

**BMW Car Club of America  
Board Meeting  
San Diego, California  
December 6, 2014**

***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.

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**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.

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- ◆ 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 50<sup>th</sup> anniversary of the 2002.
- 2019 Oktoberfest
  - ◆ Represents our 50<sup>th</sup> 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

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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 20<sup>th</sup> 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 1<sup>st</sup> of the year.

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

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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

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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*

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- **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.

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- ◆ 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



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- ◆ 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
  - ◆ 4<sup>th</sup> 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 2<sup>nd</sup> 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.

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- ◆ 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.**

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**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%.
  - ◆ 3<sup>rd</sup> 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



BMW CCA  
Board of Directors Meeting  
December 6, 2014

Sheraton San Diego Hotel & Marina  
San Diego, CA

BMW Car Club  
of America





**BMW Car Club of America  
Board Meeting  
San Diego, CA  
December 7, 2014**

***Agenda***

**Saturday, Dec 7th:**

**08:30 Call to Order**

**Introduction:** Members, Guests.

**Minutes:** The minutes of the September Board meeting were approved by vote of the Board on November 6, 2014. Reading of the minutes will be waived.

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

- None

**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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Board Meeting  
San Diego, CA  
December 7, 2014**

***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 Committee
- Tech Committee

Election Status

National Office

Offers to Sell

Planning for future location



**BMW Car Club of America  
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**5. Policy and Administration**

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

**6. Foundation**

- Capital Campaign Update

**7. Financial**

- 2014 Status
- 2015 Budget

**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 –
  - March 10, 2015, Dallas/Ft Worth
- Conference Calls (proposed dates)
  - January 15th, Thursday
  - February 12th, Thursday



## **Minutes**

**Tuesday, October 21, 2014**

### **1. Call to Order**

The conference call was called to order by President Bruce Hazard at 7:04 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 and Dan Baker South Central RVP.

**Absent:** Nick Owen Pacific RVP and Michael Lingenfelter North Central RVP

**National Office:** Frank Patek Executive Director

### **3. BMW CCA Office**

- Frank Patek reported he spoke with Eric Wensberg from the BMW CCA Foundation regarding issues and discussions from their meeting. Their raffle is not going particularly well.
- Oktoberfest 2015
  - Frank Patek and Bruce Hazard had a long conversation with Matt Russell regarding Oktoberfest 2015 as a resolution to the Yom Kippur holiday. All activities will end on Tuesday officially at 2:00 pm and reconvene after sundown on Wednesday. Track days will be changed from Wednesday through Saturday to Thursday through Sunday. Decisions need to be made as to placement of some of the other events in the schedule.
- Eurofest
  - Frank Patek reported that BMW CCA had a presence there. However, it wasn't a great showing. We picked up between new memberships and renewals approximately 13. Merchandise sales were around \$800.00, however with the attendance expected it to be higher.
  - We have set new records with our merchandise sales.

### **4. Foundation Services Agreement**

- Frank Patek reports he and Lindsey went to a meeting with the Foundation and were able to push along the conversations regarding shared services by the Foundation and CCA. John Eveland and Mike Ura were given sample agreements and their goal is to go through the agreements before the Foundation meeting in November. Frank further discussed the subdivision of the property and purchasing some ground from the Foundation in order to move out there. We had an offer to purchase our condo office which we turned down as we weren't in a

position to move to alternate quarters. There is a possibility that we could purchase some of the Foundation's property and build our own facility. Further discussions during our December board meeting. We do however need to build in some contingencies. The Foundation will have further discussions at the Foundation meeting in November.

#### **5. Presidents Corner**

- Bruce Hazard reported that suggestions have been sent in regarding the survey that will be going out in early November.

Action Item: Frank Patek to set up conference call with Bruce Hazard, Steve Johnson, Paul Dunlevy and Stephen Elliott for Wednesday, October 22, 2014 at 1:00 PM EST.

- Frank Patek to contact Bruce Hazard as to moving forward with the Leadership Conference.
- Louis Goldsman to submit an article to Satch Carlson for the December issue of *Roundel*.

#### **6. Upcoming Election**

- Frank Patek reports that we have candidacy statement from Steve Johnson for the position of President, David Brighton for the position of North Central RVP and as of the call we have no further candidates. Paul Dunlevy will contact Dwayne Mosley regarding South Atlantic RVP. Deadline for statements is 5:00 PM EST on October 31, 2014. Ballots to go out with the January 2015 *Roundel*. Announcement of candidates will be posted online prior to the *Roundel* announcement.

#### **7. Chapter Issues**

- Frank Patek reports that Sin City and Gulf Coast are delinquent with newsletters.
- Paul Dunlevy is in contact with Gulf Coast regarding becoming compliant.
- Frank Patek will contact Nick Owen regarding Sin City's delinquency. Bruce Hazard recommends that Sin City should get no grace period at all since they are a repeat offender.

#### **8. Adjourn at 7:27 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:** November 26, 2014

**Subject:** President Pre-Meeting Report

**Travel & Expenses:**

- September Board meeting, Philadelphia Sept 13<sup>th</sup>, \$508
- Meeting with BMW NA Marketing, Sept 15<sup>th</sup>, \$349
- BMW Clubs International Conference, Tokyo Japan Sept 27 - Oct 1

**Planned Travel:**

- December Board Meeting, Dec 7<sup>th</sup>.
- March Board meeting, Annual Meeting and Chapter Congress, March 2015

**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

October 30, 2014

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: EVP Pre-meeting Report

Planned Travel:

BMW CCA Board Meeting, San Diego, CA

Central CA Holiday Party.

Monterey CA., Legends/Festorics, Oktoberfest 16 Meetings

Past Travel:

New Jersey, Oktoberfest site visit...NC

Discussion:

Results of Leadership Conf.

Respectfully Submitted,

Steve Johnson  
Executive Vice President, BMW CCA







November 20, 2014

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  
treasurer@bmwcca.org

Travel: Board of Directors Meeting – Philadelphia, PA  
September 13–14, 2014 – \$656.96

Planned Travel: BMW CCA Board Meeting,  
San Diego, California – December 6, 2014

Preliminary Income Statement – Period Ending October 31, 2014

	January 1 – October 31, 2014	Budget
Ordinary Income/Expense		
Total Income	\$4,359,721.23	\$4,341,204.00
Total Cost of Goods Sold	1,088,443.06	1,048,807.00
Gross Profit	<u>\$3,271,278.17</u>	<u>\$3,292,397.00</u>
Total Expense	3,167,424.83	3,222,528.70
Net Ordinary Income	\$103,853.34	\$69,868.30
Net Other Income	38,149.09	(13,334.00)
Net Income	<u>\$142,002.43</u>	<u>\$56,534.30</u>

Preliminary Balance Sheet – as at October 31, 2014

Assets	
Total Current Assets	\$1,644,961.74
Total Fixed Assets	276,587.43
Total Other Assets	2,781,069.35
Total Assets	<u>\$4,702,618.52</u>
Liabilities & Equity	
Total Liabilities	\$3,450,687.61
Total Equity	1,251,930.91
Total Liabilities & Equity	<u>\$4,702,618.52</u>

The preliminary amounts reported above were as of November 19<sup>th</sup> and do not include all month-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.**  
**Profit & Loss Budget vs. Actual**  
 January through October 2014

	Jan - Oct 14	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense	4,359,721.23	4,341,204.00	18,517.23	100.43%
Total Income	1,088,443.06	1,048,807.00	39,636.06	103.78%
Total Cost of Goods Sold	3,271,278.17	3,292,397.00	-21,118.83	99.36%
Gross Profit	3,167,424.83	3,222,528.70	-55,103.87	98.29%
Total Expense	103,853.34	69,868.30	33,985.04	148.64%
Net Ordinary Income	38,149.09	-13,334.00	51,483.09	-286.1%
Net Other Income	<b>142,002.43</b>	<b>56,534.30</b>	<b>85,468.13</b>	<b>251.18%</b>
Net Income				

**BMW Car Club of America, Inc.**  
**Profit & Loss by Class**  
January through October 2014

	<b>Chapter Congress</b>	<b>Total Club Racing</b>
<b>Ordinary Income/Expense</b>		
<b>Total Income</b>	-9,906.00	121,104.95
<b>Total Cost of Goods Sold</b>		905.08
<b>Gross Profit</b>	-9,906.00	120,199.87
<b>Total Expense</b>	65,279.99	126,870.45
<b>Net Ordinary Income</b>	-75,185.99	-6,670.58
<b>Net Other Income</b>		
<b>Net Income</b>	<b>-75,185.99</b>	<b>-6,670.58</b>

**BMW Car Club of America, Inc.**  
**Profit & Loss by Class**  
January through October 2014

	<u>Driving Events Comm.</u>	<u>Total Events</u>
Ordinary Income/Expense		
Total Income	-5,252.00	182,853.95
Total Cost of Goods Sold		3,451.83
Gross Profit	-5,252.00	179,402.12
Total Expense	51,582.67	407,840.59
Net Ordinary Income	-56,834.67	-228,438.47
Net Other Income		-150.17
Net Income	<b>-56,834.67</b>	<b>-228,588.64</b>

**BMW Car Club of America, Inc.**  
**Profit & Loss by Class**  
January through October 2014

	<b>Monterey</b>	<b>Total National</b>	<b>Oktoberfest</b>
<b>Ordinary Income/Expense</b>			
<b>Total Income</b>	6,500.00	2,623,398.44	139,266.41
<b>Total Cost of Goods Sold</b>		946,007.48	5,013.58
<b>Gross Profit</b>	6,500.00	1,677,390.96	134,252.83
<b>Total Expense</b>	-19,267.32	1,316,836.74	
<b>Net Ordinary Income</b>	25,767.32	360,554.22	134,252.83
<b>Net Other Income</b>		83,612.42	
<b>Net Income</b>	<b>25,767.32</b>	<b>444,166.64</b>	<b>134,252.83</b>

**BMW Car Club of America, Inc.**  
**Profit & Loss by Class**  
January through October 2014

	<u>Raffle</u>	<u>Roundel</u>	<u>Website</u>
<b>Ordinary Income/Expense</b>			
<b>Total Income</b>	582,102.00	719,581.48	
<b>Total Cost of Goods Sold</b>		133,065.09	
<b>Gross Profit</b>	582,102.00	586,516.39	
<b>Total Expense</b>	83,330.19	1,087,798.32	49,509.00
<b>Net Ordinary Income</b>	498,771.81	-501,281.93	-49,509.00
<b>Net Other Income</b>			-25,872.06
<b>Net Income</b>	<u>498,771.81</u>	<u>-501,281.93</u>	<u>-75,381.06</u>

**BMW Car Club of America, Inc.**  
**Profit & Loss by Class**  
January through October 2014

	<u>Unclassified</u>	<u>TOTAL</u>
Ordinary Income/Expense		
Total Income	72.00	4,359,721.23
Total Cost of Goods Sold		1,088,443.06
Gross Profit	72.00	3,271,278.17
Total Expense	-2,355.80	3,167,424.83
Net Ordinary Income	2,427.80	103,853.34
Net Other Income	-19,441.10	38,149.09
Net Income	<b>-17,013.30</b>	<b>142,002.43</b>



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

	<u>Oct 31, 14</u>
<b>ASSETS</b>	
Total Current Assets	1,644,961.74
Total Fixed Assets	276,587.43
Total Other Assets	<u>2,781,069.35</u>
<b>TOTAL ASSETS</b>	<u><b>4,702,618.52</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
Total Liabilities	<u>3,450,687.61</u>
Total Equity	<u>1,251,930.91</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>4,702,618.52</b></u>



Official BMW Club



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:** October 29, 2014

**Subject:** Secretary Pre-Meeting Report

**Travel & Expenses:**

- September Board Meeting, September 12-14, 2014 - \$496.10

**Planned Travel:**

- December Board Meeting, December 5-7, 2014

**Discussion Topics:**

**Notes:** Nothing further to report.

Respectfully submitted

Darlene Doran





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

**Date:** December 2014

**Subject:** North Atlantic RVP Pre-Meeting Report for December 5 – 7, 2014 BOD Meeting

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

**Travel & Expenses:**

- BMW CCA Day LRP Lakeville CT 8/30-31, 2014 Lodging & Travel Expenses \$453.31
- BMW CCA BOD Meeting Philadelphia, PA 9/12-13, 2014 Travel Expenses \$123.04
- NY Chapter Car Show Long Island, NY 9/14, 2014 Travel Expenses \$259.04
- BMW CCA BOD Meeting San Diego, CA 12/5-7, 2014 Air Fare \$577.98

**Planned Travel:**

- BMW CCA BOD Meeting San Diego, CA 12/5-7, 2014

**RVP Discretionary Funds:**

- Vintage at Saratoga NY Regional Event, 7/11-13, 2014 \$375.00
- NY Chapter Car Show Long Island, NY 9/14, 2014 \$125.00
- OktoberFAST Green Mtn. Chapter Regional Event W. Dover, VT 10/26-27, 2014 \$350.00
- Allegheny Chapter PVGP Regional Event Pittsburgh, PA 7/18-21, 2014 \$625.00

**Newsletter Delinquencies:**

- None

**Relevant Notes:**

- None

Respectfully submitted,

John E. Sullivan



Official BMW Club

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

**Date:** November 25, 2014

**Subject:** North Central RVP Pre-Meeting Report

**Travel & Expenses:**

September 2014 board meeting (\$561.04)  
December 2014 board meeting (\$514.20)

**Planned Travel:**

December 2014 board meeting (San Diego, CA)

**RVP Discretionary Funds:**

None

**Chapter Probation Report / Newsletter Delinquencies:**

No issues to report.

**Notes:**

(4) candidates nominated to succeed me. (2) DEC candidates nominated.

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







Nov 20<sup>th</sup> 2014

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

Subject: RVP Pre-Meeting Report

Planned Travel:

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

Past Travel:

BMW CCA Legends of the Autobahn Monterey, CA August 15<sup>th</sup> 2014 \$141.36

BMW CCA Board Meeting Philadelphia, PA September 12-14 2014

BMW CCA Los Angeles Chapter CCC November 9<sup>th</sup> 2014 \$96.75

Discussion Topics:

Coronado Speedfest Debrief

4-3-2-1 HPDE/ITS Debrief

Respectfully Submitted,

Nick Owen  
Pacific Region Vice-President

BMW Car Club of America  
Nick Owen  
Pacific Region Vice-President  
8685 Rio San Diego Dr #4339  
San Diego, CA 92108  
619-508-7584  
pacificrvp@bmwcca.org



Official BMW Club

BMW Car Club  
of America



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

**Date:** November 26, 2014

**Subject:** South Central RVP Pre-Meeting Report for December 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

**Past Travel:**

- BOD Meeting, Philadelphia, PA Sept 12 – 14 \$656.09

**Planned Travel:**

- BOD Meeting, San Diego, CA Dec 5 – 7

**Discretionary Funds:**

- None to report at this time.

**Chapter Issues:**

- No 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: November 20, 2014

Subject: South Atlantic RVP Pre-Meeting Report for December 6, 2014 BOD Meeting.

Travel & Expenses:

Completed Travel: Philadelphia for BOD meeting \$215.20

Planned Travel: San Diego, CA for BOD meeting \$479.20

RVP Discretionary Funds:

None

Newsletter Delinquencies:

- Gulf Coast – working on them – rebates withheld

Relevant Notes:

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

**DATABASE/WEBSITE/OPERATIONS**

Since the start of the year we have re-launched three websites – Ofest, bmwcca.org and Legends. As we progress into the new year we are carefully evaluating the future of AMS vs CRM.

See report from Director of IT for more detail.

**ROUNDEL**

The magazine will display a new and modern masthead for January. Subtle design enhancements will appear and will tie *Roundel* to over all branding.

**COMMUNICATIONS**

Chris Henneey, Nate Risch and David Rose are doing great work to broaden our communication channels nationally and they continue to assist our chapters with communication as well.

**RAFFLE**

Raffle 2015 will begin in the June/July time frame and will end in early September. Discussion on venue.

**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 21-25<sup>th</sup>.

**OKTOBERFEST 2016**

Booked

**OKTOBERFEST 2017**

Materials sent prior to this meeting. We need to discuss as I would like to have a decision prior to year end.

**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:

*2014 was a good year and participation in the program continues to grow. Over the past 2 years we've made significant improvements to our website to improve the ease of purchase for both new and existing customers. Throughout the year we've received excellent feedback from clients regarding the claim process. We keep expanding our social media/blog outreach to the community and our customers really seem to appreciate this; we're regularly posting driving tips from Ross Bentley, providing helpful articles about car preparation, and even tips about towing.*

*My team is in the final stages of creating a toolkit of resources that we think will be very helpful for Chapters. In the next couple weeks we'll share a copy of this kit for your review and approval. The idea is to help Chapters improve attendance at their events by informing/educating their members about insurance and the BMW CCA membership benefit for discounted HPDE insurance. By informing new and existing participants that coverage is available at a discounted rate, they will remove barriers to entry from new participants and help differentiate their events (less insurance cost) from non-BMW CCA events. This kit will contain:*

- *Tools to help Chapters promote the member benefit of discounted HPDE insurance.*
- *Articles Chapters can use for their newsletter that help members evaluate whether they need HPDE insurance or not.*
- *Non-insurance related content that Chapters can post on social media.*

*We're excited for another great year in 2015!*

*Regards,*

*Ryan Staub  
Motorsports Practice Leader Motorsports Practice Leader  
Lockton Affinity Motorsports*

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



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
<i>Total</i>	673	\$3,548.60	<i>Total</i>	847	\$ 5,004.60	<i>Total</i>	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	122	3,466.70
<i>Total</i>	899	6,665.46

## Member Source as of 12-03-2014

Source	Total	Current	Lapsed	2011	2012	2013	2014
Dealership	571	226	345	91	84	282	114
eBay	1	1	0	0	0	1	0
Email	65	33	32	4	43	5	13
FAX	1	1	0	0	0	1	0
Gift	920	564	356	5	303	385	227
Mail	107	67	40	25	24	38	20
Phone	251	186	65	6	47	103	95
Renewal	1	0	1	0	1	0	0
Street Survival	3,759	1,454	2,305	244	978	1,255	1,282
Walkin	111	73	38	0	5	64	42
Web-Bimmer Magazine	1,241	799	442	263	377	346	255
Web-BMW CCA Website	3,987	2,438	1,549	917	1,215	980	875
Web-BMW Center	1,995	1,472	523	0	528	768	699
Web-BMW Performance Center	494	400	94	0	0	252	242
Web-BMWBlog.com	87	71	16	0	3	44	40
Web-BMWCar Mag UK by Unity Media	38	23	15	0	20	16	2
Web-Car and Driver Magazine	313	214	99	88	81	70	74
Web-Classic MotorSports	25	23	2	0	3	8	14
Web-CPO Sample Roundel	158	120	38	0	55	28	75
Web-Facebook	163	138	25	0	2	61	100
Web-GrassRoots Magazine	111	77	34	0	37	42	32
Web-Independent Shop/Dealer	659	471	188	0	165	280	214
Web-Link from Another Website	981	643	338	0	425	299	257
Web-National Aftersales Conference	3	3	0	0	0	1	2
Web-Performance BMW Mag UK Unity	7	3	4	0	0	6	1
Web-Radio Ad	6	3	3	0	1	4	1
Web-Referred by BMW CCA Member	2,557	2,032	525	1	97	1,301	1,158
Web-Search Engine	1,079	737	342	0	341	361	377
Web-Sports Car Market Magazine	77	41	36	24	24	15	14
Web-Television Ad	9	6	3	0	2	4	3
Web-Word of Mouth	11,000	6,506	4,494	2,409	4,040	2,450	2,101
<b>Totals</b>	<b>30,777</b>	<b>18,825</b>	<b>11,952</b>	<b>4,077</b>	<b>8,901</b>	<b>9,470</b>	<b>8,329</b>

### **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.

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

NAC –	2
Bimmerfest –	30
BMW Pro Am –	5
Vintage –	14
PVGP -	22
Legends –	12
Festorics -	13
Euro Fest -	14

### **Awards Committee**

The awards committee is continuing to make great progress and has updated the national office with their work. We expect to meet with Dee Sutton some time later in December to go over work out how we might best fulfill the requests of the committee.

### **Leadership Committee**

The committee will be in Dallas at the end of January to refine their recommendations and prepare their report which will be presented at the March Chapter Conference.





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

### *Sponsorship Overview*

This year was certainly a banner year for sponsorship with strong support for each one of our national events. For the first time ever we had a presenting sponsor for both Oktoberfest and Legends Of The Autobahn thanks to our great partners at Michelin. In addition, we welcomed back some old friends in the form of Pirelli Tire and Griot's Garage. In fact, Griot's Garage become the first ever company to hold the title of "The Official Car Care Products of the BMW CCA," something they were very excited about as true BMW enthusiasts. We also welcomed many new sponsors to the BMW CCA family including the Colorado BMW Centers, Paulaner, Hagerty, Auto Europe, and Blue Moon.

I'd like to recognize our incredible list of sponsors that went above and beyond to support this year's events. Those sponsors are: Auto Europe, Blue Moon Brewing Co, BMW NA, BMW Classic, BMW CCA Foundation, BMW of El Cajon, BMW Performance Center, Bridgestone, Brown Printing, Colorado BMW Centers, Cool Carbon, Dinan Engineering, Enthusiast Media Group, Forgeline, Griot's Garage, Hagerty Insurance, La Jolla independent, Liberty Mutual, Michelin, Odometer Gears, Paulaner, Pirelli Tire, Roger's Tii, Sports Car Market, The Werk Shop, and XPEL Technologies.

#### 2015 Sponsorship Negotiations

Negotiations are currently underway with new and returning sponsors for Oktoberfest and Legends Of The Autobahn. Some sponsors expressed concerns over the lower attendance numbers at O'Fest and Legends this year, and reduced emphasis on track events. Obviously, 2015 will be a different story with four days of HPDEs and Club Racing at New Jersey Motorsports Park. We should also see a dramatic rise in attendance based on the surrounding population base of members.

#### Michelin Renews Legends Of The Autobahn Presenting Sponsorship

Officials from Michelin were very pleased with their involvement in Legends Of The Autobahn this year, and as a result have decided to renew their presenting sponsorship for 2015. In fact, they are already brainstorming new ideas for the event in terms of their display and special promotions.

#### BMW NA Providing Additional Support For Corral At Sebring And Potentially Daytona

Plans are in the works to establish a prominent infield corral at the Rolex 24 at Daytona and also carry on the traditional trackside corral at the 12 Hours of Sebring. BMW NA has expressed their interest in supporting these corrals by providing additional funds and resources. We have been working with officials from both BMW NA and Daytona International Speedway to try and establish the first ever infield BMW corral and hospitality area at the Rolex 24. Teams from both organizations are working together to try and secure space for a 50-car corral inside of NASCAR Turn 2, next to Lake Lloyd.

## ***Roundel Weekly And Email Communications***

### Responsive *Roundel Weekly* Template Officially Launched

The brand-new responsive template launched on October 7. The new template is optimized for mobile, tablet, and desktop formats, and will shift depending on what type of device you are viewing it on. The new layout puts increased emphasis on the website with only teaser copy available in the actual email. As a result, we have seen an increase in website traffic and advertiser click through. Our advertiser banner ads appear much larger on smartphone and tablet devices now.

### Most Popular *Roundel Weekly* Content Since August 1

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 her love of a Kia Soul rental car. Upon viewing the below list you will also quickly note that Rob Siegel's Hack Mechanic columns have a very strong following and have become a staple of the weekly email newsletter. Scott Blazey has also done an excellent job of writing articles that are relevant and appealing to our weekly readers.

<b>Story Name</b>	<b>Writer</b>	<b>Date</b>	<b>Clicks</b>
1. If It Was An Aston Martin, I'd Have...	Nikki Weed	08/26/2014	2,750
2. The Shill Bidder Plays A Shell Game	Rob Siegel	09/23/2014	1,667
3. When Did We Become The Bad Guys?	Scott Blazey	08/12/2014	1,489
4. Doing It Yourself: It's Not About The Money	Scott Blazey	09/16/2014	1,345
5. We're Going To Need A Bigger Garage	Rob Siegel	11/04/2014	1,239
6. Time To Move On—But In Which Direction?	Nate Risch	09/23/2014	1,292
7. We're Going To Need A Bigger Garage, Part II	Rob Siegel	11/11/2014	1,164
8. An Answer In Search Of A Question	Rob Siegel	09/09/2014	1,132
9. The Short Happy Parts-Guy Life Of Rob Siegel	Rob Siegel	10/21/2014	1,121
10. Being Stuck In Traffic Leads To Dreams Of...	Nikki Weed	09/30/2014	1,021
11. Talking To The Tires Of Tomorrow	Chris Dorsen	11/11/2014	979
12. LeBron James' BMW 760Li Is For Sale	Scott Blazey	09/23/2014	941
13. Picking Up On Parts Particulars	Rob Siegel	09/30/2014	924
14. The Two That Got Away	Rob Siegel	08/19/2014	916
15. I've Got The Change-Of-Season Can't-Go...	Nikki Weed	11/04/2014	895
16. A Bumper Crop Of Bumpers	Rob Siegel	10/14/2014	895
17. A Tale Of Eight Radiators	Rob Siegel	08/12/2014	874
18. Dinan Takes The BMW M5 To A New Level	Scott Blazey	09/02/2014	854
19. Choking The Bavaria	Rob Siegel	09/02/2014	827
20. Braking In A New Online Column	Rob Siegel	08/05/2014	823

Below I have included some stats for a few of our most recent emails. As you can see, we continue to 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>
Roundel Weekly	11/11/2014	32%	8.7%
North Central Regional Events	11/06/2014	40.8%	4.2%
Roundel Weekly	11/04/2014	32.3%	9.3%

California Regional HPDE/ITS	11/05/2014	43.9%	4.0%
North Atlantic Regional Events	10/30/2014	35.4%	3.2%
Roundel Weekly	10/28/2014	31.9%	8.5%
Roundel Weekly	10/21/2014	32.7%	8.8%
News From National	10/16/2014	61%	6.2%
Roundel Weekly	10/14/2014	32.1%	8.7%
Roundel Weekly	10/07/2014	35.7%	11.1%

### ***Latest Club Videos Released By HittingRedline.com***

Hitting Redline continues to release phenomenal videos that capture the true spirit of Oktoberfest and several other national club events. Below is a list of their most recent releases. You can find each of these videos on our Vimeo page or in the video gallery on [bmwcca.org](http://bmwcca.org).

The video of the Pittsburgh Vintage Grand Prix is of particular significance as the Allegheny Chapter commissioned David Rose to film the event and show the world just how unique PVGP in the spectrum of automotive gatherings.

#### New Releases

- Pirelli Concours d'Elegance At O'Fest 2014
- Bridgestone Autocross At O'Fest 2014
- Griot's Garage Car-Care Clinic At O'Fest 2014
- Michelin Drive And Compare At BMW CCA O'Fest 2014 Beaver Creek
- Pittsburgh Vintage Grand Prix 2014

### ***Club Merchandise: Flash Sales And New Apparel Hits The Club Store***

#### Flash Sales

Our flash Sales in *Roundel Weekly* have kicked off the holiday shopping season in a big way! Flash sales are random, previously unannounced sales, which appear in RW with a door buster offer on a single store item that lasts less than 12 hours. The idea is to create a sense of urgency and drive traffic to the store. The first flash sale in November was a huge success with over 58 orders placed in less than a 10-hour timespan. The sale was for the red E30 short sleeve tee, which normally retails for \$16, on sale for \$10. The attractive bargain drove traffic and had members browsing the store and adding even more items to their cart. Popular add-on items that day were license plate frames and motorsport grille badges.

#### New Arrivals

Now available is a new selection of enthusiast shirts in the BMW CCA store. You can choose from designs that feature the E46 M3, E92 M3, E28, and the E24—available in sizes ranging from small to 3XL.

#### Clearance Items

All of our remaining O'Fest merchandise—along with BMW CCA Festorics shirts and Legends Of The Autobahn polos—have been reduced to 33% off.

### Cyber Monday

Our popular Cyber Monday sale returns again this year! This is our biggest and best sale of the year with one-time only deals on Club apparel and accessories. The Cyber Monday sale will run until midnight eastern on the Monday following Thanksgiving. Free items will be offered with purchases of \$100 or more. In addition, we will be promoting the free ornament offer with each gift membership in the email.

### ***Current Holiday Promo: Free Ornament With A Gift BMW CCA Membership***

For each gift membership purchased, the recipient will receive a free BMW CCA Christmas ornament! Plus, the purchaser and the recipient will be entered to win a one-day M School as part of the 2014 Membership Drive. The special offer ends on December 31.

### ***New Member Discount At Oscaroparts.com***

You love your BMW—and the folks at Oscaroparts.com love your BMW, too! They carry a complete range of maintenance and repair parts for your car, from the top suppliers—brands like Bosch, Sachs, Bilstein, and Brembo—and they bring them to you via five-star service, fast shipping, and competitive prices.

They are pleased to extend a 15% discount on parts to BMW CCA members. Simply use discount code BMWCCA2014 at checkout and they'll deliver the parts you need right to your door!

### ***Third-Quarter 2014 Lapsed Member Promotion***

All lapsed members were offered a special deal via email to rejoin the Club between Friday, September 26 and Tuesday, September 30, 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 second quarter lapsed member campaign we were able to add 264 lapsed members back to the Club.

1YR Members: 195

2YR Members: 42

3YR Members: 27

So far this year, we have reinstated a total of 769 lapsed members as a result of these offers with the fourth quarter promo yet to come in December.

### ***Website Traffic***

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



### Unique Visitors to [bmwcca.org](http://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%

### Top Referring Websites (August 1 through October 31, 2014)

1. Google	195,909
2. Bing	4,544
3. Yahoo	4,409
4. Facebook Mobile	3,971
5. Facebook	2,644
6. BMW USA	1,371
7. Twitter	1,107
8. MyE28.com	843
9. RoadAtlanta.com	697
10. Bimmerfest.com	694
11. AOL	560
12. Bimmerforums.com	467
13. E9Coupe.com	427
14. 7-forum.com	386
15. Germancarsforsaleblog.com	381

### Most Popular Pages and Sections in Terms of Pageviews (August 1 through October 31, 2014)

1. Forum	235,484
2. Classifieds	63,994
3. News	33,264
4. Store	14,659
5. Account Manager	11,238
6. Membership Benefits	10,263
7. Calendar	9,877
8. Vehicle Rebate	7,979
9. Chapter Finder	6,379
10. Renew	4,198
11. Password Reminder	3,913

12. News Story: Lebron James 760i	3,184
13. Roadside Assistance	3,139
14. <i>Roundel</i>	2,890
15. My Garage	2,599
16. Scott Blazey RW Intro 8/12	2,534
17. Nikki Weed RW Intro 8/26	2,498
18. Contact Us	2,431
19. News Story: Faux X5	1,880
20. Raffle	1,472

### **Mobile Device Sessions (August 1 through October 31, 2014)**

1. iPhone	63,604	37.7%
2. iPad	50,447	29.9%
3. Unrecognized	8,445	5%
4. Samsung Galaxy S5	3,109	1.8%
5. Google Nexus 7	1,076	0.1%
6. All Others Device Combined	41,811	24.8%

### ***Website Banner Ads and Section Sponsorships***

Our developers are currently implementing banner ads into the website, so that we can launch website ad sales. Below is a general list of section sponsorship that will be sold and what they include.

#### Forum

- Presenting sponsor callout written in text "BMW CCA Forum Presented By XYZ Company" inside grey header block
- 468x60 at the top of every page

#### Classifieds

- Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
- Two banner ads intermixed with classifieds ad per page
- 260x290 banner on the left sidebar of every individual classified ad

#### News

- Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
- 300x250 on right-hand sidebar
- Static sponsored story space

#### National Calendar/Event Listings/Events Landing page

- Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
- 728x90 at bottom of the National Calendar page
- 300x250 on every event listing
- 728x90 on events landing page

Chapter Finder

- Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
- 728x90 at the bottom of the page

Roundel Articles

- Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
- 300x250 in righthand sidebar

Video Gallery

- Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
- 4 Sponsored video listings

Instagram Feed

- Presenting sponsor callout with 300x50 logo/link and 10 word tag line inside grey header block
- Dedicated Instagram feed for sponsor with hash tag of their choosing

**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 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> 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 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> 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

We really appreciate your assistance! The Quarterly Regional Event Newsletter is a great way to help keep members informed of upcoming chapter events.

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: December 6, 2014 Board Meeting—San Diego, CA

## IT Update

### Year End Summary

This was a very busy year for IT and I am thankful to have the support and help of the rest of the BMW CCA staff.

Here are the significant projects that were completed:

- We migrated to a new web host , Acquia
- Launched new versions of three different websites:
  - [bmwcca.org](http://bmwcca.org)
  - [ofest.bmwcca.org](http://ofest.bmwcca.org)
  - [legendsoftheautobahn.org](http://legendsoftheautobahn.org)
- Launched an update to the BMW CCA app and had sub-apps for Oktoberfest and Legends of the Autobahn
- Upgraded the membership software servers
- Moved the membership software servers to a new datacenter and reduced ongoing hosting costs and increased performance for members and staff
- Created three automated e-mail notices for membership-related reminders:
  - Notice that membership will be automatically renewed next month (sent to those who have opted in to auto-renew)—this reduces cancellations from people who forgot they signed up for auto-renewal
  - Roadside Assistance Thank You—asks member to enter vehicles in online garage
  - Roadside Assistance Welcome—reminds members to enter vehicles in the online garage and provides the phone number to call for service
- Membership Satisfaction Survey and Chapter Scorecards

### Server Move

The membership database servers were migrated to the new datacenter on October 3, 2014. The new datacenter has easy to use features that will allow me to scale our servers when needed. For example, before we launch raffle sales, I can increase the performance of the servers in anticipation of additional visitors making purchases. The performance metrics can be increased and decreased as necessary, and the club is only charged more for the period of time in which we increase performance.

## Advertising

I am working with Chris Hennecey, Len Rayburn and Michael Slaff to add commercial advertising to [bmwcca.org](http://bmwcca.org). Chris presented the idea of having sponsored pages on the website instead of rotating ads from multiple sponsors. For example, we hope to have “Classifieds – Sponsored by XX” with the company’s logo. In addition the company can provide us with banner ads to place in-between the classified ads.

Please see the report from the Director of Marketing and Communications for additional details.

## Cloud Archive

Len Rayburn and I have established a backup plan for the *Roundel* files to Amazon’s S3 service. Since the launch of *gomembers* the membership database has been backed up nightly with transaction backups made every 15 minutes. We also have on-site and remote backups of the files on our network, and of the servers at the datacenter. I plan to also upload backups of the membership database to Amazon S3 so that we have an additional off-site backup.

## BMW CCA Small Business Server

The Club has one server on site at the National Office. It hosts Microsoft Exchange for email, the files on the network drives, and the user accounts for staff. The server is coming to the end of its life and AcumenIT and I are developing a plan to move some services to Microsoft’s online platform. We are investigating the possibility of moving to hosted Exchange and Office 365. There are many applications and services included with Office 365 and we would be able to take advantage of Lync (chat and video conferencing, like Skype for businesses) and OneDrive (cloud storage).

We still plan to have a server on site so that we can utilize Sharepoint and extend its capabilities through software development projects. But the server won’t need to be as powerful if we utilize Microsoft’s online platform.

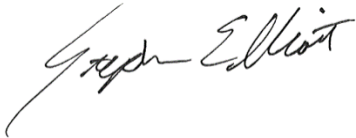
## Chapter Electronic Newsletters and MagnetMail

The following 14 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
Mountain State Chapter	Nittany Bimmers Chapter	Oregon Chapter
Pocono Mountain Chapter	Sandlapper Chapter	Sunbelt 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





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**

**December 2014 Pre-Board-Meeting Report**

**Changes:** Our January issue will show certain design changes, which are not my department. But we have made some other editorial changes as well. Most significant is the greater use of **Rob Siegel**, whose writing success has led him to book deals with Bentley Publishing and a column deal with *Road & Track*. Now we have put him back to monthly status in *Roundel*, and he writes a weekly column for *Roundel Online*.

We have also brought **Mike Self** back to a monthly column in *Roundel*, replacing Nikki Weed. Nikki will continue to contribute to *Roundel Weekly* on a monthly basis.

As I am sure you are aware, Mark Calabrese has discontinued his Calabresions column, but we are looking for ways to include his talents in future issues.

**Controversies:** Chris Wright's column on BMW NA's dealer service surveys struck a nerve with our members—and with BMW NA. There are still a few powerful suits who are shocked, shocked to discover that these surveys are counterproductive, but our reader response has led to the possibility of an honest dialogue, with Wright traveling to New Jersey to argue his point. If BMW NA changes this program, the magazine will have wrought another benefit for our members. If not—well, at least we fought the good fight on their behalf.

**Advertising:** At 128 pages (132 including covers), our ad ratio shows a typical cycle, from the under-30% doldrums of January to the relatively ad-heavy issues of summer. Except for January, we were above 30% every month in 2014:

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%
Aug	132	44.74	33.89%
Sep	132	42.99	32.57%
Oct	132	46.99	35.60%
Nov	132	44.16	33.45%
Dec	132	43.25	32.77%

**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.





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bmwcca.org

November 20, 2014  
Report of the Creative Director

Since my last report in June 2014, we've focused on updates and refinements to our websites, emails, and the *Roundel*, in addition to covering Oktoberfest and producing event materials for Legends of the Autobahn.

### **Roundel**

Brown Printing's sale to Quad Graphics has continued to be something of a concern, as minor consistency issues with printing cropped up. We experienced one issue with a subtle, but significant issue-wide color shift that couldn't be accounted for in the files, and another where we received a handful of reports of issues missing the first signature of pages (1-16). We've conveyed our concerns to Brown and have seen some of the issues resolved. We continue to review the terms of our contract with Brown and will consider bidding the magazine to other printers if the need arises. So far the needs appear to have been addressed, though we are reviewing each issue for any additional discrepancies. In the meantime, I'll be scheduling a press check in the few of months to check on production and transition issues on site.

We're currently working on a minor refresh and refinement of the magazine's design elements for the January 2015 issue, while keeping it within the flexible range of our current branding style.

As of the December 2014 issue, I've had the opportunity to design a full 24 issues of the magazine. It's still exciting!

### **Website**

*BMW CCA*: The new website appears to be functioning well and we've received positive feedback about it's increased usefulness.

**LEGENDS**: We created an all-new Legends of the Autobahn website, using a new style of responsive template that is mobile friendly and uses splash photography.

### **Email**

We worked on several methods to convert the *Roundel Weekly* into a mobile-friendly/responsive format as a growing proportion of our members are reading the newsletter on mobile devices.

Coding HTML emails to act predictably on desktop clients and mobile devices remains quite challenging. After experimenting with several templates and techniques, we recoded and reformatted a basic template until it was usable. Extensive testing with the online Litmus service helped us iron out several minor issues.

**Events**

Oktoberfest in Beaver Creek proved to be a significant success.

My primary duties involved coordinating the work of the Hitting Redline videography team, keeping us on schedule to cover the various events. As usual, they were a joy to work with and continue to impress with their professionalism, creativity and efficiency. They did a wonderful job covering the multiple events, sponsors, and venues. Concours, gymkhana, Kessler Canyon, the strolling dinner, TSD Rally, and M4 drifting and other events were thoroughly covered.

Additionally, we worked with Matt Russell of BMW NA for some time with the new i8, getting several hours of exclusive video footage of BMW's electric supercar.

We're working on the branding and materials for the 2015 Oktoberfest, and have the logo and its variants ready.

**Video**

We're excited about the addition of David Rose to staff and look forward to his videography and photography contributions.

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

**cc:** Jack Joyner - National Driving Event Committee Chairman 'Elect'

**From:** Bill Wade – *EX*-National Driving Event Committee Chairman

**Date:** December 1, 2014

**Subject:** Quarterly Report – 4th Quarter 2014

## Old Items / Issues–

1. White Mountain TRSS incident 6/14.
  - a. The DEC has reviewed the draft of the Car Control Min Standards and we will forward an article to be distributed for Chapter review and potential vote to be included in the National Min Standards.
2. West Coast ITS. This was a HUGE success! We had four seasoned Mentors and an additional classroom facilitator come in to help with the local instructors acting as mentors. This included the Chief Instructors from every chapter involved. We got total 'buy-in' from the local chapters and feel that this event helped mend some fences between these chapters. It was a huge group of 21 candidates with 9 passing and the majority able to be used with minor additional work by the chapters. This event came in under the proposed budget amount. A budget recap is attached.
3. ITS Development Summit - Dates are being considered in January 2015 and a location in the Newark NJ, is being proposed as it will keep travel costs down to a minimum against the approved budget.

## Board Action Needed –

The following proposals need Board action:

1. None

Respectfully submitted,

Bill Wade

EX-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>\$ 609.20</u>	<b>\$3,892.04</b>

### 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>\$176.68</u>	<b>\$ 971.74</b>

### 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>	<b>\$ 440.21</b>

### Rental Cars

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

### 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>	<b>\$ 732.41</b>

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

BMW CCA CLUB RACING REPORT

Gary Davis

18159 Meridian Road

Grosse Ile, MI 48138

734-308-7299

[chairman@bmwccaclubracing.com](mailto:chairman@bmwccaclubracing.com)

November 28, 2013

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

Subject: Club Racing Chairman's Pre-meeting Report for the December 6-7, 2014 Board Meeting.

Travel: December 6, 2014; BMW CCA National Board Meeting; San Diego, CA.  
December 13, 2014; Performance Racing Industry Convention; Indianapolis, IN.

Racer's Advisory Committee:  
Elections pending for North Atlantic and South Central Regions.

Appeals/Protests: None

New Business:

- 2015 will be the 20<sup>th</sup> Anniversary of BMW CCA Club Racing
- 20<sup>th</sup> Anniversary National Race to be held at Sebring, Florida in May, 2015.
- Anniversary to be observed at O'fest at NLMP.
- Spece46 accepted as the newest CR National class.
- 6<sup>th</sup> Annual CR Steward Workshop scheduled for March, 2016 in Dallas, TX.

Respectfully submitted,

Gary Davis

Chairman, BMW CCA Club Racing





