

**BMW Car Club of America
Board Meeting
Beaver Creek, Colorado
June 21, 2014**

Minutes

Saturday, June 21, 2014

1. *Call to Order*

The meeting was called to order by President Bruce Hazard at 8:57 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

Absent: Dan Baker South Central RVP absent.

Chairs: Bill Wade Driving Events Chair

National Office and *Roundel*: Frank Patek Executive Director, Lindsey Branston Director of Financial Operations, Stephen Elliott Director of IT, Jackie Bechek National Events, Steven Schlossman Chapter Services and Satch Carlson *Roundel* Editor in Chief

BMW CCA Foundation: Leo Newland and Mike Ura

Guests:, Jeff Scott Windy City Chapter, Kelly Kirkland San Diego Chapter, Matt Russell BMW NA, Ian Branston Sandlapper Chapter, David Brighton Iowa Chapter, Bobbi Treen Everglades Chapter, Sean Hayes Ilini Chapter, and Larry Koch Peachtree Chapter.

3. *Minutes*

The minutes of the March Board meeting were approved by vote of the Board on April 3, 2014. Reading of the minutes will be waived.

Affirmation of votes on conference calls since last Board Meeting.

- One vote on our conference calls regarding combining judge & display vehicles People's Choice Award, which was approved. The April and May conference call minutes which were distributed and changes were made, minutes were revised and redistributed.

Motion: Steve Johnson made a motion to approve the conference call vote and the April and May conference call minutes. Paul Dunlevy seconded the motion. Motion passes with 7 votes and 2 absent.

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4. Reports

4.1 President

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

4.2 Executive Vice-President

- Steve Johnson wanted to suggest a boiler plate for Oktoberfest going forward, to be discussed during the Oktoberfest 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 had nothing to add to his report.

4.6 North Atlantic Regional Vice President

- John Sullivan added to his report that the Mountain State Chapter has received their IRS Letter of Authorization reinstating their Not for Profit Status. Would like to have them placed back into "Good Standing", to be discussed later.

4.7 Pacific Regional Vice President

- Nick Owen had nothing to add to his report.

4.8 South Central Regional Vice President

- Dan Baker was absent from meeting, therefore 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 had nothing to add to his report.

4.12 Driving Events Committee

- Bill Wade had nothing to add to his report.

4.13 Club Racing

- Gary Davis had nothing to add to his report.

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Discussion Topics:

5. National Events

5.1 Oktoberfest

- 2014 Oktoberfest – Beaver Creek, Colorado
 - ◆ Frank Patek reported that Oktoberfest was done for 2014. Michael Lingenfelter asked how we squared with the hotel room commitment this year. We squared fine with the hotel. The Condos were shy approximately \$14,000. We will know the final number in approximately 2 weeks.
- 2015 Oktoberfest – New Jersey September 23-26, 2015
 - ◆ Everyone knows after the announcement at the final banquet we will be going to New Jersey for Oktoberfest 2015. The Chapter is on-board to host the event. They are asking the right questions and National Capital will assist if needed.
 - ◆ BMW NA is very pleased that Oktoberfest is being held in New Jersey next year, as it's their 40th Anniversary. They will take advantage of Oktoberfest being there and will bring their staff down to celebrate with us. Would guess we will see an abundance of nice cars.
 - ◆ The Foundation will host another golf tournament at the event. Tentatively they are planning on Monday, instead of Tuesday, giving them the full course.
 - ◆ The lawns at Seaview are large enough to host the Concours, unless we have so many vehicles that space is a problem, which is a good thing to have. If this happens, we can run the vehicles around the back of the building. This will also help hold down expenses. However, we will have to do some tenting there.
 - ◆ The host hotel, Stockton Seaview Hotel and Golf Club is historic. It's in a nice area and you are approximately 12 miles from Atlantic City. They are giving us 180 rooms on our peak nights. That should be enough as the driving enthusiasts will stay closer to the track. If we run short of rooms at Seaview, there is a Marriott Fairway Villas next door and they work together with Seaview, however they are unable to block rooms over a year out. These Villas are 2 bedroom suites, each bedroom has a king bed and one of the bedrooms has either a pull out sofa or Murphy bed. We need to fortify the TSD Rally as we get push back each year about the depth of the event. Does the TSD Rally fall under DEC since wheels move? Steve Johnson advocated creation of an Oktoberfest guideline brochure for each event that provides the basic criteria for each event at Oktoberfest

Action Item: Steve Johnson to contact Mike Lingenfelter and Satch Carlson to come up with ideas for Oktoberfest event standards guidelines.

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- 2016 Oktoberfest
 - ◆ 2016 is a very special year for BMW – it has been marked as their Centennial year. There will be special celebrations surrounding the event and we are looking at Monterey, CA. Laguna Seca is willing to contract the track with us now. Tom Plucinsky from BMW NA said they will be bringing out some loud race cars.
 - ◆ Oktoberfest 2015 and 2016 are both track events. Therefore 2017 should be social. Pittsburgh wanted 2018. Where do we want to get back to? Midwest area – Pittsburgh (Allegheny Chapter) wanted to do Oktoberfest in conjunction with Pittsburgh Vintage Grand Prix. This should be our social Oktoberfest in conjunction with PVGP. Frank to have a discussion with them in July during PVGP 2014.

- Future Oktoberfest's
 - ◆ Grand Traverse Resort
 - ◆ Lake Geneva, Wisconsin - save for a track Oktoberfest as we have Road America.
 - ◆ Greenville, SC – Performance Center for Autocross and Car Control

6. Regional Events

6.1 Updates:

- The Vintage, May 2014
 - ◆ This event went well and had a strong attendance. This event gave a strong kickoff to merchandise sales.

- Pittsburgh Vintage Grand Prix, July 2014
 - ◆ Frank Patek reported that while there we have a face to face meeting with the Recognition Committee. Looks like we have a good turnout of folks coming to Pittsburgh.
 - ◆ Friday night they will have their own Throw Back Party celebrating the 1980's. The E30 is the chosen car for this event.

- Monterey Festorics Weekend, August 2014
 - ◆ This event is taking great shape. Spoke with Eddy Funahashi, he has been working with the Country Club. They need to submit a few diagrams to the county to use Boundary Road which runs above the country club and to Laguna Seca for spectators. Cars will now be parked on the driving range. Using Boundary Road will give direct access for the race cars coming in from the track.
 - ◆ We need to write a letter to Sam Smith as he will be one of the drivers of BMW's race cars. Tom Plucinsky and Matt Russell suggested we send Sam a personal invitation.

Action Item: Satch Carlson will send out the invitation for BMW CCA.

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- ◆ BMW NA will be bringing out several race cars this year on Saturday and Sunday. Some of the race cars haven't been out of storage for a while. Frank Patek will get a full list of all the cars they will be bringing to the event. We need to work doubly hard to make sure we have a great turnout at this event.
- ◆ Festorics theme is touring cars and Legends is Motorsport cars.
- Others
 - ◆ Bobbi Treen requested Regional Status for "Lords of the Nurburgring Car Show" event August 16, 2014.
 - ◆ Nick Owen has requested Regional Status for the "Speedfest" event, September 20 – 22, 2014. San Diego Chapter, LA Chapter and trying to drag Central CA into the event as well. Want to have a large presence.

Motion: Nick Owen made a motion to approve the Regional Status of the Speedfest event September 20-22, 2014 and Bobbi Treen's request for Lords of the Nurburgring Car Show. Steve Johnson seconded the motion. Motion passes with 7 votes and 2 absent.

7. National Programs and Services

7.1 IT Update

- Stephen Elliott reports
 - ◆ This is the first Board Meeting since the launch of the new website.
 - ◆ Had a few issues after launch, trying to work with the developer and resolve those issues.
 - ◆ The biggest problem was these issues caused down time. They are doing stress test on our servers.
 - ◆ We have updated events and the main app was live for Oktoberfest. The app was delayed as the website launch was delayed.
 - ◆ Several chapters have asked to use the NCOA (National Change of Address) and Stephen has added this to the website. Chapters can download and send with their newsletters and save on postage.
 - ◆ Looking into changing our datacenter – we had significant down time which affected Raffle sales.
 - ◆ Get a list of chapters who are using MagnetMail and who are sending electronic newsletters.
 - ◆ Policy mandates the member can determine whether they want their chapter newsletter via mail or email. Some chapters are not giving them the option, as they want to save money.

7.2 Club Racing

- Gary Davis reported via Pre-Meeting Report that BMW CCA Club Racing sanctioned/officiated a Time Trials in conjunction with the HPDE and Club Race held by Rocky Mountain Chapter May 26, 2014 at High Plains Raceway. The event went smoothly and there were no incidents.

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7.3 Driving Events

- Bill Wade reports
 - ◆ Non-BMW specific fatality at Summit Point has no further information on this issue. Track safety was a high priority for NASA.
 - White Mountain TRSS experienced two incidents and the DEC will review. Street Survival is a Foundation program.
 - What is the Foundation's role in this process? They are looking to Bill Wade for guidance.
 - ◆ West Coast ITS –the event which is scheduled for November 22-23, 2014. We are developing a tentative schedule and want to get this going in the right direction. It will be under a \$10,000.00 budget. Board will address this on our conference call. Bill Wade feels the budget could be as low as 6-7k.

Motion: Steve Johnson made a motion to approve the minor waiver procedures of no Notary Public seal required. Paul Dunlevy seconded the motion. Motion passes with 6 votes and 3 absent.

Motion: Steve Johnson made a motion to approve the new classification of “A-Level Solo” into the driving school minimum standards. Paul Dunlevy seconded the motion. Motion passes with 6 votes and 3 absent.

Motion: Steve Johnson made a motion to approve the new classification of “Ice Autocross” into the Driving Events Operations Manual. John Sullivan seconded the motion. Motion passes with 6 votes and 3 absent.

- ◆ If they want to have the word “Racing” in the event title in any way shape or form, they will need to get the event sanctioned by Club Racing.

7.4 Charity Matching Funds

- Lindsey Branston reports
 - ◆ All funds have been paid out.
 - ◆ Had outstanding turn out this year from 34 Chapters submitting their applications.
 - ◆ All the prodding at the end paid off.
 - ◆ Foundation did fill out applications and sent them to some chapters and all they had to do was complete and send to the office. Doing their work for them made it easy.

7.5 Raffle

- Frank Patek reports
 - ◆ Was not as strong as last year's Raffle, but still exceeded budget.
 - ◆ On Friday, we blew all Raffle records out of the water. The way ticket sales were coming in, we extended ticket sales over the weekend and sold nearly 42,000 tickets. Budget was 40,000 tickets.

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7.6 SIG's

- Steven Schlossman reports
 - ◆ The E28 SIG is not responding to communications
 - ◆ Others are no longer members
 - ◆ Bruce Hazard reported that during the November Board Meeting it was brought up that in the current Ops Manual all SIG's were required to be CCA members. Bruce didn't understand it that way so, went back to Scott Blazey, to find out what his recollection was on this. Scott, as president at the time and author of the current language, stated that the intent and the approved language was that members of the SIG's do not have to be BMW CCA members. This resolved our question, but now we need to look at why are we having SIG's?
 - ◆ The agreement with BMW AG could be interpreted in such a way the SIG's are part of CCA and therefore a party to the agreement and we would be required to monitor their compliance. The only way they are under our umbrella is that we have them on our website and in the *Roundel*. SIG's were meant to be a broader scope of CCA. The agreement with BMW AG covers the umbrella and its member clubs.
 - ◆ Maybe we should not recognize SIG's and those that want to be part of CCA, we move to non-geographical chapters. Are we obligated to recognize SIG's? They would be considered a non-council entity.
 - ◆ Steve Johnson would rather contact all SIG's and explain what CCA is going to do and let them decide if they want to follow CCA minimum standards just like all chapters. We need to let them know what kind of liability they are to CCA. Give them a couple of options and find out their opinions to them. If a chapter doesn't follow CCA minimum standards we pull their charter.
 - ◆ Matt Russell wanted to know why we want to spin off SIG's since we are battling membership retention. SIG's do not follow any of the minimum standards that CCA has. They do not report to CCA for anything. Each year we have to contact the owner/operator to verify they are still a SIG and their contact information is correct.

Action Item: Steve Johnson will contact the active SIG's and get their input on these issues.

7.7 Roundel

- Satch Carlson reports
 - ◆ Recognized Stephen Elliot for making the classified advertisements process a much smoother process.

7.8 Member Committees:

- Recognition Committee - Ian Branston reports
 - ◆ The committee had another meeting via conference call.
 - ◆ Gearing up for the Friday before Pittsburgh for an all-day face to face meeting.

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- Technology Committee
 - ◆ Stephen Elliot has not been in contact with them as he has been preparing for Oktoberfest.

8. Policy and Administration

8.1 Ombudsman update - no report

8.2 Tech Rep's update

- Bruce Hazard reports
 - ◆ Steve Johnson contacted Carl Nelson as replacement for Terry Sayther. Carl Nelson responded that he was interested.

Action Item: Steve Johnson will have a definitive answer by the July 15, 2014 conference call.

Action Item: Bruce & Board - Look in the Ops Manual to see what benefits are provided to National Service Officers.

8.3 Benefits Update

- Frank Patek reported nothing more than what was in his Pre-Meeting report.

8.4 BMW Clubs International

- Bruce Hazard has nothing to report.

8.5 Operations Manual – Nothing to report.

8.6 Leadership Summit

- ◆ Bruce Hazard sent email out to all Board members making sure everyone was on board with the suggestions given to us. Do we need to schedule some meetings to move forward? Best if these meetings were face to face, they will have more effect. Maximize benefit verses expenses.
- ◆ Frank Patek thought everyone was on board with the suggestions, and apparently that's not the case. We may want to consider expanding the working group to other club members who have special skills and knowledge.. .

Action Item: Bruce will send out an email for a conference call before the next Board conference call.

- ◆ We may consider a video conference which will give you face to face without the expense. Michael Lingenfelter feels a face to face at the next Board meeting would be productive.

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9. Foundation

9.1 Capital Campaign Update

- Mike Ura reports
 - ◆ To date we have \$1.3 million dollars pledged, however only \$100,000.00 has been collected this year.
 - ◆ We have one dealer who has signed up for \$75,000.00 and likely another one to sign up.

9.2 Oktoberfest Golf Tournament

- Mike Ura reports
 - ◆ This event was a success and the raffles brought in \$8,000.00.
 - ◆ What services is CCA going to provide to the Foundation and the Foundation to CCA?
 - ◆ Who has tried the Dealer Brochure program and how has it worked?

10. Financial

10.1 2014 Update

- Louis Goldsman reports
 - ◆ We have a \$300,000.00 loss; the good news is we have not recognized any of the funds from the Raffle, which is \$500,000.00 or so.
 - ◆ We cannot recognize this income until all cars have been given away. This took place last night. The Raffle turned out to be better than budget. The National office pulled it off, way to go staff. We are in good shape, but will have some Oktoberfest expenses. We will follow the budget for the latter part of the year.
 - ◆ Membership is running approximately 3% above last year.

11. Chapter Issues

11.1 Conference calls

- ◆ None

11.2 Chapter probation report

- ◆ Lindsey Branston reports that we have 3 Chapters who had their rebates withheld for non-compliance
- ◆ Mountain State Chapter received their Letter of Authorization from the IRS reinstating their Not for Profit Status. John will report back at the July conference call as to their compliance status with other requirements.
- ◆ What is the magic number of members a chapter should have? Our current chapters and the number of members they have and how they are doing
- ◆ There are a number of chapters who haven't submitted their 990 Tax Return to the National Office.

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Action Item: RVP's need to contact their chapters who haven't submitted the 990's.

11.3 Chapter toolbox

- Frank Patek reports
 - ◆ Chapters can upload their ideas and events to the website.

11.4 Chapter Scorecard & Member Survey

- Stephen Elliott reports
 - ◆ We decided we would only do once a year, which will be this fall. We want to streamline it so it doesn't take as long to complete.
 - ◆ We want to do a demographics survey in 2015. Budget wise it makes more sense to do 2015.

Action Item: Bruce Survey Group – Look at modifying survey to increase participation to ensure actionable results.

11.5 Dealer engagement program

- Nick Owen reports
 - ◆ Chapters are taking the electronic format and using this first.
 - ◆ National Capital has used the program and will let us know how it goes.
 - ◆ We need to identify who is using and the results they are having.

Action Item: Nick & RVP's follow up with chapters regarding who has used and the results they had. Feedback is what we are looking for.

12. Membership

12.1 Membership Drive

- Chris Hennezy reports via Pre-Meeting report
 - ◆ Lindsey Branston reported we are up 3% over last year

12.2 Marketing

- ◆ Chris Hennezy reports via Pre-Meeting report

13. BMW of North America

- Matt Russell reports
 - ◆ Wants to thank everyone for having NA here at Oktoberfest
 - ◆ Are thrilled to have Oktoberfest in New Jersey in 2015. Our plans are to support more than usual. What to send down BMW NA employees to see what CCA is all about.
 - ◆ Model launches were front loaded this year
 - ◆ Germany will launch the new X6 this year

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- ◆ Matt and Tom will visit BMW CCA and Performance Center later this year
- ◆ Last of the CPO issues 20,000 copies were mailed out in May
- ◆ They will have presence at PVGP this year.
- ◆ Membership Reward Program – would like to grow and expand it somehow, maybe Referral Program.
- ◆ BMW Genius Program – Bridging gap between the Customer and Sales Team. Helping customers and dealership personnel understand features about the various BMW models. Contacting customers a few weeks after purchase to see if all is going well. Currently there are 300+ geniuses employed and goal is 500 by the end of the year. It will help take some pressure off sales managers.

14. New Business

14.1 Dealership Brochure

- Larry Koch asked how the brochure is working.
 - ◆ Getting persons out to visit the dealerships. They want to modify the brochure and send it out electronically.
 - ◆ We have only provided in a locked format.
 - ◆ RVP's need to engage their chapters on how this is to be presented to dealers and get feedback.
 - ◆ We need feedback from dealers regarding the brochure.
 - ◆ Give each BMW Area Manager a copy of the brochure. Build some information from the other side. Will have the opportunity to broach this with Matt Russell and Tom Plucinsky on Thursday, June 26, 2014.

14.2 Incidents

- Steve Johnson wants the White Mountain Chapter Tire Rack Street Survival referred to DEC.

14.3 Oktoberfest Car Control Clinic

- . We will discuss on the July conference with Dan Baker as liaison for the Board.

Action Item: Dan Baker – Discuss Minor Waiver issues with Bill Wade and the DEC and report back to the board for a decision.

15. Future Meetings

15.1 Board meetings

September 13, 2014, Saturday, 8 AM location TBD possibly NJ Seaview
December 6, 2014, Saturday, 8 AM location TBD
March 27, 2015, Friday, 8 AM Dallas, TX

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15.2 Conference Calls (proposed dates)

July 15, 2014, Tuesday 7PM EST
August 21, 2014, Thursday 7PM EST

15.3 Leadership Conference & Annual Meeting

March 27 – 29, 2015

16. Adjourn

Motion: Darlene Doran made a motion to adjourn the meeting. Paul Dunlevy seconded motion. Motion passed with 6 votes and 1 absent. Meeting adjourned 2:58 PM

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Board of Directors Meeting
June, 21 2014
Park Hyatt
Beaver Creek, CO

BMW Car Club
of America



**BMW Car Club of America
Board Meeting
Beaver Creek, Colorado
June 21, 2014**

Agenda

Saturday June 21st:

09:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the March Board meeting were approved by vote of the Board on April 3, 2014. Reading of the minutes will be waived.

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

- Motion to combine both judging and display vehicles for the "People's Choice Trophy" only for this year.
- April & May Conference Call minutes.

09:05 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

09:30 Reports & Presentations Continue Until Completed

Discussion of Listed Topics

10:45 Break

11:00 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. National Events

Oktoberfest

- 2014 – Colorado
- 2015
- Future

2. Regional Events

Updates:

- The Vintage, May 2014
- Pittsburgh Vintage Grand Prix, July 2014
- Monterey Festorics Weekend August 2014
 - Legends of the Autobahn
 - Vintage Races
- Others

New Requests

3. National Programs and Services

IT Update

Club Racing

Driving Events

Charity Matching Funds

Raffle

SIG's

Roundel

Member Committees:

- Awards Committee
- Tech Committee

4. Policy and Administration

Ombudsman update

Tech Rep's update

Benefits Update

BMW Clubs International

Operations Manual

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Leadership Summit Report

- Next steps
- Meeting schedule

5. Foundation

Capital Campaign Update

6. Financial

2014 Status

7. Chapter Issues

Conference calls

Chapter probation report

Chapter toolbox

Chapter Scorecard & Member Survey

Dealer engagement program.

8. Membership

Membership Drive

Marketing

9. BMW of North America

10. New Business:

11. Future Meetings

Board meetings –

September 13, 2014, Beaver Creek

Conference Calls (proposed dates)

April 17th, Tuesday

Aug 21st, Thursday

**BMW Car Club of America
Board Conference Call
April 17, 2014**

Minutes

Thursday, April 17, 2014

1. *Call to Order*

The conference call was called to order by President Bruce Hazard at 5:05 PM.

2. *Attendees*

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

National Office: Frank Patek Executive Director

3. *Raffle*

- Frank Patek reported that we should have our 4th car tomorrow. Last week we were several hundred tickets ahead of where we had been. If we continue on this pace we should finish out the raffle fairly well.
- Friday there will be a drawing for a set of Michelin tires.

4. *Oktoberfest*

- Oktoberfest registration is very stagnant, attendance is in the 300's, we may hit 500, and we still think we will get close to it. Jackie Bechek, Bruce Hazard and I are meeting up with the chapter later next week in Colorado. We hope to finalize everything while there. We run out to Kessler to see all the setups and see how we can make it work, hopefully that goes smoothly. There are over 200 participants signed up for that day.
- The Golf Tournament is in the doldrums, we only have a dozen or maybe a few more signed up. BMW NA has decided to make this tournament part of their International Golf Series. The winners from Colorado will eventually go on to the tournament held in the US location, Pine Hurst, and the winners from that go to the International location. Golfers don't have to be a CCA member to play in the event. Golfers will be playing by PGA rules in the International Golf Series.
- Concours has more vehicles in the Display class and fewer in the Judging class. (I looked April 18, 2014 and we have 51 in display and 11 in judging).

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5. Dealer Brochure

- There were 4 typos found which have been corrected and with any luck they will be printed and out the door by the end of this month. We have sales information for 2012 and 2013, which will go out under separate cover to the chapters and RVPs so they can insert local data into their individual brochures to take to the dealerships.

6. Legends of the Autobahn

- Michelin has signed on as the title sponsor for this event.
- Frank asked that Board members send him an email to let him know if they will be attending the event.

7. Upcoming Meetings

- Everything is set up for our May Conference call.
- The Awards Committee has a conference call next week and will have a face to face meeting in July.
- May 2-4, 2014 – The BMW CCA Strategy Committee is going to have an initial introductory meeting at 4:00 PM Friday, this way it can hit the ground running on Saturday morning. Afterward, the committee will head downtown for dinner and take a tour of the National Office as this will probably be the only chance a lot of these folks will have to see the National Office. Saturday the committee will visit the BMW CCA Foundation and Sunday will have a short follow-up meeting with the Foundation.

8. Foundation BMW CCA Membership List Request

- Frank Patek reports the Foundation has requested a list of members for the Everglades Chapter and our understanding is they want to take the list and run it through Wealth Engine and work with Bobbi Treen, President of the Everglades Chapter to target a fund raising appeal. Wealth Engine, an outside service provider, gives an indication of a person's giving potential.
- The BMW CCA membership list is the club's only real asset. Once this list is given to others without some sort of written agreement they have it and can use it anyway they like. If we were to consider renting or providing the BMW CCA membership list it must be under the terms of a written agreement placing limits such as indicating it's for a one-time use only.
- The question of having the Foundation sign an agreement in exchange for access to the BMW CCA membership list was raised. Steve Johnson is on the Foundation Capital Campaign Steering Committee and is against this. Instead of us doing the homework for the Foundation and giving everybody's name for Wealth Engine, the Foundation should do what they have been doing in the first place, that is identify people who

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may or may not be candidates and then run them through Wealth Engine. Steve Johnson objected to providing the Foundation with a BMW CCA partial or complete membership list.

- We need to be careful about what we do with our list for anybody and that includes the Foundation. In the past we have rented our list to others, but we put very strict limits on what they could do with it and BMW CCA always retained control.
- The Board agreed BMW CCA should help the Foundation to identify a group that based on what we know about them, have the potential to give. However, there are two separate issues that need to be addressed. First is the sensitivity to our members of us just giving out the knowledge of who our members are to a third party, which is a privacy and security issue? Secondly, a few members have already criticized us over what they consider to be over-reaching or asking too many times for solicitations for the Capital Campaign.
- It was suggested that perhaps “high income” zip codes could be used – in another words, where the multimillion dollar houses are located all BMW CCA would provide to the Foundation is what members live in those zip codes. BMW CCA shouldn’t do any more than that. Additionally, if the Foundation wants to find wealthy individuals and present their names to BMW CCA BMW CCA can identify which are its members.
- The Board ultimately agreed that the BMW CCA membership list should not be provided to the Foundation. If the membership list is to be used for Foundation fundraising purposes its use will be under the control of the Car Club and only after entering into a formal, written agreement with the Foundation. Furthermore, the Board agreed that the Car Club should have no connection to the use of Wealth Management by the Foundation.
- We need to educate members of the Foundation board, but mainly the Foundation’s outside consultants, Wayne Antworth and George Lear regarding the legal relationship of the BMW CCA Car Club and the Foundation to one another.
- BMW CCA needs to respond to George Lear who has made the request.

9. *Foundation Santa Fe Meeting Background*

- They want to hire an Executive Director.
- What will it look like when we are in the same building and how are we going to operate.
- What will it look like as two separate tax exempt organizations?
- Do we want to have one finance department that does both books and we bill the Foundation on a fee for service.
- We will always have to be two single entities; we don’t want to lose our C7 tax status.
- How many on this telephone call have seen a draft of the Executive Director Job description that Wayne Antworth produced? Just Bruce and Frank.

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April 17, 2014**

10. Meeting Sunday Morning May 4, 2014

- Bruce will compile an Agenda for the meeting and send to Frank for any additions. Bruce will then send to Leo Newland for his review.

11. Chapter Issues

- Frank Patek reports the Sin City Chapter President Chris Willet sent him a newsletter; however it was from last year. Pacific RVP Nick Owen received the same one. Chris Willet asked for help in getting a newsletter mailed out.
 - ◆ Do we want to accept last year's newsletter to get this chapter back in compliance? The Board agreed—absolutely not.
 - ◆ Do we want to give the chapter one week to compile a current topical newsletter and get it to us? We can do the mailing and charge them for it or the chapter can be referred to Wendie Martin.
 - ◆ Forgo 2013 and just get a 2014 issue out?
 - ◆ Their website has events posted for the course of the year.
 - ◆ May 1, 2014 is the deadline for the chapter to get back in compliance.
 - ◆ The Board agreed to give them two weeks.
- The LA Chapter has issues with advertising their events on the calendar. Louis Goldsman has asked the LA Chapter President, Delight Lucas why she doesn't at least get their events on the CCA calendar. Delight indicated they are going through another IT personnel change.

11.1 Michelin Show and Drive

- April 25-26, 2014 they are presenting their new premier tire in a demo day at Auto Club Speedway in Fontana, California. They have specifically invited all Street Survival instructors and volunteers to this program. This will be on Friday April 25th.
- A Tire Rack Street Survival school will be held Saturday April 26th, hosted by the BMW CCA Los Angeles chapter, at Auto Club Speedway. The Street Survival School has only 24 students registered. Michelin has signed on as a significant financial sponsor for both BMW CCA and the Foundation. It will not look good for either BMW CCA or the Foundation if we don't have a full school, which is roughly 36.
- The National office will send an email blast out to the Southern California BMW CCA membership.

11.2 Awards Committee

- It was asked if this committee should have a Board liaison (per Ops Manual Section 2.8). It was decided inasmuch as Ian Branston is their mentor, as he has done award programs before, he is also filling the purpose of a liaison.

12. Adjourn at 8:02 PM

**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: June 3, 2014

Subject: President Pre-Meeting Report

Travel & Expenses:

- BMW NA NAC conference March 12-14, 2014 and March Board Meeting & Chapter Congress March 15-17, 2014, \$1,1061.
- Summit meeting with SCCA, Porsche Club, Chump Car and NASA, Orange County, CA, \$765.
- Leadership Summit, May 2014 Greenville, SC, \$608.
- Meeting with Foundation, May 4th, \$933.

Planned Travel:

- Oktoberfest, June 16-20, 2014 Beaver Creek, CO

Notes:

Nothing further to report.

Respectfully submitted,

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



BMW Car Club of America
Steve Johnson
Executive Vice President
10848 La Alberca Ave.
San Diego, CA 92127
Telephone (858) 451-8906
Email: evp@bmwcca.org

May 21, 2014

To: BMWCCA Board of Directors
Executive Director, BMWCCA

Subject: BOD pre meeting report

Past Travel:
Leadership Conference, SC. \$864.50

Planned Travel:
O-fest CO.
Legends
Festorics
Pittsburgh Vintage Grand Prix

Discussion topics:
Leadership Conference
O-fest 15 and 16
Board replacement if needed after election.

Respectfully Submitted,

Steve Johnson
Executive Vice President



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
treasurer@bmwcca.org

June 2, 2014

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Planned Travel: BMW CCA Board Meeting/O'Fest,
Beaver Creek, CO – June 16-21

Preliminary Income Statement – Period Ending April 30, 2014

	January 1 – April 30, 2014	Budget
Ordinary Income/Expense		
Total Income	\$1,510,781.52	\$1,564,434.00
Total Cost of Goods Sold	429,167.81	417,327.00
Gross Profit	\$1,081,613.71	\$1,147,107.00
Total Expense	1,138,298.64	1,272,399.80
Net Ordinary Income	(\$56,684.93)	(\$125,292.80)
Net Other Income	17,889.25	14,000.00
Net Other Expense	1,806.90	19,336.00
Net Income	(\$40,602.58)	(\$130,628.80)

Preliminary Balance Sheet – as at April 30, 2014

Assets	
Total Current Assets	\$2,237,418.44
Total Fixed Assets	297,552.61
Total Other Assets	2,552,517.64
Total Assets	<u>\$5,087,488.69</u>
Liabilities & Equity	
Total Current Liabilities	\$3,998,835.63
Total Liabilities	3,998,835.63
Total Equity	974,956.74
Total Liabilities & Equity	<u>\$5,087,488.69</u>

The preliminary amounts reported above were as of June 2nd and do not include all month-end or year-end 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 April 30, 2014

	Jan - Apr 14	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Total 4000 - Revenues	1,510,781.52	1,564,434.00	(53,652.48)	96.57%
Total Income	1,510,781.52	1,564,434.00	(53,652.48)	96.57%
Total Cost of Goods Sold	429,167.81	417,327.00	11,840.81	102.84%
Gross Profit	1,081,613.71	1,147,107.00	(65,493.29)	94.29%
Total Expense	1,138,298.64	1,272,399.80	(134,101.16)	89.46%
Net Ordinary Income	(56,684.93)	(125,292.80)	68,607.87	45.24%
Net Other Income	16,082.35	(5,336.00)	21,418.35	-301.39%
Net Income	(40,602.58)	(130,628.80)	90,026.22	31.08%



BMW Car Club of America
Darlene Doran
Secretary
17015 E Dorado Cir
Centennial, CO 80015-3015
303.710.1997
secretary@bmwcca.org

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

Date: May 21, 2014

Subject: Secretary Pre-Meeting Report

Travel & Expenses:

BMW CCA Annual Meeting / Chapter Congress, March 13-16, 2014 - \$369.70
Leadership Summit, May 2-4, 2014 - \$608.50

Planned Travel:

- Oktoberfest, June 16-20, 2014, Beaver Creek, CO
- June Board Meeting, June 21, 2014
- Pittsburgh Vintage, July 17-21, 2014

Discussion Topics: Leadership Summit

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: May 2014

Subject: North Atlantic RVP Pre-Meeting Report for June 21 - 22, 2014 BOD Meeting.

Travel & Expenses:

- BOD/Meeting Chapter Congress Dallas, TX 3/1-16, 2014 Travel Expenses \$123.68
- Tour of BMW VDC Center, Jersey City, NJ w/NJ Chapter 3/28-29, 2014 Travel & Lodging Expenses \$600.73
- O'Fest & BOD Meeting Beaver Creek, CO 6/15-22, 2014 Air Fare \$664.00
- PVGP Regional Event Pittsburgh, PA , 7/18-21, 2014 Air Fare \$250.00

Planned Travel:

- O'Fest/BOD Meeting Beaver Creek, CO 6/15-22, 2014
- Vintage at Saratoga Regional Event Saratoga, NY 7/11-13, 2014
- PVGP Regional Event Pittsburgh, PA 7/19-21, 2014

RVP Discretionary Funds:

- None Disbursed

Newsletter Delinquencies:

- Three are late (Genesee, Green Mtn. & Mountain State).

Relevant Notes:

- None

Respectfully submitted,

John E. Sullivan

Official BMW Club

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

Date: June 2, 2014

Subject: North Central RVP Pre-Meeting Report

Travel & Expenses:

March 2014 board meeting / chapter congress (\$798.00)
May Leadership Summit (\$304.28)

Planned Travel:

Oktoberfest / June 2014 board meeting (Beaver Creek CO)

RVP Discretionary Funds:

None

Chapter Probation Report / Newsletter Delinquencies:

No issues to report.

Notes:

None to report.

Respectfully submitted,

Michael Lingenfelter

BMW Car Club
of America



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



BMW Car Club of America
Nick Owen
Pacific Region Vice-President
8685 Rio San Diego Dr #4339
San Diego, CA 92108
619-456-7654
pacificrvp@bmwcca.org

May 25th 2014

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

Subject: RVP Pre-Meeting Report

Planned Travel:

BMW CCA Board Meeting Beaver Creek, CO June 20-22 2014

Past Travel:

BMW NA National After Sales Conference Las Vegas, NV March 10-13 2014

BMW CCA Board Meeting Dallas, TX March 14-16 2014

Discussion Topics:

Regional Event request for Coronado Speedfest September 2014

Respectfully Submitted,

Nick Owen
Pacific Region Vice-President



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

Date: June 3, 2014

Subject: South Central RVP Pre-Meeting Report for June 2014 BOD Meeting.

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

Planned Travel:

- BOD Meeting, Beaver Creek, CO, June 2014

Discretionary Funds:

- None to report at this time.

Chapter Issues:

- Lone Star Chapter still working through IRS issues, awaiting reinstatement of not for profit status. All required paperwork has been submitted, waiting for IRS response.
- No other Delinquencies to report at this time.

Respectfully submitted,

Dan Baker



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: June 2, 2014

Subject: South Atlantic RVP Pre-Meeting Report for June 21, 2014 BOD Meeting.

Travel & Expenses:

Completed Travel: Greenville, SC for Regional Representatives Meeting

Planned Travel: Beaver Creek, CO for O'Fest and BOD Meeting

RVP Discretionary Funds:

None

Newsletter Delinquencies:

- As of now, all current

Relevant Notes:

- Finally got all chapters up to date.
- See you in 2 weeks

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: June 21, 2014 Board Meeting – Beaver Creek, CO

DATABASE/WEBSITE/OPERATIONS

One year ago staff stopped work on the new website because of some major problems. Two months ago the facelift of the website was unveiled. Overwhelmingly the response has been positive. Unfortunately, increased traffic as of late has caused some issues and downtime. We are working to resolve.

See report from Director of IT for more detail.

ROUNDEL

A year over year comparison of ad revenue shows us down 2% from 2013, however overall *Roundel* remains on budget. This is due to better than expected co-mail savings and increased *Roundel Weekly* ad revenue.

COMMUNICATIONS

With the refresh of the site completed staff is working to create a uniform look for all delivery of content whether it is news, offers or notices. BMW CCA will employ a corporate look across all platforms.

Examples:

RAFFLE

Raffle 2014 began as scheduled on February 28th. The Grand Prize is an M4 and European Delivery Experience. First prize is an M3 and the base prizes(s) the M235i. To generate enthusiasm periodic drawings are scheduled during the raffle.

Building off of last year's raffle within a raffle the following prizes valued at \$1000.00 each were awarded during the raffle.

5 prizes of equal value - \$1,000 each

Prize Schedule

- | | | |
|----|---------------------------|---------------------|
| 1. | IHG Hotels Gift Card | Feb 28 – March 28 |
| 2. | Michelin Tire Certificate | March 29 – April 18 |
| 3. | Shell Gas Card | April 19 – May 9 |
| 4. | Best Buy gift Card | May 10 – May 23 |
| 5. | Amex gift Card | May 24 – June 6 |

In 2013 a total of 45,407 tickets were sold and nine prizes were awarded. As of 6:30PM ET on June 5, 2014 30,100 tickets had been sold. As of 5:00PM ET on June 9, 2014 41,018 had been sold.

OKTOBERFEST 2014

Registration as of May 28th stood at 527.

OKTOBERFEST 2015

LEADERSHIP 2015

Tentatively scheduled for March of 2015 in Dallas. March weekends available at the Westin are the 6th, 20th and 27th. The rate would be \$86.00/night.

REGIONAL EVENTS

The National Office plans to attend and participate 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

AFFINITY/MEMBER BENEFIT PROGRAMS

LIABILITY and HPDE INSURANCE 2014

Both policies are now placed through Lockton Affinity and the following reports were received from Ryan Staub.

Liability

Administration: there was certainly a learning curve at the beginning of our relationship, but I think Heather Tollison and our service team have done an outstanding job getting up to speed quickly and making a seamless transition for Chapters. Previously we had 2 associates primarily handling certificates for CCA. We recently trained one more associate so we can remain responsive if the primary associates happen to be out of the office at the same time.

Program performance: up to this point, we've only had one minor property damage claim that resulted in a \$1,358 claim being paid to fix fencing. It appears the insurance carrier should be able to subrogate this claim so it does not appear on BMW CCA's loss history.

HPDE Insurance Program

Attached you'll find a report showing the royalties paid by month since 2011. The program is growing nicely. Year-to-date including single-event and multi-event policy sales, the program has grown about 25% over last year. This is significantly more than we're seeing in the HPDE hobby overall. This growth is partially attributable to higher participation percentage in our program, but it has also increased due to higher participation in BMW CCA HPDE events. We have received many reports from Chapters indicating that their events are growing.

In early July we plan to launch a new back-end to our website that will make the application, quote, and purchasing process more simple and streamlined. We believe this will be well-received by members as the transaction process will more closely resemble other e-commerce sites they are familiar with

Below is a comparison of 2011 vs 2012 vs 2013

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		\$ 438.10						
Apr-14		\$ 273.88						
May-14		\$ 421.12						
Jun-14								
Jul-14								
Aug-14								
Sep-14								
Oct-14								
Nov-14								
Dec-14								
Annual / multi-event policies	11	\$1,820.14						
Total	18	\$2,985.86						

MEMBERSHIP

Source	Member Count
Bimmer Magazine	812
BMW CCA Website	2394
BMW Center	1345
BMW Performance Center	313
BMWBlog.com	58
BMWCAR Mag UK by Unity Media	22
Car and Driver Magazine	192
Classic MotorSports	15
CPO Sample Roundel	118
Facebook	99
GrassRoots Magazine	72
Independent Shop/Dealer	453
Link from Another Website	607
National Aftersales Conference	3
Performance BMW Mag UK Unity	4
Radio Ad	3
Referred by BMW CCA Member	1709
Search Engine	664
Sports Car Market Magazine	40
Television Ad	4
Word of Mouth	6387

Three Year Membership Renewal Promotion 2013

Since the start of the year 901 members have opted for a 3 or 5 year membership in exchange for a promo BMW CCA grille badge.

First Quarter Membership Promotion

Our effort to recapture lapsed members in the first quarter yielded the following results:

1YR Members: 220

2YR Members: 55

3YR Members: 30

NAC, Bimmerfest West, BMW Pro Am and Vintage Recruitment Results

NAC – 2

Bimmerfest – 30

BMW Pro Am – 5

Vintage - 14

CPO Project

BMW's mail house just confirmed the remaining 20,000 copies of the CPO magazine are to be mailed out this month. This project did not work as well as expected. Consistently and timely mailing of the sample issue of *Roundel* should have led to a more robust response from potential members.

Awards Committee

Delight Lucas	– LA Chapter
LouAnn Shirk	– Nittany Chapter
Leslie Moyer	– Delaware Valley
Paul Ngai	- New Jersey
Dee Sutton	- Allegheny Chapter

The committee continues to meet monthly and will hold its first face to face meeting July 18th in Pittsburgh.

**Chapter Compliance Status
as of 6/2/14**

**Rebate Withheld
Items Missing**

**0
Required Required Required Required Optional**

Chapter	Chapter Officer and Administration Form	2013 Chapter Financial Stmt	2013 Form 990	Chapter Newsletters past 90 days Overdue	Charity Matching Funds	Region
Allegheny	Received	Received		26		North Atlantic
Badger Bimmers	Received	Received	990-EZ		Received	North Central
Bayou	Received	Received	990-N			South Atlantic
Blue Ridge	Received					South Atlantic
Bluegrass Bimmers	Received	Received	990-N		Received	North Central
Boston	Received	Received	990-T		Received	North Atlantic
Buckeye	Received	Received		4		North Central
Central California	Received	Received			Received	Pacific Region
Choo Choo Bimmers	Received	Received	990-N		Received	South Atlantic
Connecticut Valley	Received	Received	990-T			North Atlantic
Delaware Valley	Received	Received				North Atlantic
E31 Chapter	Received	N/A	N/A		N/A	Non-Geographic
Everglades	Received	Received	990-N			South Atlantic
First Coast	Received	Received	990-N			South Atlantic
Florida Suncoast	Received	Received				South Atlantic
Genesee Valley	Received	Received	990-T	15		North Atlantic
Golden Gate	Received	Received				Pacific Region
Great Plains	Received	Received	990-EZ			South Central
Green Mountain	Received	Received	990-N	8		North Atlantic
Gulf Coast	Received	Received	990-N	51		South Atlantic
Hawaii	Received	Received			Received	Pacific Region
Heart of Dixie	Received	Received	990-EZ			South Atlantic
Hoosier	Received	Received			Received	North Central
Houston	Received	Received				South Central
Illini	Received	Received	990-N		Received	North Central
Inland Empire	Received	Received	990-N		Received	Pacific Region
Iowa	Received	Received			Received	North Central
Kansas City	Received	Received				South Central
Lone Star	Received	Received	Pending Approval of IRS application	-13		South Central
Los Angeles	Received	Received			Received	Pacific Region
Michiana	Received	Received	990-N			North Central
Motor City	Received	Received	990-N			North Central
Mountain State	Received	Received	Pending Approval of IRS application	13		North Atlantic
National Capital	Received	Received			Received	South Atlantic
New Jersey	Received	Received	990-T			North Atlantic
New Mexico	Received	Received	990-N	4		South Central
New York	Received	Received	990-EZ			North Atlantic
Nittany	Received	Received	990-N			North Atlantic
North Star Bimmers	Received	Received		48		North Central
Northern Ohio	Received	Received			Received	North Central
Old Hickory	Received	Received	990-N			North Central
Oregon	Received	Received				Pacific Region
Patron	Received	Received	990 Ext		Received	North Atlantic
Peachtree	Received					South Atlantic
Pine Tree	Received	Received	990-N			North Atlantic
Pocono	Received	Received	990-N			North Atlantic
Puerto Rico	Received	Received	990-N			South Atlantic
Puget Sound	Received	Received	990-EZ		Received	Pacific Region
River City Bimmers	Received	Received	990-N	39		North Central
Roadrunner	Received	Received	990-N			Pacific Region
Rocky Mountain	Received	Received	990-EZ		Received	South Central
Sacramento Valley	Received	Received	990-N	19		Pacific Region
San Diego	Received	Received	990-EZ		Received	Pacific Region
Sandlapper	Received	Received	990-N		Received	South Atlantic
Sierra	Received	Received	990-N			Pacific Region
Sin City		Received	990-N			Pacific Region
Smoky Mountain		Received		166		South Atlantic
Sonora	Received	Received	990-N			Pacific Region
St. Louis	Received	Received	990-N		Received	North Central
Sunbelt	Received	Received	990-N	17		South Central
Sunshine Bimmers	Received	Received	990-N		Received	South Atlantic
Tarheel	Received	Received			Received	South Atlantic
Tejas	Received	Received	990-EZ			South Central
Tidewater	Received	Received				South Atlantic
Wasatch	Received	Received	990-N			South Central
White Mountain	Received	Received	990-EZ		Received	North Atlantic
Windy City	Received	Received				North Central

Reminder Sent



TO: THE BMW BOARD OF DIRECTORS
FROM: JACKIE BECHEK, DIRECTOR OF NATIONAL EVENTS
DATE: June 21, 2014
RE: STATUS OF NATIONAL EVENTS

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

The National Office will travel to these following events, support the local Chapter, and will sell memberships and BMW CCA merchandise.

- March 9th-12th BMW Aftermarket—Las Vegas, NV**
- May 15th-17th BMW Pro-AM Golf Tournament, Greenville, SC (Sold \$1,800)**
- May 17th Bimmerfest West—Rose Bowl—Pasadena, CA**
- May 23rd-24th Vintage at Old Salem—Scott Sturdy—Old Salem, NC (sold \$2,600)**
- June 16th-20th Oktoberfest 2014—Beaver Creek, Colorado**
- July 18-20th Pittsburgh Vintage Grand Prix—Schenley Park, Pittsburgh, PA**
- August 2nd Bimmerfest East—Ripken Stadium, Aberdeen, MD**
- Aug 15th Legends of the Autobahn—Nicklaus Club-Monterey (new locale)**
- Aug 16th-17th Festorics/Reunion—Laguna Seca Raceway—Salinas, CA**
- October 17th-18th Eurofest 2014—Zentrum Museum—Greenville, SC**

CCA MEMBER-ONLY TRIPS WITH THE PERFORMANCE CENTER

These national members-only trips are coordinated by Jackie Bechek in conjunction with the BMW Performance Center. These Getaway trips provide an opportunity for our members to participate in the Center's Two Day M Schools at our 15% discount.

TWO DAY M SCHOOLS (\$3.055/pp) (with 15% CCA discount)

February 1st-2nd; March 8-9th; June 7-8th; August 9-10th; Dec 6-7th

The Women's Only Two Day School (April 11th-15th) was very successful. It was attended by Jackie Jouret, and Patti Miles, BMW VP wife. Lots of positive feedback for the Club.

VALENTINES' DAY COUPLES' GETAWAY (Feb 13th-15th)(cancelled-snow weather)

BMW CCA DRIVING EXPERIENCE (\$1.695/pp)(singles or couples)(May 8-10th)

Very successful experience- one couple went home and purchased new M235 based on trip.



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 Update

This year we have 52 sponsor representatives traveling to Beaver Creek to attend Oktoberfest on behalf of our 20 sponsors. Over the last six months much of my time was spent securing new sponsors and then helping plan their involvement at this year's event.

Tech Sessions

Without a track this year we thought it would be a good opportunity to offer tech session time slots to each of our major sponsors. These sessions will be both informative and fun for our members. Michelin, Bridgestone, Dinan, and Griot's Garage all accepted the offer and are looking forward to educating attendees about the benefits of their products and services.

Schedule

Michelin Tire Talk - Monday 4:00 p.m. - 5:00 p.m.
Dinan Tech Tips - Exhaust & Intakes - Wednesday 07:00 pm - 08:00 pm
Dinan Tech Tips - Suspension - Thursday 3:00 p.m. - 4:00 p.m.
Bridgestone Tire Talk - Thursday 4:00 p.m. - 5:00 p.m.
Dinan Tech Tips - Engine Electronics Friday 3:00 p.m. - 4:00 p.m.

Michelin Drive and Compare

Michelin will conduct another Drive and Compare event this year in the Big Bear lot at the base of the mountain. Michelin will be demonstrating how THE RIGHT TIRE CHANGES EVERYTHING by comparing a luxury automobile with a competitor's tires to a family vehicle shod with Michelin Tires. The exercise will show that an everyday car with Michelin Tires can outperform a luxury high-performance vehicle with inferior tires. The driving experience is scheduled for Monday and Tuesday from 9 a.m. to 5 p.m. each day and Jackson Marketing is handling pre-registration.

Oktoberfest 2014 Sponsors

Michelin Presenting Sponsorship and Driving Experience
Paulaner Biergarten
Colorado BMW Centers Welcome Reception
Liberty Mutual Tuesday Night Strolling Dinner and Concert
Griot's Garage Car Wash Area and Car Care Clinics
BMW Performance Center Drifting Exhibition and Competition
Pirelli Concours d'Elegance
Pirelli Throwback Thursday Dinner
Odometer Gears TSD Rally
Dinan Dessert Reception and Tech Tips Seminars

Bridgestone Autocross and Tire Talk
BMW NA Friday Night Banquet
The Werk Shop Concours Trophy Sponsorship
La Jolla Independent Hydration Sponsor
iRacing Time Trial Competition
Forgeline Number Sponsorship
Brown and Enthusiast Media Group Program Sponsorship

Legends And Festorics Sponsorship Update

Michelin has signed an agreement to become the presenting sponsor of Legends Of The Autobahn 2014. Michelin's sponsorship highlights the growing importance of Legends during Monterey's Auto Week.

Carrie Woodward, Michelin's Brand Community Manager, said the company was excited to be the presenting sponsor of the event.

"Michelin is honored to be a part of the this great celebration of automotive passion and the communities that surrounds it. Michelin is also thankful to celebrate decades of hard work and victories with all three of these iconic German marques that make up the Legends of the Autobahn concours. From being a part of every BMW M3 since the beginning, to our collaboration on Mercedes-Benz's AMG supercars, and to our incredible endurance racing partnership with Audi, Michelin's history of high performance is strongly linked with these great German names," said Woodward.

I have attached the full press release at the end of my report, which announced the sponsorship.

Below is the current list of sponsors for both events during the BMW CCA Monterey Weekend. We are excited to welcome Griot's Garage as a new sponsor of Legends. Griot's Garage plans to create a special 20x20 display with several iconic BMWs at the event. We are also pleased to announce increased support from Bridgestone for both Legends and Festorics.

Legends of the Autobahn Sponsors

Michelin
Bridgestone
Liberty Mutual
Griot's Garage
BMW Performance Center
BMW NA
La Jolla Independent

Festorics Sponsors

BMW NA
Liberty Mutual
Bridgestone
BMW Performance Center
Performance Technic
Cool Carbon

Roundel Weekly and Email Communications

We are currently in the process of redesigning *Roundel Weekly* using a fully responsive template that will look great on smartphones and desktop computers. On average 40% of our readers open the email using a mobile device, so the new layout will make it easy for these members to read and navigate our weekly communications.

Below I have included some stats for a few of our most recent emails. As you can see we maintain an excellent open rate across the board for our email communications.

<u>Message Name</u>	<u>Date Sent</u>	<u>Open Rate</u>	<u>Click-Through Rate</u>
Raffle - Flash Drawing	5-30-14	37.3%	2.0%
Roundel Weekly	5-27-14	38.8%	7.6%
Regional Events – South Atlantic	5-22-14	33.6%	2.6%
Father’s Day Sale	5-22-14	36%	2.4%
Roundel Weekly	5-20-14	37%	4.4%
Regional Events – Pacific	5-15-14	32.6%	2.8%

The BMW CCA App Gets An Update—Includes O'Fest 2014

The BMW CCA App has received an update for both Android and iOS. The app includes easy access to Club information:

- Listing of all upcoming Chapter, Regional, and National events
- Watch Club videos
- Quick access to the BMW CCA website to join, renew, or manage your account
- Read Club news
- View Club Facebook and Twitter feeds
- Find Club discounts

With this new update, you will also get quick access to all the Oktoberfest 2014 information. Whether you need to look up the schedule of events, the venue, and event information, or local points of interest—with an interactive map—you'll have it all at your fingertips. You can also recap the day with the social-media integration.

BMW CCA Parent App Stats

Date Range 2/1/14 to 6/4/14

Unique Users: 1,842

Total Sessions: 5,456

iOS Users: 1,178

Android: 664

Average Time Per Session: 55 seconds

Father's Day Store Sale And Gift Membership Promotion

In honor of Father's Day we ran a promotion offering a few of our most popular merchandise items at sale prices and included free items with purchases of \$100 or more from May 20 until June 9.

Store Sale Promo

Men's BMW CCA Polo in Royal, normally \$35, Sale Price: \$28

Long Sleeve Join The Experience Motorsport Tee, normally \$20, Sale Price: \$12

Pacific Blue Vintage Tee, normally \$16, Sale Price: \$10

Free Items With Purchase!: Spend \$100 or more and receive a free embroidered cap! Spend \$200 or more and receive a free Motorsport Grille Badge and a free cap! Offer applies to purchases made at the BMW CCA online store. Valid until 11:59 EDT on 6/9/14.

Gift Memberships

We also promoted gift memberships and renewals heavily as great Father's Day presents. Plus, we included a free BMW CCA motorsport grille badge for Dad with every new five-year membership or renewal.

First-Quarter 2014 Lapsed Member Promotion

All lapsed members were offered a special deal via email to rejoin the Club between Monday, March 24, and Friday, March 28, 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 first quarter lapsed member campaign we were able to add 305 lapsed members back to the Club.

1YR Members: 220

2YR Members: 55

3YR Members: 30

Website Traffic

The redesigned bmwcca.org launched on Wednesday, May 7, with an exciting new look. The National Office applied feedback from members and chapter leadership to create a more dynamic and user-friendly homepage. The menu system has been redesigned and the benefits members rely on are much easier to find. All content, including classifieds and forum posts, was successfully migrated to the updated site.

Substantial Traffic Increase

The website stats continue to show substantial gains in traffic when you look at the month-to-month comparison and especially in May when we launched the site. Obviously, members were very interested to see the redesign and explore the new features.

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%

Top Referring Websites (Jan 1, 2014 – May 31, 2014)

1. Google	351,438
2. Bing	9,141
3. Yahoo	6,843
4. Facebook	4,895
5. Facebook Mobile	4,822
6. BMW USA	3,126
7. O’Fest 2014	1,420
8. AOL	1,160
9. Bimmerfest.com	1,100
10. Ask.com	934

Most Popular Pages in Terms of Pageviews (May 1 – May 31, 2014)

1. Forum	51,661
2. Classifieds	23,679
3. Raffle	8,646
4. Media Gallery	8,561
5. News	6,777
6. Store	3,573
7. Calendar	3,465
8. Member Discounts	3,393
9. Vehicle Rebate	2,805
10. Chapter Finder	2,709
11. News Story – M3/M4 Satch	2,412
12. Event Landing Page	1,998
13. Lost Password Request	1,565
14. My Garage	1,292
15. Renew	1,288

Regional Events Newsletters: Redesigned Event Submission Form Has Launched!

The redesigned website and event submission form is now live! The event submission form has a new look and many new features including:

- Ability to enter specific event times if you uncheck the all day box
- You can enter multiple dates for recurring meetings or events
- Event locations are now sorted by state, making them easier to enter
- You can upload an event photo
- You will now be able to go back and edit the events you submit to the National Calendar

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.

Bug Fixed: The events submission page has been corrected and will no longer give you an error message if you leave Meeting UID blank. The field was used on the old website and was necessary for migrating all of the events to the new site.

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>

Below is the Regional Events Email Newsletter Schedule for 2014.

Email Send Dates

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
North Atlantic	Jan. 30	May 1	July 10	Oct. 30
North Central	Feb. 6	May 8	July 17	Nov. 6
Pacific	Feb. 13	May 15	July 24	Nov. 13
South Atlantic	Feb. 20	May 22	July 31	Nov. 20
South Central	Feb. 27	May 29	Aug. 7	Nov. 27

Events Must Be in the Calendar by:

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
North Atlantic	Jan. 23	April 24	July 3	Oct. 23
North Central	Jan. 30	May 1	July 10	Oct. 30
Pacific	Feb. 6	May 8	July 17	Nov. 6
South Atlantic	Feb. 13	May 15	July 24	Nov. 13
South Central	Feb. 20	May 22	July 31	Nov. 20

Chris Hennecey
 Director of Marketing & Communications
 BMW CCA

Official BMW CCA Press Release:

MICHELIN SIGNS ON AS PRESENTING SPONSOR OF LEGENDS OF THE AUTOBAHN 2014

GREENVILLE, S.C. (April 15, 2014) – The BMW Car Club of America, the Mercedes-Benz Club of America, and the Audi Club of North America are proud to announce that Michelin has signed an agreement to become the presenting sponsor of *Legends Of The Autobahn 2014*. The fifth annual concours event hosted by the three German-marque car clubs will be held on Friday, August 15, at the Nicklaus Club-Monterey during the famed Pebble Beach Concours week.

Executive Director of the BMW CCA, Frank Patek, said he was delighted that Michelin had agreed to partner with the clubs to help showcase the largest all-German-marque concours held in the United States.

“Michelin’s sponsorship highlights the growing importance of *Legends* during Monterey’s Auto Week. *Legends of the Autobahn* unites the driving passions of three legendary automotive brands and we proudly welcome Michelin to our event,” said Patek.

The 2014 program will demonstrate that Legends is the place to be, not only for German car enthusiasts, but for those who appreciate world-class displays of automotive history. The event, originally started by the Central California Chapter of the BMW CCA, has achieved international participation and receives worldwide media attention each year.

Carrie Woodward, Michelin’s Brand Community Manager, said the company was excited to be the presenting sponsor of the event.

"Michelin is honored to be a part of the this great celebration of automotive passion and the communities that surrounds it. Michelin is also thankful to celebrate decades of hard work and victories with all three of these iconic German marques that make up the Legends of the Autobahn concours. From being a part of every BMW M3 since the beginning, to our collaboration on Mercedes-Benz's AMG supercars, and to our incredible endurance racing partnership with Audi, Michelin's history of high performance is strongly linked with these great German names," said Woodward.

Attendees of the event can expect to find everything from factory-prepared specials to beautiful cars lovingly buffed by their enthusiast owners. As always, everyone is welcome to stroll the grounds free of charge and admire these magnificent machines up close!

New for 2014, the clubs are extending an invitation to fellow German car enthusiasts. Non-BMW/Mercedes/Audi owners are welcome to display their German made cars. There will be corral and judged categories for the three hosting German-marque car clubs as well for those participating in the new open class. Membership in one of the three clubs is required to display a BMW, Mercedes, or Audi.

For additional information and to register for the event, please visit <http://www.legendsoftheautobahn.org>.

About Legends Of The Autobahn

The fifth annual Legends Of The Autobahn concours d’elegance and show—a celebration of German automotive engineering—will take place on Friday, August 15, at the Nicklaus Club - Monterey in Monterey, California. Legends, once called “the best-kept secret on the peninsula” by automotive writers, is not a secret anymore. In 2013, the event reached capacity in terms of entries—and shattered all previous attendance records.

A special luncheon and event shirts will be available for purchase. Participants are encouraged to place orders for both in advance. For additional information, please visit <http://www.legendsoftheautobahn.org>.

About Michelin

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelinman.com) employs approximately 22,000 and operates 19 major manufacturing plants in 16 locations.



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

Tel 864-250-0022
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bmwcca.org

Re: June 21, 2014 Board Meeting—Beaver Creek, CO

IT Update

Events Apps

The updated BMW CCA app and the Oktoberfest 2014 app were launched on May 29, 2014. They were not released sooner because the apps depend upon data from the website, and the site launch was delayed.

Eight chapters are currently missing from the list in the app. The chapters are provided to the app via a feed from the website. The missing chapters are Golden Gate Chapter, New York Chapter, Puget Sound Chapter, River City Bimmers, Sandlapper Chapter, and Windy City BMW. The developers are working to correct the problem and add the missing chapters.

Website

The updated website was launched on May 7, 2014. We continue to work through bugs when discovered by staff and members. A lot of work went in to rewriting a majority of the site to make it compatible with the latest release of Drupal. We now have greater flexibility and a site that employs Drupal best practices.

We are also monitoring and investigating why the site experiences periodic slowness. It is a combination of issues at the website host, and the datacenter that houses our membership database.

NCOA

I have added a new page to the website that explains National Change of Address (NCOA) and how chapters can take advantage of postage discounts because the National Office processes the membership list every 90 days. The page can be found at <https://www.bmwcca.org/ncoa>.

Membership Database Server Changes

The changes to the database servers have been delayed due to problems we've encountered at our current datacenter. We've experienced significant downtime and are searching for a new

datacenter. The majority of the work has been complete to launch the new servers, however, we still have testing to perform after we select a new datacenter.

Chapter Electronic Newsletters and MagnetMail

The following 11 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	Central California Chapter	Florida Suncoast Chapter
Inland Empire Chapter	Kansas City Chapter	Lone Star Chapter
Oregon Chapter	Pocono Mountain Chapter	Sandlapper Chapter
Sunbelt Chapter	Tarheel 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

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

Satch Carlson, *Roundel* editor-in-chief
June 2014 Pre-Board-Meeting Report

Short and sweet this time: As we are uploading the July issue to the printer this week, and have passed the deadline for August submissions, it's a busy time!

Board columns: I have attached the latest projected schedule of Board contributions to the Across The Board/President's Page. I believe these missives help add a little personality that our members enjoy, and I am always happy to add my editorial tweaks to your writing. We are already past the deadline for the August issue, but as you can see, no one seems to have volunteered. Well? Anyone? Ferris?

Submission Due	Publication Date	Author
10-Feb-14	14-Apr	Bruce Hazard
10-Mar-14	14-May	Paul Dunlevy
10-Apr-14	14-Jun	Nick Owen
10-May-14	14-Jul	John Sullivan
10-Jun-14	14-Aug	
10-Jul-14	14-Sep	Dan Baker
10-Aug-14	14-Oct	Darlene Doran
10-Sep-14	14-Nov	Bruce Hazard
10-Oct-14	14-Dec	
10-Nov-14	15-Jan	
10-Dec-14	15-Feb	
10-Jan-15	15-Mar	Bruce Hazard

Advertising: We continue to hold the line at 128 pages (132 including covers), and our ad ratio shows a steady increase from the doldrums of January:

Month	Total Pages	Ad Pages 2014	Adv %
Jan	132	37.58	28.47%
Feb	132	40.58	30.74%
Mar	132	44.33	33.58%
Apr	132	45.33	34.34%
May	132	51.75	39.20%
Jun	132	48.24	36.55%
Jul	132	49.83	37.75%

Club Racing: After laying out an entire page of meaningless racing results, Len is looking for a solution. Brian Morgan has agreed to condense racing statistics to cover only the featured race during a given weekend. We'll still get all of the drivers mentioned, but not three times. And of course full results are still available online.

In conclusion: I remain confident that we are continuing to fulfill our stated mission: to inform, entertain, and provide a sense of community for our members.

A handwritten signature in blue ink that reads "Satch". The letters are cursive and connected, with a stylized 'S' and 't'.



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June 6, 2014
Report of the Creative Director

Since my last report at the end of March 2014, we've focused on refining the updated *Roundel*, testing and tweaking the new website, preparing for Oktoberfest and other events, and reviewing *Roundel* and event materials vendors.

Roundel

After some minor color issues and a need to research ways to clarify production tolerances, I did a full press check at Brown Printing in Waseca, Minnesota in mid-April. During that visit, Tonya Shields of EMG and I met with several members of the Brown team, including their color and production specialists to insure everyone knew the abilities and limitations of the process to consider while working to produce the highest quality magazine possible.

Brown Printing's recent sale to Quad Graphics was an issue of discussion both at the plant and in the office in Greenville, as it could potentially affect our relationship with the company. News of Brown's sale has also prompted us to be contacted by several other printing companies, including Publisher's Press, *Roundel's* previous print house. Frank Patek and I met with Michael J. Simon, EVP, and Bryan Bullock, Regional Sales Manager, to discuss their company and what it could do for the *Roundel* both in print and digital formats.

Satch and I continue to tweak the workflow to make our process more efficient for a tighter schedule.

Website Launch

BMW CCA: The new website launched, revealing the new responsive design style. We've continued testing it and refining details as users provide feedback. Overall, users appear to appreciate the new design and it's improved usability on mobile platforms.

Events

Preparation for Oktoberfest and other upcoming events has dominated the last several weeks. Completing the event program, marketing materials, event signage, attendee materials, award designs and other items has been our focus as we rapidly approach the Beaver Creek gathering.

New this year is a trio of backdrops for Oktoberfest. There are two smaller backdrops that were designed to be reusable at any events, and then a larger 2014 Oktoberfest

sponsor backdrop that will feature prominently in the background of most award and speaker photos, giving our generous sponsors more exposure.

We managed to locate a banner vendor that was able to provide excellent quality backdrops, with expanding structural supports and hard travel cases for more than \$1000 less than competing vendors. The supports and travel cases can be reused indefinitely, with future costs being only for any new banner material.

I've also been coordinating with the Hitting Redline crew for their upcoming video coverage of Oktoberfest. We've been reviewing the schedule and adjusting our needed equipment lists to make sure we make the most of the many events. This year, I'll again be taking photos and videos, and Chris Hennecy has indicated that he'll be bringing his flying drone for aerial shots.

Thank You!

W. Len Rayburn
BMW CCA Creative Director