottom line and for his economy of words. Paul never hesitated to step forward and save us from a situation even at his own expense. Paul, I would not have wanted to do battle in a few of the places we did without you.

Bruce, you continued my streak of working with great Presidents here at CCA, first Scott Blazey and then you. I have had the pleasure of working with some truly good people throughout my career and you my friend are amongst the very best. Thanks for letting me do what I felt to be right, for only allowing me to make small mistakes and for rescuing me from the big ones. Thanks for being a great travel partner as we have seen the world via the International Council. I look forward to seeing the '02 restored, a few more driving lessons and maybe a little Curry Wurst.

FCP



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

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

Marketing Report

Oktoberfest Sponsorship Overview

Sponsorship sales have been very strong this year, and as a result we will welcome a number of new and returning sponsors for this year's Oktoberfest in New Jersey. New sponsors to Oktoberfest include BMW of Atlantic City, HRE Wheels, BC Tire/Hankook, and Atturo Tire. A full list of sponsored O'Fest events and activities are outlined below.

Oktoberfest 2015 Sponsors

Michelin Presenting Sponsorship, Drive and Compare, Hot Laps Rides, and Tech Talk
BMW of Atlantic City Welcome Reception
Liberty Mutual Concours Dinner
HRE Wheels Wednesday Night Dinner
Pirelli Concours d'Elegance and Throwback Thursday Dinner
BMW NA Friday Night Banquet
Bridgestone Autocross and HPDE Tire Service Support
Griot's Garage Car Wash Area and Car Care Clinics
Odometer Gears TSD Rally
XPEL Photo Contest
BC Tire/Hankook Gymkhana
Atturo Tire Fun Rally
The Werk Shop Concours Trophy Sponsorship
Brown and Enthusiast Media Group Program Sponsorship

The Michelin M3 hot lap rides around Laguna Seca at O'Fest 2013 were a major draw for attendees and Michelin is planning to offer them again this year on the Thunderbolt course at New Jersey Motorsports Park. They will also conduct a drive and compare exercise to be held on Thursday in the paddock NJMP's Lightning course.

Griot's Garage has agreed to renew the "Official Car Care Products of the BMW CCA" sponsorship and will have a significant presence at O'Fest, Legends of the Autobahn, and the Pittsburgh Vintage Grand Prix again in 2015. Griot's will host the car wash area at O'Fest, staff a vendor booth, and conduct several car care clinics during the week.

Bridgestone POTENZA BMW CCA HPDE Tour

I am very excited to announce a major marketing initiative that will raise awareness and provide support for the Club's driving school programs thanks to a newly inked sponsorship deal with Bridgestone.

As part of this big initiative, seven upcoming BMW CCA chapter driving schools have been hand selected by Bridgestone to take part in the inaugural Bridgestone Potenza BMW CCA HPDE Tour. Bridgestone is launching an all-new tire this spring and is partnering with the Club to promote their latest offering via a coast-to-coast seven-stop HPDE tour. They specifically wanted to be involved in the Club's HPDE program as they felt this was the absolute best platform for them to educate potential customers about the new tire. There is going to be a big marketing push behind the tour and the selected chapter HPDE events are set to benefit from this, not to mention the entire BMW CCA HPDE program as a whole.

Benefits of the program for selected chapters include:

- Cash to support the selected chapter driving school
- Valuable exposure for the chapter's selected HPDE via *Roundel*, *Roundel Weekly*, the BMW CCA website, and our social media channels as being part of the inaugural Bridgestone Potenza BMW CCA HPDE Tour.
- The tour will be promoted heavily via all of our communication channels. As a result, we are hoping this exposure will help fill all available slots in each selected HPDE on the tour.
- Onsite tire service (free to Bridgestone customers) and technical advice from Bridgestone's team of experts
- Ability to add value to chapter HPDEs with a special classroom tire talk session (optional)
- Possible discounts or rebates from Bridgestone for HPDE participants (TBD)

What Bridgestone is asking for in return:

- Title sponsorship of the chapter's selected HPDE event to compose the "Bridgestone POTENZA BMW CCA HPDE Tour." For example the event would be titled the "Bridgestone Potenza BMW CCA [Insert Chapter Name] HPDE at [Insert Track Name]. The event would need to be listed this way in all print and online communications.
- Bridgestone logo placement on all online and print communications regarding the chapter's selected HPDE event. Logo and link will need to be placed on the HPDE registration page and chapter website.
- Opportunity to provide onsite tire service and technical advice to participants throughout the chapter's selected HPDE event
- Introduce Bridgestone representatives at the driver's meeting and thank them for their sponsorship of the event. The chapter can also provide extra member engagement opportunities for them if they choose such as a scheduled tire talk during the weekend.
- Reserved area for the Bridgestone trailer and/or sprinter van with 10x20 tent and tire display in a highly visible and accessible area of the track paddock

- Opportunity to place banners around the paddock area as long as track regulations do not prohibit this. The BMW CCA National Office will provide artwork for an official 4x8 Bridgestone POTENZA BMW CCA HPDE Tour banner that the chapter will need to have printed and displayed at the event.

Dinan And Forgeline To Sponsor Car Of Your Dreams M4 Build

Our goal for 2015 is to break the record we set in 2013 of over 44,000 tickets sold and 9 cars. We are hopeful we can do that now thanks to the support of Dinan who has agreed to build a one-of-a-kind M4 for our grand prize. Our goal is to build a car that will be newsworthy and sought after by every BMW enthusiast on the planet.

We are trading the exposure via our 2015 raffle in exchange for the addition of a full compliment of Dinan performance parts to our M4 including:

- Dinantronics Performance Tuner
- Dinan Free Flow Stainless Exhaust
- Dinan Carbon Fiber Cold Air Intake
- Dinan High Performance Adjustable Coil-Over Suspension System
- Dinan signature floor mats
- Dinan pedal cover set

Dinan will also produce a series of five (5) 1-2 minute videos showcasing each major upgrade to the BMW CCA's M4 as it is built at their headquarters. These videos will show the performance part being added to the M4 and a Dinan representative would explain what performance advantages it provides. This will help us build the excitement and anticipation throughout the raffle. Each video will be included in a standalone raffle email to all members, featured on bmwcca.org, and posted to our social media pages. We will also distribute this content to other BMW related news websites and forums that may be interested in covering the special M4 build. Our goal is to make this a newsworthy project that captures the fascination of the BMW world.

Our plan is to purchase the M4 from a dealer close to Dinan's Headquarters and have it delivered to Dinan's Morgan Hill, CA facility. The build will begin as soon as the car is delivered (approximately April). The M4 will be completed in advance of Friday, August 14, so that we can unveil it publicly for the first time ever at Legends of the Autobahn in Monterey, CA.

In addition, Forgeline Wheels, a long-term Club sponsor and advertiser has agreed to provide a set of performance wheels to dress up the car. As a result, the fifth and final video of the series showcase the wheel and tire installation.

BMW CCA Grille Badge Design Contest

Over the last couple months we have been running a Grille Badge Design Contest open to all members. Over a period of a few weeks we had tons of submissions, which we painstakingly narrowed down to

five. We then opened up the voting for the members to decide. After a week of voting, we have our winner!

And with almost one-third of the total votes, the winner of our Grille Badge Design Contest is Scott Sturdy! Scott will receive the \$500 Grand Prize and 500 of his winning badge design will be produced in time for an official launch at this year's Vintage in Winston-Salem, NC

Here is the winning design:



Rolex 24 Corral A Success, 12 Hours Of Sebring Up Next!

Plans came together in late 2014 for a prominent infield corral and hospitality area at the Rolex 24 at Daytona after BMW NA expressed their interest in sponsoring the Club event. After working for several months with BMW NA and Daytona International Speedway we were able to make it happen. The corral sold out two weeks in advance and we had a full lineup of driver and team Meet-&-Greets to the delight of participants. We hope to make the Rolex 24 corral an annual tradition with the support of BMW NA.

Up next is the 12 Hours of Sebring 100-car corral just outside of Turn Six. Tickets are being sold directly through Sebring International Raceway's website, or by calling the track office. The planned activities at the BMW Corral include parade laps, Meet-&-Greets with BMW Team race drivers, two-day BMW Performance Center M school drawing, and much more!

BMW CCA Two-Day M Schools from the BMW Performance Center

The first of four BMW CCA Two-Day M Schools from the BMW Performance Center will be held May 16-17 at the Performance Center's Spartanburg, South Carolina location. Offered for members at a discount of several hundred dollars, this \$3,395 (normally \$3,995) course includes not only the ample amenities of the Performance Center—including a full range of current M cars, professional instruction, and access to the Performance Center's slalom, skid pad, handling course, timed-run course, and more.

To register for the school, members can call BMW Registration at (888) 345-4BMW. Attendees must have a valid BMW CCA membership to participate in this program.

The members only Two-Day M Schools are being offered on four separate weekends throughout 2015 including May 16-17 and November 7-8 in Spartanburg, South Carolina, and June 13–14 and October 10–11 in Palm Springs, California.

Roundel Weekly And Email Communications

Most Popular *Roundel Weekly* Content In Recent Months

A look back at *Roundel Weekly* stats from the past several months shows some interesting data on what stories or news items appeal to our membership base. The single most popular story in terms of clicks received was Nikki Weed’s story about the monitoring device that she has in her car in order to receive a discount on her car insurance. Upon viewing the below list you will also quickly note that Rob Siegel’s Hack Mechanic columns continue to have a very strong following. The grille badge contest and Matt Russell’s M235i announcement grabbed the readership’s attention as well.

Story Name	Writer	Date	Clicks
1. The Beeping Nag: Friend Or Foe?	Nikki Weed	02/17/2015	2,424
2. Valet Test Drives BMW M4 And Pays For...	Scott Blazey	01/27/2015	2,173
3. Sometimes Four-Letter Words...	Nikki Weed	01/13/2015	1,810
4. Hack Mechanic: Sure, It Understeers...	Rob Siegel	02/10/2015	1,656
5. Grille Badge Design Contest Results	Nate Risch	02/24/2015	1,428
6. Hack Mechanic: A Rambling Column	Rob Siegel	02/17/2015	1,289
7. Hack Mechanic: To Cap Things Off	Rob Siegel	02/24/2015	1,217
8. Safety Pin First	Chris Doersen	01/20/2015	1,202
9. Hack Mechanic: Mental Notes Are...	Rob Siegel	01/27/2015	1,181
10. Hack Mechanic: Bleeding The Shark	Rob Siegel	02/03/2015	1,152
11. It’s Called Endurance Racing For...	Satch Carlson	01/27/2015	1,130
12. M235i Racing Car: BMW NA Looking...	Matt Russell	02/03/2015	1,068
13. Satch Was Wrong!	Nate Risch	02/03/2015	1,066
14. Self-Driving Cars	Scott Blazey	02/03/2015	1,048
15. A Valentine With A Roundel	Nate Risch	02/10/2015	931

Below I have included some stats for a few of our most recent emails. As you can see, we continue to maintain excellent open rates and phenomenal click-through rates, especially when it comes to *Roundel Weekly*. The responsive template and focus on original content has propelled *Roundel Weekly* to a new level.

Message Name	Date Sent	Open Rate	Click-Through Rate
Regional Events South Central	02/26/2015	39.6%	4%
Roundel Weekly	02/24/2015	32.8%	10.7%
Regional Events South Atlantic	02/19/2015	35.7%	3.5%
Roundel Weekly	02/17/2015	34.7%	11.9%
Regional Events Pacific	02/12/2015	38.6%	3.7%
Roundel Weekly	02/10/2015	34.6%	10.8%

Regional Events North Central	02/05/2015	39%	4.1%
Roundel Weekly	02/03/2015	34.7%	11%
Regional Events North Atlantic	01/29/2015	36.9%	3.8%
Roundel Weekly	01/27/2015	34.9%	11.1%

Fourth-Quarter 2014 Lapsed Member Promotion

All lapsed members were offered a special deal via email to rejoin the Club between Thursday, December 3 and Thursday, December 31, 2014. Those who received the offer were able to reinstate their membership for one year at \$42, two years at \$84, and three years at \$126. During the fourth quarter lapsed member campaign we were able to add 465 lapsed members back to the Club.

1YR Members: 349
 2YR Members: 82
 3YR Members: 34

In 2014, we reinstated a total of 1,234 lapsed members as a result of the lapsed member email offers.

Gift Membership Holiday Promo: Free Ornament With A Gift BMW CCA Membership

For each gift membership purchased, the recipient received a free BMW CCA Christmas ornament! Plus, the purchaser and the recipient were entered to win a one-day M School as part of the 2014 Membership Drive. The special offer ran from November 1 until December 31, 2014 and we sold 175 new memberships as a result.

Website Traffic

We have continued to experience substantial increases in website traffic. The forum, classifieds, and news still remain the most popular sections of the website.

Unique Visitors to bmwcca.org Month-to-Month Comparison

	2013	2014	% Change
January	47,850	87,546	82.9%
February	55,512	86,321	55.5%
March	63,637	94,806	48.9%
April	62,441	82,207	31.6%
May	69,641	132,192	89.8%
June	69,758	164,718	136.1%
July	84,110	145,526	73%
August	89,368	129,512	44.9%
September	66,321	152,062	129.3%
October	68,271	131,485	92.6%

November	71,793	116,464	62.2%
December	77,343	152,877	97.7%

	2014	2015	% Change
January	87,546	125,404	43.2%
February	86,321	123,996	43.6%

Top Referring Websites (November 1, 2014 through February 28, 2015)

1. Google	193,782
2. Facebook Mobile	8,140
3. Yahoo	7,313
4. Bing	5,723
5. Facebook	4,339
6. BMW USA	1,870
7. Bimmer Forums	1,164
8. MyE28.com	1,160
9. Bimmerfest.com	977
10. Germancarsforsaleblog.com	905
11. Bringatrailer.com	751
12. M3forum.net	722
13. F80.bimmerpost.com	633
14. AOL	619
15. E9coupe.com	522

Most Popular Pages and Sections in Terms of Pageviews (November 1, 2014 through February 28, 2015)

1. Forum	240,174
2. Classifieds	84,473
3. News	62,723
4. Store	18,472
5. Calendar	11,861
6. Membership Benefits	11,555
7. Vehicle Rebate	10,378
8. Chapter Finder	7,488
9. Renew	5,705
10. <i>Roundel</i>	4,400
11. News: Valet Test Drives...	4,056
12. Roadside Assistance	4,045
13. News: Steve Dinan Moves	3,880
14. My Garage	3,233
15. Contact BMW CCA	3,164

Regional Events Newsletters 2015 Schedule

Below is the Regional Events Email Newsletter Schedule for 2015. Chapters are required to have all event dates, descriptions, and links submitted to the National Events Calendar one week prior to the actual email send date. Every region will have four of these email Newsletters per year. Events not entered into the National Calendar will not be included in the email.

Please Note: You do not need to enter your chapter's name in the event title anymore. The chapter abbreviation will be populated automatically on the calendar.

To submit your chapter's events follow the link below and click the log in button. Once you log in you will be automatically directed to the event submission form.

<https://www.bmwcca.org/node/add/bmwcca-event>

Events Must Be in the Calendar by:

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
North Atlantic	Jan. 22	April 23	July 2	Oct. 1
North Central	Jan. 29	April 30	July 9	Oct. 8
Pacific	Feb. 5	May 7	July 16	Oct. 15
South Atlantic	Feb. 12	May 14	July 23	Oct. 22
South Central	Feb. 19	May 21	July 30	Oct. 29

Email Send Dates

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
North Atlantic	Jan. 29	April 30	July 9	Oct. 8
North Central	Feb. 5	May 7	July 16	Oct. 15
Pacific	Feb. 12	May 14	July 23	Oct. 22
South Atlantic	Feb. 19	May 21	July 30	Oct. 29
South Central	Feb. 26	May 28	Aug. 6	Nov. 5

Chris Hennecy
 Director of Marketing & Communications
 BMW CCA



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

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

Re: March 13, 2014 Board Meeting—Dallas, TX

IT Update

GM Web Server Upgrade

Last year we completed a project to separate and upgrade two of our production servers. The only server left out at that time was our GoMembers webserver. That server hosts myaccount.bmwcca.org, which is where all online store and membership transactions occur.

It must be upgraded before June because Microsoft is ending support for the version of Windows Server running on the machine. We cannot continue to run software out of support on a business-critical production server.

Work is already underway to complete the upgrade project. The new virtual server is set up and ready for Aptean GoMembers to begin their work.

Advertising

Development for placing advertisements on the BMW CCA website has been completed. The ad items have been created in Google DoubleClick for Publishers (DFP) and Michael Slaff is in the process of finding advertisers. We use Google DFP as the ad repository. It is a free, fully functional service that allows us to manage ad start and end dates, images, and run impression and click reports.

BMW CCA Small Business Server

A project is underway to replace the on-site server that is approaching the end of its life. Acumen is ordering the parts and will perform the initial setup before bringing the new server on-site. During this process we will move our email server to Microsoft's hosted Exchange platform to ensure high availability, and implement Sharepoint.

Oktoberfest & Monterey Weekend 2015 Websites

As more decisions are made about this year's O'Fest and Monterey Weekend we update the websites. We plan to have O'Fest registration open by mid-April.

Recognition Program Committee

I have created pages for the committee and each of the seven awards outlined in the committee's documentation that will be presented at Chapter Congress. The committee would like to have the pages live on March 16, 2015, and the nomination form live on April 1, 2015.

Technology Committee

The Tech Committee will meet for the first time in Dallas on the Friday of Chapter Congress weekend. Ian Dunn has accepted the position of Chairman of the committee. Ian will supply the BMW CCA BOD with a written report for each CCA board meeting.

The following club members accepted nominations to the committee:

Anders Avalle

Donovan Brown

Josh butts

Ian Dunn

Brian Ghidineli

Nick Parente

Chapter Electronic Newsletters and MagnetMail

The following 16 Chapters have notified the National Office that they are now sending their newsletters electronically. The newsletter delivery preference of their members has been changed to e-mail (for those with an e-mail address), and I have notified members about the change and how to elect to receive a copy via US mail instead. I have written a new mailing label report that Steven Schlossman sends to these chapters that only includes members whose preference is to receive the newsletter via US mail.

Bayou Chapter

Buckeye Chapter

Central California Chapter

Florida Suncoast Chapter

Inland Empire Chapter

Kansas City Chapter

Lone Star Chapter

Mountain State Chapter

Nittany Bimmers Chapter

Oregon Chapter

Pocono Mountain Chapter

Sandlapper Chapter

Sunbelt Chapter

Sunshine Bimmers Chapter

Tarheel Chapter

Wasatch Chapter

There are 16 chapters that have MagnetMail accounts:

Bayou Chapter

Buckeye Chapter

Central California Chapter

Choo-Choo Bimmers Chapter

Lone Star Chapter

Michiana Chapter

New Jersey Chapter

Oregon Chapter

Puget Sound Chapter

River City Bimmers

Smoky Mountain Chapter

St Louis BMW Club

Sunbelt Chapter

Sunshine Bimmers Chapter

Tarheel Chapter

Tidewater Chapter



Stephen Elliott

Director of Information Technology

BMW Car Club of America



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

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

March 6, 2015
Report of the Creative Director

Since my last report in November 2014, we've refined the *Roundel's* cover and internal design, developed branding for Classics at the Biltmore, worked with the Recognition Committee to develop a Friend of the Club logo and set of awards, and refined branding for Oktoberfest and Legends, among other items.

Roundel

We refreshed and refined the design of the *Roundel* for 2015. For the first time, we've made a significant change to the cover nameplate. While keeping the iconic "R," we dropped the more dated lettering of the remainder of the old nameplate. By using the more compact design, we can adapt the new nameplate's position and color to best accommodate the new full-frame photo area. The new nameplate also better aligns with our branding style that is used across publications and the website.

Quad Graphics, our printer, has completed their takeover of Brown Printing in Waseca, Minnesota, where the *Roundel* is published. I am hopeful that this will mean an easier workflow for the final stages of the issue, as Brown's upload and issue management software was showing its age both with limited usefulness and incompatibility with current operating systems. I am a bit wary of the significant changes Quad is making in those final stages, as I worry about some unknown variable causing a color shift or other issue. But I will work closely with Quad to try to avoid any unforeseen printing issues.

Additionally, we are considering options for improving the weight of the *Roundel's* cover stock, though I'll need to see significant improvements before I could endorse even a modest increase in the annual cost.

Email

We have worked to improve coding on several of our email templates both to make them easier to use and to provide readers with a more consistent experience across devices. We continue to make good use of Litmus.com's testing abilities to check for rendering and responsiveness across platforms and devices.

David Rose, in addition to his videography/photography duties, has helped refine and produce some of our promotional emails.

Events

"Classics at the Biltmore" branding has been finalized with a logo, color scheme, and initial publications having been produced. Formerly Concours at the Biltmore, it was felt that "Classics" better described the inaugural event without committing to the full expectations defined by the term "concours."

Oktoberfest and Legends branding have also been finalized and refined. Initial ads have been created and published.

Awards

I've worked closely with the Recognition Committee to develop the branding for the Friend of the Club award. We have striven to create a simple, timeless logo that would look good on a plaque or embroidered on a jacket. We will be designing the actual presentation pins and awards soon.

In the coming months, we'll be working on all of the event materials for the Biltmore, Oktoberfest and Legends events.

Thank You!

W. Len Rayburn
BMW CCA Creative Director



BMW Car Club of America Driving Events Committee

To: BMW Car Club of America National Board of Directors
Dan Baker - BMW CCA Board Liaison to DEC
Frank Patek - Executive Director BMW CCA

From: Jack Joyner, National Driving Event Committee Chairman

Date: March 4, 2015

Subject: Quarterly Report – 1st Quarter 2015

Report Items

1. ITS Development Summit – Charrette took place in New Jersey February 28th 2015
Overall participation was very good with our DEC getting control of the ITS materials and subject matter. We will continue to develop and make the ITS our national program for BMW CCA Instructor training. We are looking at forming a subcommittee to oversee and institute this program nationally.
2. DEC Ops Manual- Was updated by Steven Schlossman and broken down our types of events into separate sections. This should simplify for anyone doing a certain type of event.

Board Action Needed

The following proposals need Board action:

1. Budget confirmation and approval for DEC for 2015, submitted from Board Meeting in San Diego December 2014
2. The DEC was under budget for the ITS Charrette due to under attendance. We would like to be able to keep the balance of the difference to be used for future DEC meetings. I will get totals for what was spent and what was budgeted from Bill Wade and send those once all expenses have been confirmed.
3. The DEC needs to replace a Regional committee member and would like guidance on the correct procedure to do so. We would hope to appoint a stand in until elections are held in that region.

Respectfully submitted,

Jack Joyner III
National Driving Event Committee Chairman

West Coast 4,3,2,1 ITS @ Willow Springs Event Budget Review

Air Fares

Wade -	\$	460.20			
baggage fees		\$ 50.00			
cab	\$	<u>45.00</u>		\$ 555.20	
Karlin -	\$	785.20			
parking	\$	<u>108.00</u>		\$ 893.20	
Erman -	\$	666.20			
parking	\$	<u>69.84</u>		\$ 736.04	
Caldwell -	\$	<u>728.20</u>		\$ 728.20	
Corsen -	\$	<u>370.20</u>		\$ 370.20	
Buschner -	\$	609.20	<u> </u>	<u>\$ 609.20</u>	\$3,892.04

Hotel

on Wade's CC					
Wade 3 nights @		\$ 88.34		\$265.02	
Karlin/Corsen 3 nights @		\$ 88.34		\$265.02	
Buschner/Caldwell 3 nights @		\$ 88.34		\$265.02	
paid by Chapter					
Erman 2 nights @		\$ 88.34	<u> </u>	<u>\$176.68</u>	\$ 971.74

Meals

on Wade's CC					
Travel meals	\$			24.45	
"East Coast NationalYahoo" Team Thursday night				\$ 216.04	
"East Coast NationalYahoo" Team Friday night				\$ 126.79	
on Karlin's CC					
Travel meals	\$			29.13	
on Buschner CC					
Travel meals	\$		<u>43.28</u>		\$ 440.21

Rental Cars

on Wade's CC - 2 cars @ \$ 372.40				\$ 744.80	
on Buschner's CC	\$		<u>104.08</u>		\$ 848.88

Printing/Copying

on Wade's CC					
Fed/Ex Kinko #1	\$			371.17	
Fed/Ex Kinko #2	\$			256.60	
Fed/Ex Kinko #3	\$		<u>104.64</u>		\$ 732.41

West Coast 4,3,2,1 ITS Proposed Budget	\$7,000	
Actual Cost		<u>\$6885.28</u>

BMW CCA CLUB RACING

Gary Davis

18159 Meridian Road

Grosse Ile, MI 48138

734-308-7299

chairman@bmwccaclubracing.com

March 5, 2015

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

Subject: Club Racing Chairman's Pre-meeting Report for the March 13, 2014 Board Meeting.

Travel: March 13, 2014; BMW CCA National Board Meeting, Dallas, TX.
March 14-15, 2014; BMW CCA Club Racing Steward Workshop; Dallas, TX.

Racer's Advisory Committee

North Atlantic

Shaun McKenzie (newly elected)

South Atlantic

Mike Akard

North Central

Scott Ontjes

South Atlantic

Jeff Conner (newly elected)

Pacific

Ralph Warren

Canada

Isidore Papadoulosos

Appeals/ Protests

None

New Activity:

- 6th Annual Club Racing Workshop with SFI certification for stewards.
- Promotional/Marketing committee formed to develop marketing strategies to assist RAC representatives in conducting quality events in their regions; initial activity involved Club Racing Opinion Survey which was just completed and received 47 % participation from racers. Committee to meet weekend of the Steward Meeting in Dallas.
- Oktoberfest National race at NJMP in September, 2015.

Respectfully submitted,

Gary Davis, National Chairman, BMW CCA Club Racing