

**BMW Car Club of America
Board Conference Call
April 21, 2015**

Minutes

Tuesday, April 21, 2015

1. Call to Order

The conference call was called to order by President Steve Johnson at 7:00 PM EST.

2. Attendees

Board Members: Steve Johnson President, Eddy Funahashi, Executive Vice President, Louis Goldsman Treasurer, Dwayne Mosley South Atlantic RVP, John Sullivan North Atlantic RVP, Nick Owen Pacific RVP and Tim Beechuk North Central RVP.

Absent: Darlene Doran Secretary and Dan Baker South Central RVP

National Office: Frank Patek Executive Director and Lindsey Branston Director of Financial Operations.

3. BMW CCA Office

▪ Oktoberfest 2015

Frank Patek reported that Oktoberfest 2015 planning is on track after a site visit to New Jersey was conducted April 13-16. Registration opened for the event April 20th and initial registration numbers are positive. The Friday night banquet has been moved to an off-site location in Atlantic City due to space constraints at the Host Hotel on Friday night. Additionally it was communicated that NJ Motor Vehicle Racetrack Regulations (13:62-3.6) requires a full face helmet with a face shield (visor) for driving schools.

▪ Oktoberfest 2016

- Frank Patek reported that a site visit is planned for him and his team May 2-6. More details should be available after this time. Initial information has indicated that pricing for the 2016 event will increase significantly.
- Monday April 27th a meeting is schedule with BMW NA, BMW CCA Foundation, BMW MOA, BMW RA, and BMW Vintage Club to discuss combined efforts regarding Oktoberfest 2016 and other events for the BMW centennial celebration in 2016.

▪ Oktoberfest 2018

Frank Patek and Steve Johnson will be making a visit to Pittsburgh, PA in May to hopefully finalize a contract for the Oktoberfest 2018 event.

▪ Oktoberfest 2019

Discussions took place regarding where Oktoberfest 2019 should be held for the 50th anniversary of BMW CCA

▪ New office in Augusta

Frank Patek and Lindsey Branston conducted an interview for a new staff position in Augusta, GA. This position's duties will include raffle

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processing and rebate administration. The candidate will start the week of May 4th.

4. Board Meetings

- The next board meeting will be held on Sunday June 28th in Ashville, NC after the Foundation's inaugural Classics at Biltmore event.
- The 3rd quarter board meeting will tentatively occur August 29th near the LAX airport.

5. 2015 Events

Frank Patek informed the Board of the 2015 events.

- BMW Charity Pro Am (May 14-17)
- Bimmerfest West (May 23rd)
- Vintage at the Vineyards (May 23rd)
- Classics at Biltmore (June 26-27th)
- PVGP (July 18-19th)
- Bimmerfest East
- Legends of the Autobahn (August 14th)
- Festorics (August 15-16th)
- Oktoberfest (September 21-25th)
- Oktoberfest Charity Golf Tournament (September 21st)
- Eurofest (October 17th)

6. Relocation Committee

- The Committee will meet April 28th to discuss BMW CCA's needs.

7. Leadership Committee

- Dwayne Mosley reported to the Group regarding the Leadership Committee's meetings since Chapter Congress. The Board unanimously denied the request for the Leadership Committee to attend monthly board calls.

8. Satisfaction Survey

The effectiveness vs. the cost of continuing satisfaction surveys was discussed.

Motion: Louis Goldsman made a motion to stop doing satisfaction surveys. Tim Beechuk seconded the motion. Motion passed unanimously.

9. Leadership Committee Liaison

Motion: Nick Owen made a motion to appoint Dwayne Mosley as the Leadership Committee Liaison. Eddy Funahashi seconded the motion. Motion passed unanimously.

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10. *Ombudsman Leader*

Motion: Dwayne Mosley made a motion to appoint John Gamble as the Leader for the Ombudsman. Louis Goldsman seconded the motion. Motion passed unanimously.

11. *Boston ITS School Reimbursement*

Motion: John Sullivan made a motion that the Boston Chapter should be reimbursed for its September 2014 ITS School. As there was no second, the motion was not considered.

12. *Adjourn at 8:17 PM EST*

Motion: Nick Owen made a motion to adjourn the conference call. Louis Goldsman seconded motion. Motion passed unanimously. Call adjourned 8:17 PM EST

**BMW Car Club of America
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May 21, 2015**

Minutes

Thursday, May 21, 2015

1. *Call to Order*

The conference call was called to order by President Steve Johnson at 7:04 PM EST.

2. *Attendees*

Board Members: Steve Johnson President, Eddy Funahashi Executive Vice President, Darlene Doran Secretary, Louis Goldsman Treasurer, John Sullivan North Atlantic RVP, Tim Beechuk North Central RVP, Nick Owen Pacific RVP, Dwayne Mosley South Atlantic RVP and Dan Baker South Central RVP.

National Office: Frank Patek Executive Director and Lindsey Branston Director of Financial Operations.

3. *Executive Director Report*

- **Oktoberfest 2015**
Frank Patek reported that Chris Hennecy has been able to put together total Oktoberfest sponsorship of approximately \$153,000.00, which is fantastic. However the downfall is we may only break even for this event. One of the big expenditures is running 2 tracks this year and equipment and food is very expensive due to the location of the event.
- **Oktoberfest 2016**
Frank Patek reported that this event is moving along. We have received proposals back from the venues we looked at. The costs for this event are going to be expensive. Holman Ranch wants a \$10,000.00 rental fee as well as purchasing a case of wine for every 50 people attending at the price of \$450.00 a case. We need to do some thinking on this. The proposed event at the Aquarium is questionable due to a cost of nearly \$200.00 per person. We need to have all planning complete before we open registration 9 months out. We still have a few more details to work out.
- **Oktoberfest 2018**
Frank Patek reported that he and Steve Johnson had a very productive meeting with the Allegheny Chapter for the 2018 Oktoberfest. They are very organized and have already had their first committee meeting with 25 in attendance. We have a very eager and enthusiastic group of volunteers.
- **Legends of the Autobahn (LOTA) Logo**

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Frank Patek reported that we have trademarked LOTA name, now the attorneys are advising that we trademark the LOTA logo for the US and Canada.

Motion: Darlene Doran made a motion to protect the logo that goes with LOTA in the US and Canada only for a reasonable cost. Tim Beechuk seconded the motion. Motion fails 2 in favor and 7 opposed.

- **Regional Newsletter Printing Proposal**

Frank Patek reported that for a 32-page publication our printing and postage if mailed with Roundel in the poly bag, would be minimal. BMW CCA will be funding the regional newsletter test piece. The test piece will be chapters in the Pacific Region including California, Nevada and Arizona. All chapters will be the beneficiary of this program. This program is a way to reduce costs and assist small chapters.

- **2016 Chapter Congress**

Frank Patek reported that the Westin only had 2 weekends available in March, which is the Amelia Island and 24 Hours at Sebring events. Westin has February 5-6 available at \$92.00/night and April 15-16 or 29-30, 2016 at \$89.00/night.

Motion: Darlene Doran made a motion to have Chapter Congress the weekend of April 29-30, 2016. Nick Owen seconded the motion. Motion passes unanimously, 9-0.

- **Future Meetings**

Frank Patek reported that we need to schedule future meetings for July and August. The July meeting between the CCA Executive Committee and Foundation Executive Committee in Palms Springs, CA. is intended to resolve issues surrounding colocation Third quarter board meeting will be August 28-30, 2015 CA.

4. New Business

- Dwayne Mosley reported that being the Liaison for the Leadership Committee has been a challenge. Believes the committee is making good decisions. The Liaison is the spokesperson to the Board on behalf of the committee and vice versa.

5. Adjourn at 8:03 PM EST

Motion: Darlene Doran made a motion to adjourn the conference call. Tim Beechuk seconded motion. Motion passed unanimously. Call adjourned 8:32 PM EST

**BMW Car Club of America
Board Meeting
Asheville, NC
June 28, 2015**

Minutes

Sunday, June 28, 2015

1. *Call to Order*

The meeting was called to order by President Steve Johnson at 8:30 AM.

2. *Attendees*

Board Members: Steve Johnson President, Eddy Funahashi Executive Vice President, Darlene Doran Secretary, Louis Goldsman Treasurer, Tim Beechuk North Central RVP, Dwayne Mosley South Atlantic RVP, Nick Owen - Pacific RVP, John Sullivan - North Atlantic RVP and Dan Baker - South Central RVP.

Chairs: Jack Joyner DEC

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

Guests: Kelly Kirkland San Diego Chapter, Scott Mallan National Capital Chapter, Larry Koch Peachtree Chapter and Gene Donnelly, Retired BMW NA VP Southern Region.

3. *Minutes*

The minutes of the March Board meeting were approved by vote during the Board Conference Call April 21, 2015. Reading of the minutes was waived.

Affirmation of votes on conference calls since last Board Meeting.

- Motion to change dates of Congress to April 29-30, 2016 during the board conference call. Approved 9 - 0.
- Motion to protect LOTA logo, during the board conference call. Failed 2 in favor, 7 opposed.

Motion: Darlene Doran made a motion to affirm the above conference call votes. Steve Johnson seconded the motion. Motion passes 8 - 1 absent

4. *Reports*

4.1 *President*

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

4.2 *Executive Vice-President*

- Eddy Funahashi had nothing to add to his pre-meeting report.

4.3 *Secretary*

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

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4.4 Treasurer

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

4.5 South Atlantic Regional Vice President

Dwayne Mosley had nothing to add to his pre-meeting report.

4.6 North Atlantic Regional Vice President

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

4.7 Pacific Regional Vice President

- Nick Owen added to his pre-meeting report Coronado Speedfest.

4.8 South Central Regional Vice President

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

4.9 North Central Regional Vice President

- Tim Beechuk had nothing to add to his pre-meeting report.

4.10 Executive Director

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

4.11 Roundel

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

4.12 Driving Events Committee

- Jack Joyner had nothing to add to his pre-meeting.

4.13 Club Racing Committee

- Gary Davis – see report

Review Actions Items

Discussion Topics:

5. National Events

5.1 Oktoberfest

- 2015 Oktoberfest – New Jersey September 21-25, 2015
 - ♦ Frank Patek reports that Oktoberfest is good however could be better in terms of numbers. We are also between scheduled registration cost increases as we get closer to the date of Ofest. There are concerns regarding the end of the week driving schools. Some of this is due to a 45-minute drive to the track and splitting the group between the two locations. We have a Prohibition Party Night where we will have a small casino that will be operating in the basement of the speakeasy

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of the hotel. Friday evening we will go into Atlantic City for dinner, since the Ofest hotel is hosting a wedding that evening. Since our raffle is now licensed in Georgia we will not be doing a live raffle drawing during Oktoberfest. We have to do the raffle drawing in Georgia. We will video tape the drawing and we will need a couple board members in attendance during the drawing. Dwayne Mosley will be attending since he is close.

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

- 2016 Oktoberfest
 - ◆ This event is falling into place and should be a great event. We intend to host one of the social events at Holman Ranch. Due to the drought we are considering a car show/modified concours in lieu of a concours in Carmel Valley Village to coincide with the Holman Ranch event. The hotel cannot supply water for washing cars. Paul Cain is doing some research with local car washes to see if we can run vehicles through and finish on our own. Paul Cain will keep us updated.
 - ◆ During autoweek BMW CCA and BMW VCCA have bought out Lighthouse Lodge & Cottages. The property has recently completed a renovation. -

Action Item: Frank Patek and Steve Johnson to contact the San Francisco Bay Area Dealer Association.

- 2017 Oktoberfest
 - ◆ This event has been booked at the New Orleans Hyatt Regency. Scheduled for early July. Will sign a contract with the track for 3 days. Jack Joyner will take the reins for organizing the 2-day driving school and Dan Baker will organize the autocross event. On Wednesday we will have a fun day at the track.
 - ◆ The hotel will be sectioning off areas for us in the parking garages. We will have extra security in the sectioned-off areas of the parking garages.

Motion: Tim Beechuk made a motion to allow Frank Patek to book the track for Wednesday, Thursday and Friday during the week of Oktoberfest. Darlene Doran seconded motion. Motion passes 8 -1 absent

- 2018 Oktoberfest
 - ◆ Steve Johnson and Frank Patek made a visit to the proposed Pittsburgh Ofest scheduled for July 2018 and were very impressed by the enthusiasm of the local chapter. We met with the 25-member chapter planning committee and these folks are very organized.

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- ◆ Options are to come in on Monday and move the banquet to Saturday so insure people stay there for the park or do we push everything forward a day to keep to 5 days and have banquet on Saturday. We are planning a 2 day driving school for 2018.-, A Driving Tour is tentatively being planned for Friday from Pittsburgh to Frank Lloyd Wright's Falling Water. This will potentially cut - a full day out of our schedule. We could come in on Tuesday have the Welcome Reception, Wednesday Concours, Thursday and Friday are Driving School and Autocross running simultaneously. Not sure if we can get Car Control or Michelin Drive and Compare. We could possibly have the TSD in conjunction with the Driving Tour. The host hotel will be downtown on the river and has guaranteed sufficient parking spaces included in our room rate. Are we locked into the regular Oktoberfest schedule or do we want to modify?
- 2019 Oktoberfest
 - ◆ This is our 50th Anniversary year. Should we do something in Boston recognizing the founding of the club? This would make a very expensive Oktoberfest. Do we want to do a long weekend/ celebratory event in Boston and then a track experience at a different time which is more Ofest geared? What about Greenville, which is where the club is currently located. Issue we have with having Oktoberfest in Greenville is no track.
 - ◆ 50 years in and our club doesn't have any collected history. We need to appoint someone to take on this task.

Action Item: Satch Carlson will contact Rob Mitchell for organizing the collecting of memorabilia for the last 50 years.

5.2 Leadership/Chapter Congress 2016

- Frank Patek reports we have the option of holding in March at either DFW Marriott or in April at the Westin with the caveat that we change the Bylaws to reflect the Annual Meeting to be held in the 2nd Quarter of the year. We will have to get a ballot out the membership for voting on the change.

Motion: John Sullivan made a motion to change the Bylaws moving the Annual meeting from the 1st quarter to the 2nd quarter. Dwayne Mosley seconded motion. Motion passes 8 -1 absent

Action Item: Tim Beechuk to revise the Ops Manual language moving the Annual meeting to the 2nd quarter of the year.

5.3 Retreat Meeting—Board of Directors & Staff

- Frank Patek reports that with enough new faces around the table and some upcoming challenges we need to have a retreat meeting. The last one was 5-6 years ago. Not for business, just for long term planning and

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defining each person's responsibilities. Frank Patek is requesting a 3 day event if possible.

6. Regional Events

6.1 Updates

- The Vintage, May 2015 was a great event. The event may leave Winston-Salem in 2016.
- Biltmore Classics, June 27, 2015
 - ◆ Steve Johnson reports the event has happened.
- Pittsburgh Vintage Grand Prix, July 2015
- Monterey Legends / Festorics Weekend, August 2015

7. National Programs and Services

7.1 IT Update

- ◆ Stephen Elliott reports that the web server has been upgraded since it was running on an older version of windows. The new server will be up and running the week of July 6, 2015.
- ◆ We have had house ads running for the entire month of June. These ads are running on the classifieds, events and forum pages. Zymol will be the first paid advertiser for the Forum page.
- ◆ Small business server has been replaced. The only thing still running on this server is email. We will be migrating to host email through Microsoft platform. The email migration will take approximately 2 weeks.
- ◆ The current emails we send to members do not fall under the anti-spam laws. When we send lapsed members an email we have to give them the option to unsubscribe.
- ◆ We have pushed the limits with our current database software. We are now evaluating the benefits of a major upgrade vs a new and different system. GoMembers has been less than responsive to any requests we've made, it has been over 6 months since we made a request for an upgrade quote and as of this meeting still nothing. Support and maintenance costs are growing each year. For 2015 we are paying \$15,900.00+, next year the cost will exceed \$16,000.00.
- ◆ Have been in touch with seven different AMS (Association Management Software) vendors. Have found a couple options which are both on and off our premises solutions and the other option is completely cloud based, which is where the vendor stores all our information on their server. There is an industry push to go cloud based since the cost is less. Have found a highly reputable company, Delcor, which has assisted over 200 associations, for over 25 years, to search for and select the best available database software. They

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estimate the cost for general and phases 1-3 to be \$15,570.00. This will help us with our list of requirements as to what we might need.

Motion: Steve Johnson made a motion to accept the IT proposal and the proposal not to exceed \$30,000.00 to be added to the 2015 budget for upgrading our membership database. Darlene Doran seconded motion. Motion passes 8 – 1 absent

7.2 Club Racing

- ◆ Gary Davis per his pre-meeting report - Nothing new at this time.

7.3 Driving Events Committee

- Jack Joyner reports
 - ◆ A few action items to get some clarification on, in particular the DEC Conference. Not familiar with the procedures of the board and who decides how the DEC budget is distributed.
 - ◆ In favor of the April date for the Chapter Congress and have the DEC meeting every three years instead of every two for budgetary side.
 - ◆ Wasn't sure if the Charrette funds came out of the DEC budget and clarification as to how it works.
 - ◆ Ross Bentley had come up with the Motorsport Safety Foundation which is for an accreditation system for HPDE's, it would be very beneficial to our club. The Motorsport Safety Foundation is looking for the BMW CCA's support.
 - ◆ Convertibles at driving schools. Jack Joyner reports that if the Performance Center places a convertible in their fleet and they deem it safe enough then the DEC would entertain the possibility of adding to our HPDE's.

Action Item: Lindsey Branston to send Jack Joyner clarification as to what amount of the DEC budget is still available.

7.4 Charity Matching Funds

- Frank Patek reports
 - ◆ We are already paid out for the 2015 year. We want to point out that for every chapter that actively conducts Street Survival Schools the Foundation received additional funding from BMW CCA via the charity matching funds program.

7.5 Raffle

- Chris Hennecy reports
 - ◆ As of the meeting we are several hundred tickets ahead of 2013, our best previous raffle. We are on record pace by a few hundred tickets.
 - ◆ Overall, the special M4 build has been a groundbreaking project and we are only a few weeks into the raffle. All the videos have been above and beyond. The intro video has become the most viewed video. This video has had over 7,000 views. People are seeing the videos and are joining the club just so they can purchase raffle tickets.

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- ◆ We have sold to date 11,654 tickets which equates to 2 cars.
- ◆ To date the single largest ticket purchase has been \$3,000.00.

Action Item: Frank Patek to modify the Ops Manual changing the raffle drawing.

7.6 SIG's

- Eddy Funahashi reports
 - ◆ Steven Schlossman has been helping to bring him up to speed.
 - ◆ Sending out renewal notice, deadline is July 15, 2015.
 - ◆ Removed mye28.com, 8 series registry and M coupe registry. No longer current and did not respond last year.

7.7 Roundel

- Satch Carlson reports
 - ◆ First and foremost I would like to publicly acknowledge our proof readers John Bigay of Hawaii and Valerie Doersen of Ohio.
 - ◆ We are coming up with a tighter schedule to assure we stop missing production deadlines. One of the problems we have had in the last few years is that when one issue has been sent to print late all deadlines for the next issue have passed. It's like a domino effect. One option is to change the deadline from the 12th to the 5th.
 - ◆ Advertising for May 2015 is over 40% for *Roundel* which is greater than 2014.
 - ◆ Classifieds are handled internally by Steven Schlossman. Satch edits the ads for inclusion in *Roundel*.

7.8 Member Committees

- Recognition Program Committee – Nothing new at this time

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

- Leadership Committee – Dwayne Mosley to contact Delight Lucas.
- Technology Committee
 - ◆ Stephen Elliott reports they have met several times. A goal is to provide guidance to chapters and to help them streamline how they interact with technology.
 - ◆ During Chapter Congress 2015 we had a simple questionnaire on tables asking which platform chapter use. The committee inquired as to what pain points were most chapters experiencing. The #1 pain point was lack of time to update chapter websites. An immediate objective is to identify a website platform that best serves chapters and board members, and to provide recommendations to chapters as to where to host their website. Green Mountain is going to be our test chapter this summer.

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7.9 National Office

- Frank Patek reports
 - ♦ BMW CCA is in the process of looking at options for Database software and the upgrading of servers is near completion. The implementation of Microsoft 360 will follow. We have house ads beginning to appear on the website and our first commercial ad for Shell. We also have house ads running for Legends/Festorics, Ofest and Classics at the Biltmore.
 - ♦ Our current Database is working well, however it has some major limitations. Staff recommends hiring an outside contractor to assist reviewing our needs and to assist in developing a plan for the future.
 - ♦ Website traffic has increased tremendously. Chris Hennecy, Nate Risch and David Rose have increased our content level which has increased traffic. We have been able to sell more space in *Roundel Weekly* due to the higher level of content.
 - ♦ Dinan M4 has generated both traffic and membership. The raffle has become a significant piece of our budget.

7.10 Regional Newsletters

- Frank Patek reports
 - ♦ We need to come to a decision on this. We need at least 10,000 pieces to keep the postage rates at a minimum. We could send out in the *Roundel* polybag. The pilot regional newsletter will include California, Utah, Nevada and Arizona.
 - ♦ Cost wise if we have a 32 page +4 cover publications the cost is \$247.72 per thousand and a 64 page +4 cover publications will be \$382.51 per thousand. The most cost effective way would be to use the *Roundel* polybag.

7.11 BMW CCA Timepieces

- Frank Patek reports BMW CCA has partnered with Patrick Ayoub to create a new sports watch for our club members. Looking at the 42mm stainless steel case with the Japan Miyota Quartz 6S10 movement. The run will only be for 500 units. Pricing would be approximately \$299.00 each. Should have in time for Christmas.
 - ♦ Dwayne Mosley requests a date magnifier. Frank Patek will check on the additional cost.

8. Policy and Administration

8.1 Ombudsman update

- Dwayne Mosley reports on behalf of John Gamel
 - ♦ We have had 24 inquiries through email and telephone calls.
 - ♦ Most inquiries have been older vehicles. However, three of the inquiries have been seeking assistance in support of litigation against BMW NA.regarding Lemon Law provisions. We referred them to legal counsel.

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- ◆ Dwayne Mosley has stepped down as an ombudsman since he has been elected to the South Atlantic RVP position.
- ◆ David Levin has stepped up to be a new Ombudsman.

8.2 Benefits Update

- Frank Patek reported that he was able to make contact with BMW Bank. Hopefully we will be able to recreate the credit card program with them.

8.3 BMW Clubs International Counsel

- Frank Patek reports
 - ◆ Meeting will be held in Australia in October 2015.

8.4 Operations Manual

- Other than the change related to the Raffle (see Item 7.5), Steve Johnson reported there are no other changes at this time

9. *Foundation*

9.1 Capital Campaign Update

9.2 Service Agreement

- Steve Johnson reports this is something we will be discussing at our July CCA/Foundation meeting.

10. *Financial*

10.1 2015 Status

- Louis Goldsman reports
 - ◆ The preliminary financial results reported were as of June 15, 2015.
 - ◆ The credit card costs seem high. The fees are based on several processing conditions, such as the card not being present, certain type of card or debt card, etc. Anything we do with MotorsportReg has a 5% fee.
 - ◆ Set-aside funds is basically our investment and dividend incomes that we use for charitable or education purposes. We can place these funds into a separate account and they are expended for educational efforts such as Chapter Congress and the Charity Matching Funds and some other charitable purposes. If we didn't set these funds aside we would be paying 1/3 of the funds in income taxes. We have given the Foundation a grant each year. For the past 3-4 years the grant to the Foundation was in the amount of \$50,000.00, however for this year, since we didn't have as much accrued, their grant was in the amount of \$20,000.00. The Foundation received over \$11,000.00 in the Charity Matching Funds this year of the total \$20,000.00.
 - ◆ Discretionary Funds is available for each RVP to assist their chapters if they have a need. These funds do not roll over from year to year.

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11. Chapter Issues

11.1 Conference calls

- North Central
 - ♦ Had a Regional President's conference call on April 16th, 2015, Getting to know the regional presidents, event sharing, questions to be brought to the Board and/or solved.
 - ♦ Also lengthy discussion with the Buckeye Chapter concerning safety, insurance and waivers for driving events held with other organizations.

11.2 Chapter probation report

- ♦ Steven Schlossman reports that North Star and Sin City are on probation due to delinquent newsletters. Green Mountain is delinquent on newsletter.

11.3 Advertisers Survey

- Frank Patek reports that we did budget to do the advertisers survey. We can either do a mail survey or we can do by email, which is less expensive.

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

11.4 Dealer Engagement Program

- ♦ Larry Koch and Gene Donnelly reported the program is still running and what is happening with the program. Nick Owen reported that it comes down to someone in the dealership wanting to participate. If the General Manager gets on board the program will move forward, if it's a sales associate the program usually dies. Tim Beechuk reported he has three chapters who have had success working with the dealerships. John Sullivan has had some chapters win and some loose. Allegheny has had some real wins with the dealers; they went to the General Managers. NYC talked to the Sales & Service Managers about the program and had no results. John Sullivan spoke with them about talking to the General Manager's or Owner/Principals. Boston did talk to a BMW Sales Manager in Rhode Island when John Sullivan could not get an appointment with the General Manager. This dealership has hosted Undercarriage Tech Sessions and has been a sponsor of the Show & Shine. There was no loss with the RI dealership.

12. Membership

12.1 Membership Drive

- Frank Patek reports nothing new at this time. We will be doing another drop-in card in the October 2015 *Roundel*.

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12.2 Marketing

- Chris Hennecy reports sponsorship sales have exceeded \$150,000.00 for Oktoberfest.
 - ♦ Michelin: Presenting Sponsorship, Drive and Compare and Hot Laps Rides and Tech Talk
 - ♦ Shell V-Power: Driving Schools and Monday Vendor Hall Reception
 - ♦ BMW NA: Friday Night Banquet
 - ♦ Liberty Mutual: Concours Dinner
 - ♦ Bridgestone: Autocross and Club Race/HPDE Tire Service Support
 - ♦ HRE Wheels: Wednesday Dinner
 - ♦ Pirelli: Concours d'Elegance and Throwback Thursday Dinner
 - ♦ Griot's Garage: Wash area and Car Care Clinics
 - ♦ BMW: Atlantic City Welcome Reception
 - ♦ Odometer Gears: TSD Rally
 - ♦ Dian and Prestige BMW: Vendor Reception and Prohibition Dinner
 - ♦ Flask Sponsor
 - ♦ XPEL: Photo Contest
 - ♦ BC Tire / Hankook: Gymkhana
 - ♦ Atturo Tire: Fun Rally
 - ♦ Hagerty: Wednesday Vendor Reception
 - ♦ Forgeline: Numbers
 - ♦ The Werk Shop: Concours Trophies
 - ♦ Turner Motorsport: Registration
 - ♦ LaJolla Independent: Hydration Sponsor
 - ♦ Brown and EMG: Program Sponsor
 - ♦ MicroBread Car Covers (vendor only)
 - ♦ BMW Foundation (vendor only)
 - ♦ Brown Printing
- Shell signs on as official fuel of the BMW CCA. Shell has recognized the BMW CCA as an invaluable marketing and engagement partner with over 70,000 active members. They plan to engage members during two of the largest annual events of CCA with on-site presence and some special promotions.
- The addition to the raffle is the motorsport tribute grille badges which pay tribute to the 40 year history of BMW Motorsports and by boasting 40 and 25. 40 years and #25 which is a salute to the number of the 3.0CSL that captured their first victory in 1975. Members who purchase a minimum of 10 tickets receive the badge free.

13. BMW of North America

- Frank Patek reports
 - ♦ Matt Russell has left NA. Currently Tom Plucinsky is our working partner at NA.

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- ◆ Steve Johnson had a conversation with Andres Kiss regarding difficulty in obtaining vintage parts.

14. Future Meetings

14.1 Board Meeting

August 29, 2015, LaQuinta, CA

14.2 Conference Calls (proposed dates)

July 14, 2015, Tuesday 7PM EST

September 17, 2015, Thursday 7PM EST

15. Adjourn

Motion: Darlene Doran made a motion to adjourn the meeting. Nick Owen seconded motion. Motion passes 8 – 1 absent. Meeting adjourned 2:49 PM

BMW CCA
Board of Directors Meeting
June 28, 2015
Hilton Asheville Biltmore Park
Asheville, NC

BMW Car Club
of America



**BMW Car Club of America
Board Meeting
Asheville, NC
June 28, 2015**

Agenda

Sunday June 28, 2015

08:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the March Board meeting were approved by vote of the Board on the April 21, 2015 Conference Call. Reading of the minutes will be waived.

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

- Approval of motion to change dates of Congress to April 29-30. Approved 9-0
- Motion to protect LOTA logo fails, 2 in favor 7 opposed.

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

**BMW Car Club of America
Board Meeting
Asheville, NC
June 28, 2015**

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

SIG's

Roundel

Member Committees:

- Recognition Program Committee
- Tech Committee

Election Status

National Office

Planning for future location

**BMW Car Club of America
Board Meeting
Asheville, NC
June 28, 2015**

5. Policy and Administration

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

6. Foundation

Capital Campaign Update
Services Agreement

7. Financial

2015 Status

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 –
August 29, 2015 LaQuinta, CA
Conference Calls (proposed dates)



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

February 25, 2015

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

NAC Conference Las Vegas, 6/8-6/12

BMW CCA Board Meeting, Ashville NC, 6/25-6/29

Pittsburgh Vintage GP, 7/16-7/19

Foundation Meeting, Palm Springs, 7/24-7/26

Past Travel:

3/12-3/15 Board Meeting/Congress, \$575.85

4/24 Meeting in SC, \$544.70

5/2-5/6 Monterey Planning Meeting, \$100.00

5/13-5/17 Pittsburgh, O-fest planning Meeting, \$52.80

Discussion:

Chapter Leadership issue

Set timeline and Budget for trial newsletter

Respectfully Submitted,

Steve Johnson
President, BMW CCA



Pre-meeting report
EOM March 2015 through Current 2015

To: All board members, Executive Director BMW CCA

From: Eddy Funahashi

Subject: EVP pre-meeting report

BMW Car Club of America
Eddy Funahashi
Executive Vice President
124 W 6th St
Hanford, CA 93230-4514
Tele: (559) 707-0521
Email: evp@bmwcca.org

Travel:

April 26 through 28 Greenville, SC. Meeting
May 1-3 Monterey, Ca. Meeting/planning Ofest/Legends
May 7-8 Buttonwillow, Ca. Event, HPDE
May 22-23 Fontana Ca. Event, CCA Representation @ Bimmerfest

Future Travel through 3rd quarter:

June 26-29 Asheville, NC. Meeting, Board
July 25-26 Palm Springs, Ca. Meeting, with Foundation members
July 27 Monterey CA. Meeting, Legends
August 13-16 Monterey Ca. Event, Legends/Festorics

All, thank you for making it possible for me to once again serve on the board. I'm peddling to catch up to some of the current Clubs issues, procedures and to the event planning that has taken place prior to my arrival.

I've occupied my position for approximately two months. During this time I've been fortunate to have attended meetings that are important to the club, meetings that may contribute to opening new doors for our club.

April 26-28th Greenville, SC, meeting:

Part 1 of our 2 part meetings were held with our some of our office staff and representatives;

- Representatives of BMW N.A
- Members of the BMW VCCA
- Members of the BMW MOA and RA.
- BMW CCA Foundation members.
- Sponsors that are local to the area, (Michelin) and other representatives that will be important to 2016's offerings.

A major focus for this meeting was Ofest 2016.

The vintage sector of our club is planning several caravans to the event. A designated representative from Michelin has offered their support to the caravan group and will dialog with Goetz directly for the purposes of how they can be of assistance.

Since there is quite a bit more to share we can describe more of what took place during recap discussions at the table.

The two major BMW motorcycle clubs were also invited. Representatives from both the Motorcycle Owners Association and from the Riders Association were present for the meeting. Planning is underway - the motorcycle groups may participate in some of our Club events.

Part 2 of our weekend meetings addressed physical space concerns of our CCA office. We are in need for more space, many of you already realize this. We are currently exploring options to solve these long term needs. Further discussions on this subject will be forthcoming and carry high importance.

May 1-3 Monterey, CA, meeting:

Our focus; Oktoberfest 2016/Legends 2015-16/Festorics. There are many reasons for our return to Monterey CA. I'm sure that many of you know why we're returning this soon.

Our annual Legends of the Autobahn event is continually evolving and is becoming what many consider to be a major North America event that features the unique format of sharing the stage with the Mercedes and Audi clubs. Copying can be considered a high form of complement – You hopefully all know that there have already been attempts to copy our format including the unauthorized use of the “Legends of the Autobahn” name along with the autobahn logo design. The group in question also used photos from our event on their website.

There have been many management staff changes at our host property. I should mention that the entire Jack Nicklaus management group is only 3 years into the “uplift” of this golf club. This creates more of a challenge for all of us but despite the management changes we are hoping for and working towards a multi-year contract which would ease many of our year to year concerns and may lessen our need for multiple trips to the club. Festorics has its own set of criteria and does require attention but thankfully we still have particular members from GGC who have been facilitators for this event for years.

Regarding Ofest; there are still many details to address. Many of our member's wishes versus what our budget can support creates a work in progress. There is also the underlying request from particular Chapters or individuals to facilitate certain events within Oktoberfest. This willingness is admired but it can also create concerns. Another reason to be thankful for –Steve, Frank and our staff had dealt with concerns in 2013 and from what I understand had, at that time an inkling about 2016 As a result we have a lot to go by for 2016.

May 7-8 Buttonwillow, CA, Event >HPDE:

This was an HPDE and although my attendance was not board related I must mention this event since my Co-Chief for this school was Steve Stepanian, the newly appointed Pacific Region DEC. My opinion is that Steve is an outstanding representative who was chosen by the NDEC and as you know approved via us, their Board.

May 22-23, Fontana, CA, Event > Bimmerfest:

This was quite the show. Several of our local CCA members helped to facilitate the BMW CCA “booth”. Our members included fellow board member Nick Owen who helped with judging duties for the clean car contest. Our future with working with BF appears bright. Bimmerfest can be significant in helping us grow our Club. We’ve opened new dialog with key staff within the BF organization via our ground forces and through Chris Hennecy. There were a lot of visitors to our booth. I don’t know the dollar amounts but we sold quite a bit of merchandise and signed up several new members on the spot. Although an overcast day with some drizzle, I estimate that 2.5 – 3k cars were in attendance probably more and averaged 3 people per car. Opinions vary for the reasons for the success of Bimmerfest. I would encourage any of our Board members to someday attend this event to get a feel for what makes it tick.

Future Travel:

Nothing to summarize at this time. I would be happy to discuss my listed future travel.

Thank you,

Eddy



June 15, 2015

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

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

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

Travel: Board & Annual Meetings, March 12-15, 2015–Dallas, Texas; \$550.43
Planning Meeting with BMW NA, BMW MOA, BMW RA & VCCA,
April 27, 2015–Greenville, South Carolina; \$410.08

Planned Travel: Board Meeting, June 28, 2015–Asheville, North Carolina
PVGP, July 18-19, 2015–Pittsburgh, Pennsylvania

Preliminary Income Statement – Period Ending May 31, 2015

	January 1 – December 31, 2014
Ordinary Income/Expense	
Total Income	\$2,097,803.50
Total Cost of Goods Sold	534,074.33
Gross Profit	\$1,563,729.17
Total Expense	1,574,003.92
Net Ordinary Income	(\$10,274.75)
Net Other Income	15,002.09
Net Income	\$4,727.34

Preliminary Balance Sheet – as at May 31, 2015

Assets	
Total Current Assets	\$1,603,336.44
Total Fixed Assets	197,652.22
Total Other Assets	2,809,498.21
Total Assets	\$4,610,486.87
Liabilities & Equity	
Total Liabilities	3,426,203.07
Total Equity	1,184,283.80
Total Liabilities & Equity	\$4,610,486.87

(Continued on page two)

Preliminary Income Statement – Period Ending December 31, 2014¹

	January 1 – December 31, 2014	Budget
Ordinary Income/Expense		
Total Income	\$5,055,086.96	\$5,011,188.00
Total Cost of Goods Sold	1,288,250.15	1,256,967.00
Gross Profit	\$3,766,836.81	\$3,754,221.00
Total Expense	3,750,720.67	3,755,975.00
Net Ordinary Income	\$16,116.14	(\$1,754.00)
Net Other Income	57,011.84	(16,000.00)
Net Income	\$73,127.98	(\$17,754.00)

Preliminary Balance Sheet – as at December 31, 2014¹

Assets	
Total Current Assets	\$1,491,706.91
Total Fixed Assets	259,734.62
Total Other Assets	2,783,294.97
Total Assets	<u>\$4,534,736.50</u>
Liabilities & Equity	
Total Liabilities	3,355,180.04
Total Equity	1,179,556.46
Total Liabilities & Equity	<u>\$4,534,736.50</u>

The preliminary amounts reported above were as of June 15, 2015 and do not include all month-end and yearend adjustment or accrual entries—the amounts will change! The detail support by individual account is provided in the enclosed spreadsheet.

Respectfully submitted,

Louis Goldsman



¹ Updated from Income Statement and Balance Sheet included in March 7, 2015 Treasurer's Pre-meeting report.

BMW Car Club of America, Inc.
Profit & Loss
January through May 2015

BMW CCA INCOME STATEMENT					January 1 - May 31, 2015
	Ordinary Income/Expense				
	Gross Profit				1,563,729.17
	Total Expense				1,574,003.92
	Net Ordinary Income				-10,274.75
	Other Income/Expense				
	Total Other Income				21,844.10
	Total Other Expense				6,842.01
	Net Other Income				15,002.09
Net Income					4,727.34

BMW Car Club of America, Inc.
Balance Sheet
As of May 31, 2015

BMW CCA BALANCE SHEET					As At May 31, 2015
ASSETS					
	Total Current Assets				1,603,336.44
	Total Fixed Assets				197,652.22
	Total Other Assets				2,809,498.21
TOTAL ASSETS					4,610,486.87
LIABILITIES & EQUITY					
	Total Liabilities				3,426,203.07
	Total Equity				1,184,283.80
TOTAL LIABILITIES & EQUITY					4,610,486.87

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

January 1 -
December 31,
2014

BMW CCA INCOME STATEMENT

Net Ordinary Income	16,116.14
Other Income/Expense	
Total Other Income	130,857.13
Total Other Expense	73,845.29
Net Other Income	57,011.84
Net Income	<u><u>73,127.98</u></u>

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

	<u>Dec 31, 14</u>
ASSETS	
Total Current Assets	1,491,706.91
Total Fixed Assets	<u>259,734.62</u>
Total Other Assets	<u>2,783,294.97</u>
TOTAL ASSETS	<u>4,534,736.50</u>
LIABILITIES & EQUITY	
Total Liabilities	<u>3,355,180.04</u>
Total Equity	<u>1,179,556.46</u>
TOTAL LIABILITIES & EQUITY	<u>4,534,736.50</u>



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: June 13, 2015

Subject: Secretary Pre-Meeting Report

Travel & Expenses:

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

Planned Travel:

- June Board Meeting/Biltmore Classics, Asheville, NC
June 25-29, 2015
- Executive Board/Foundation relocation meeting, Los Angeles, CA
July 24-26, 2015

Discussion Topics:

Notes: Nothing further to report.

Respectfully submitted

Darlene Doran



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

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

Date: June 2015

Subject: NA RVP Pre-Meeting Report for June 28, 2015 BOD Meeting

Travel & Expenses:

- BOD/Annual Meeting Chapter Congress Dallas, TX 6/13 -15, 2015 Expenses \$90.06
- NJ Chapter Car Show Clark, NJ June 5, 2015 Travel Expenses & Lodging \$481.64
- BOD Meeting Asheville, NC June 28, 2015 Air Fare \$496.20
- BMW CCA Day @ LRP, CT July 24-25, 2015 Lodging \$340.00

Planned Travel:

- BOD Meeting Asheville, NC June 28, 2015
- Vintage at Saratoga, NY Patroon Chapter Regional Event July 10-12, 2015
- PVGP Pittsburgh, PA Allegheny Chapter Regional Event July 17-19, 2015
- BMW CCA Day @ LRP, CT July 24-25, 2015
- OktoberFAST Vergennes, VT Green Mtn. Chapter Regional Event October 9-10, 2015

RVP Discretionary Funds:

- None Disbursed

Newsletter Delinquencies:

- Green Mountain Chapter is delinquent as of June 13, 2015

Relevant Notes:

- BMW CCA Day at LRP in CT is scheduled for the July 24-25 Tudor Race Series that weekend. Details & Sponsorships are complete. A BMW Membership Tent will be selling BMW CCA memberships during the two days staffed by volunteers.
- OktoberFAST Green Mtn. Chapter Regional Event October 9-10, 2015 has been arranged. There will be a Meet & Greet at Fire & Ice in Middlebury VT on October 9th and the Car Show on October 10th will be at the Lake Champlain Maritime Museum in Vergennes.

Respectfully submitted,

John E. Sullivan



BMW Car Club of America
Tim Beechuk
North Central RVP
Tel: 513.604.2398

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: North Central RVP 2nd quarter Pre-meeting Report

Past Travel:

Chapter Congress / Board mtg. Dallas, TX (\$347.61)
Bluegrass HDPE National Corvette Museum Bowling Green, KY
Hoosier HDPE Putnam Park Meridian, IN

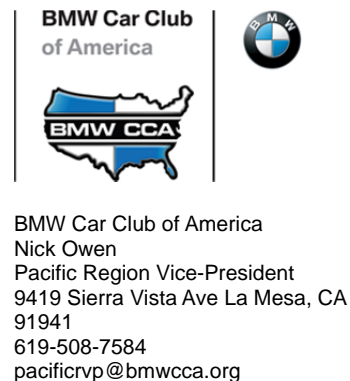
Planned travel:

Classics at the Biltmore; Ashville, NC
BMW CCA Board meeting; Ashville, NC
Pittsburgh Vintage Grand Prix; Pittsburgh, PA
DeutschesMarques / Gilmore Museum / Michiana Chapter

Regional Events:

- Regional Presidents' conference calls:
April 16th – Getting to know the regional presidents, event sharing, questions to be brought to the Board and/or solved.
June 18th – to be held. Discussions on member support and participation.
- Lengthy discussion with Buckeye Chapter concerning safety, insurance and waivers for driving events held with other organizations.
- Discussions with chapter with newsletter problems. Resolved.

Respectfully,
Tim Beechuk



June 18, 2015

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

Subject: RVP Pre-Meeting Report

Planned Travel:

BMW CCA Board Meeting Asheville, NC June 27-29

Past Travel:

BMW CCA Board Meeting Dallas, TX March 13-15 \$238.43

Monterey Grand Prix Monterey, CA May 1-3 \$343.59

Bimmerfest Fontana, CA May 23rd 2015 \$149.43

Discussion Topics:

Respectfully Submitted,

Nick Owen
Pacific Region Vice-President



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

Date: June 22, 2015

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

Past Travel:

- BOD Meeting & Chapter Congress, Dallas, TX, March 13-15, No Expense

Planned Travel:

- BOD Meeting, Asheville, NC, June 27-28

Discretionary Funds:

- None to report at this time.

Chapter Issues:

- Complaint from Wasatch Chapter member about a Wasatch Chapter Board member, currently working on a resolution.

Respectfully submitted,

Dan Baker

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



BMW Car Club of America
Dwayne Mosley
South Atlantic
Regional Vice President
3431 N. Industrial Dr
Simpsonville, SC 29681
864-735-7246

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

Date: June 14, 2015

Subject: South Atlantic RVP Pre-Meeting Report for June 27, 2015 BOD meeting.

Travel & Expenses:

Completed Travel: Dallas, TX for Chapter Congress
The Vintage, Winston-Salem, NC - \$317.61
BMW Charity Pro-Am - \$0

Planned Travel:

BMW CCA Foundation "Classics at the Biltmore" – June 25th – 27th
BMW CCA BOD meeting during the Biltmore event in Asheville, NC
Pittsburg Vintage Grand Prix – July 17th - 20th

RVP Discretionary Funds:

\$500 to Everglades Chapter for Sebring Club Racing Dinner
Requested by Bobbi Treen, approved and distributed by Paul Dunlevy

Newsletter Delinquencies:

None I'm aware of.

Relevant Notes

- Spoke with or emailed every chapter that had Newsletter Delinquencies – working with Steven Schlossman to get them back on schedule.
- Secured Motorola Radios for staff utilization during Biltmore event
- Opened discussions with David Levin of First Coast Chapter for discovery and clarification of why members that are geographically located near Jacksonville are currently assigned to chapters other than First Coast.
- Participated as liaison in a Leadership Committee conference call with Delight Lucas & the committee.

Respectively submitted,
Dwayne Mosley



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 28, 2015 Board Meeting – Asheville, NC

DATABASE/WEBSITE/OPERATIONS

The planned upgrade of our servers is complete, but we will continue work to improve our systems throughout 2015. Implementation Microsoft 360 is next. House ads for Legends/Festorics, Ofest and Classics at the Biltmore have begun to appear on the website along with our first commercial ads for Shell. Review of our current database product vs CRM is underway.

See report from Director of IT for more detail.

ROUNDEL

The new roundel masthead has been well received by the membership. Changes for 2015 are in place and any changes for 2016 will be previewed in the final quarter of the year.

COMMUNICATIONS and MARKETING

I am pleased to report that our efforts to communicate with our membership has hit a new high water mark in 2015 between Chris Henneey, Nate Risch and David Rose we are ever present via social media, have increased our content level with great new video and Roundel Weekly continues to grow in popularity as we add new voices and relevant content.

RAFFLE

Not only has the Dinan Club Edition M4 sparked the imaginations and desires of our members, but it has turned into our best marketing tool for 2015. The car has been highlighted and talked about by every BMW centric blog and publication since its debut. Not only did Dinan and Forgeline provide us with a fantastic Grand Prize, but they have been especially good to us with their promotion of the car and the club. The club office has received a number of calls from individuals purchasing membership so they can then buy raffle tickets. By June 24 ticket sales were 10741.

To date the single largest ticket purchase has been \$3000.00.

Congratulations to Chris Henneey for dreaming up the Dinan Club Edition M4 and making it happen.

OKTOBERFEST 2015

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

OKTOBERFEST 2016

Booked

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

OKTOBERFEST 2017

Booked.

OKTOBERFEST 2018

Steve Johnson and I made a visit to the proposed site and were impressed with the options and the enthusiasm of the local chapter. Following our site inspections we met with the 25 member chapter planning committee. Due to the nature of event that Ofest will tag onto in 2018 staff suggests either moving the start date forward by one day and ending with a Saturday banquet or keeping a Monday start date and still ending with a Saturday banquet. Suggested that we discuss during our meeting.

LEADERSHIP 2016

We have the option of holding the event in March of 2016 at either of two DFW Marriott properties or moving the dates forward to April and holding it at the DFW Westin. If the dates roll forward to April and we want to hold the Annual Meeting at the same time then we need to approve a ballot for the membership to vote on changing the window for the Annual Meeting.

RETREAT MEETING

As it has been several years since we have held a retreat meeting for board and staff I am strongly recommending that we schedule one before the end of the calendar year or immediately after the first of the year.

REGIONAL EVENTS

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

May 23rd: at the Vintage – Attended by Chris Hennecy, Lindsey Branston, David Rose and myself. David spent the day videotaping the event and interviewing members. L, C and F manned the recruitment and merchandise tent. 14 new members were recruited, which is the same as last year. While I do not know the actual number of attendees the car registration totaled 30.

Merchandise sales totaled: \$2437.00

May 23rd Bimmerfest West – Had a new location in 2015, AutoClub Speedway in Fontana, California. The event regularly attracts 3000 plus cars. The BMW CCA presence was led by EVP Eddy Funahashi, RVP Nick Owen, Nate Risch and Delight Lucas. 25 new members were recruited.

Merchandise sales totaled: \$1834.00

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

While attending the BMW National Aftersales Conference I was able to make contact with Jim St. John of BMW Bank. We discussed creation of a BMW CCA credit card program with BMW Bank. He expressed interest and we will continue to work to make bring this program to fruition. In addition we were approached by BMW Motorad division as they would like to introduce a rebate program for car club members and increase their marketing reach to via *Roundel*, *Roundel Weekly* and the bmwcca.org.

HPDE INSURANCE 2014

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

HPDE Insurance

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

The following is from Ryan Staub:

Attached you'll find an update on participation and revenue to BMW CCA for the HPDE insurance product we offer to members and participants of BMW CCA HPDEs. In the HPDE hobby overall, we're hearing from organizers that attendance is up 5-10% at events. At this point in the year, we're trending toward a 25% increase in participation in our program/revenue to BMW CCA. I'd attribute the current increase to 3 areas, and there's a 4th area where I believe we'll see further increase this year and next year:

- 1. Participation is up at events, which provides us with more opportunities.*
- 2. BMW CCA continues to promote this member benefit in a variety of publications to both Chapter leaders and members/participants, and we continue to advertise in Roundel.*
- 3. Word-of-mouth on our product and exceptional claim handling continues to spread throughout the membership, which helps bring in new customers for our program.*
- 4. In the next month we'll be launching a "Digital Marketing Kit" to Chapters with the assistance of the National office. This kit will provide Chapters with program logos, answers to FAQs, assistance in how to use our program for their benefit, filler information for newsletters, information to post on social media, and more. The goal here is to help Chapters understand how to use our program to both retain participants at their events and bring new participants in. The goal here is to educate and inform membership of this member benefit, and turn prospects that might not participate in events (for fear of damaging their car) into actual event participants. If we can help Chapters get just 3 new participants per event, that can often be the difference between an event loss and a profitable event.*

Electronic Waivers

The underwriter for the BMW CCA events liability program has supported the use of electronic waivers for a couple years now. If a reasonable solution with the proper protocols and protections in place is presented, I'm confident we'll quickly obtain approval. Fortunately, we have an underwriter that will make this piece of the puzzle very easy.

Finding an actual service provider that can provide the technology, administration, controls, and data storage is a little more complex. While the vendor/service provider selection decision ultimately resides with BMW CCA, I've done some investigation on the options available to provide some insights. It appears most service providers have relatively modest costs, but to truly customize this type of solution for BMW CCA's use could be quite involved and expensive. Without a customized solution that could fully integrate with the workflow and operation of BMW CCA events, I question how much efficiency would be gained by implementing this type of solution.

MotorsportReg is in the final stages of developing an overview/plan of an electronic waiver service that they would integrate into their registration platform. Once received, I believe we'll be able to get this quickly approved by our underwriter. While there are a number of stages this will need to progress through and a number of factors could change between now and implementation, this appears to be the most viable option for a variety of reasons:

- Many Chapters currently use MotorsportReg for their events.*
- At this point, it appears MotorsportReg will be able to offer this service at no charge (or very little charge).*
- This will create the most efficient workflow for participating Chapters, since the e-waiver and registration will all operate under one system.*
- MotorsportReg is very familiar with BMW CCA club events (and many others), so they will design this system around the operation of a typical club event (making life easy for registrars and event staff).*

Based on my most recent conversations with Brian from MotorsportReg (keeping in mind we're still very early in the process), he believes this type of system could be in place by next season.

If you have any questions, or if you'd like me to join the meeting by phone, please let me know.

Regards,

Ryan Staub

VP - Motorsports Practice Leader

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

2011			2012			2013		
Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA
Jan-11	0	\$ -	Jan-12	0	\$ -	Jan-13	0	-
Feb-11	14	\$ 30.66	Feb-12	27	\$ 101.94	Feb-13	23	\$ 95.52
Mar-11	54	\$ 166.40	Mar-12	39	\$ 158.50	Mar-13	46	\$ 178.76
Apr-11	68	\$ 224.78	Apr-12	91	\$ 335.12	Apr-13	49	\$ 157.06
May-11	77	\$ 275.68	May-12	81	\$ 346.28	May-13	95	\$ 427.66
Jun-11	82	\$ 294.36	Jun-12	104	\$ 363.86	Jun-13	149	\$ 572.08
Jul-11	42	\$ 128.84	Jul-12	46	\$ 179.26	Jul-13	27	\$ 114.68
Aug-11	59	\$ 196.90	Aug-12	108	\$ 406.72	Aug-13	118	\$ 484.68
Sep-11	112	\$ 407.00	Sep-12	159	\$ 621.82	Sep-13	169	\$ 723.62
Oct-11	91	\$ 298.14	Oct-12	67	\$ 245.94	Oct-13	63	\$ 267.36
Nov-11	11	\$ 43.20	Nov-12	35	\$ 109.92	Nov-13	53	\$ 200.54
Dec-11	7	\$ 20.40	Dec-12	0	\$ -	Dec-13	9	\$ 32.06
Annual / multi-event policies	56	\$1,462.24	Annual / multi-event policies	90	\$ 2,135.24	Annual / multi-event policies	118	\$2,895.44
<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	123	3,496.50
<i>Total</i>	900	6,695.26

2015		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-15	0	0
Feb-15	2	6.02
Mar-15	99	494.4
Apr-15	83	391.62
May-15	158	687.04
Jun-15	85	352.4
Jul-15		
Aug-15		
Sep-15		
Oct-15		
Nov-15		
Dec-15		
Annual / multi-event policies	67	2,191.18
<i>Total</i>	494	4,122.66

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

Source	Total	Current	Lapsed	2011	2012	2013	2014	2015
Dealership	626	218	408	91	84	281	120	50
eBay	1	0	1	0	0	1	0	0
Email	73	39	34	4	43	5	14	7
FAX	2	2	0	0	0	1	0	1
Gift	1173	642	531	5	302	385	363	118
Mail	305	256	49	25	24	39	27	190
Phone	314	218	96	6	47	103	98	60
Renewal	5	4	1	0	1	0	0	4
Street Survival	4231	1475	2756	244	978	1255	1419	335
Walk-in	125	74	51	0	5	64	42	14
Web-Bimmer Magazine	1383	845	538	263	377	346	275	122
Web-BMW CCA Website	4514	2693	1821	917	1214	978	936	469
Web-BMW Center	2355	1605	750	0	527	768	753	307
Web-BMW Performance Center	660	486	174	0	0	252	261	147
Web-BMWBlog.com	130	100	30	0	3	44	44	39
Web-BMWCAR Mag UK by Unity Media	38	21	17	0	20	16	2	0
Web-Car and Driver Magazine	346	219	127	88	81	70	80	27
Web-Classic MotorSports	35	30	5	0	3	8	15	9
Web-CPO Sample Roundel	166	115	51	0	55	28	76	7
Web-Facebook	249	185	64	0	2	61	105	81
Web-GrassRoots Magazine	139	95	44	0	37	42	34	26
Web-Independent Shop/Dealer	793	508	285	0	165	280	231	117
Web-Link from Another Website	1144	719	425	0	425	299	273	147
Web-National Aftersales Conference	3	1	2	0	0	1	2	0
Web-Performance BMW Mag UK Unity	7	3	4	0	0	6	1	0
Web-Radio Ad	7	4	3	0	1	4	1	1
Web-Referred by BMW CCA Member	3253	2355	898	1	97	1301	1233	621
Web-Search Engine	1324	845	479	0	341	361	399	223
Web-Sports Car Market Magazine	85	49	36	24	24	15	14	8
Web-Television Ad	9	6	3	0	2	4	3	0
Web-Word of Mouth	12308	6979	5329	2409	4040	2449	2227	1183
Totals	35803	20791	15012	4077	8898	9467	9048	4313

Membership Renewal Promotions 2015

Since the start of the year 537 members have opted for a 3, 4 or 5 year membership in exchange for the traditional BMW CCA grille badge.

1st Quarter Lapsed Membership Offer pulled back 321 members.

Source	Member Count
Bimmer Magazine	863
BMW CCA Website	2719
BMW Center	1624
BMW Performance Center	491
BMWBlog.com	101
BMWCar Mag UK by Unity Media	21
Car and Driver Magazine	220
Classic MotorSports	31
CPO Sample Roundel	116
Facebook	185
GrassRoots Magazine	95
Independent Shop/Dealer	510
Link from Another Website	726
National Aftersales Conference	1
Performance BMW Mag UK Unity	3
Radio Ad	4
Referred by BMW CCA Member	2393
Search Engine	847
Sports Car Market Magazine	49
Television Ad	6
Word of Mouth	7023

REGIONAL NEWSLETTERS

In March the Leadership Committee recommended and the board approved a pilot Regional Newsletter program to be run in the Pacific Region. In order to maintain geographic and demographic consistency it has been decided that this pilot program would encompass the California, Utah, Nevada and Arizona Chapters.

Factors to be considered next are page count, method of distribution and most importantly who will create the piece.

A publication of 32 pages +4 covers will cost \$247.42 per thousand to manufacture in a print run of 10K – 20K. Pushing the page count to 64 + 4 covers will cost \$382.51 per thousand to manufacture in a print run of 10K – 20K. The most cost effective way to mail either would be as a drop in to the *Roundel* polybag. In order to keep each regional break in our normal co-mail pool we must mail any given regional newsletter to a minimum of 10,000 addresses. Doing so would allow us to increase the normal mail costs of Roundel by only \$0.12 - \$0.20 per piece.

BMW CCA Custom Designed Timepieces

We have once again partnered with former BMW designer Patrick Ayoub to create a new sports watch design for club members. The movement has been upgraded over our first foray into watches and the final assembly will occur in the US. The two options follow this report and are meant to sell at or between \$250.00 and \$299.00..

BMW CCA OFFICIAL CHRONOGRAPH 2015

Limited to 500 units



Proposal 1

Japan Miyota Quartz 6S10 Movement



42 mm stainless steel case with mineral glass and screw down back cover.

5 ATM water resistant.

Polished case, crown and buckle.

Stainless steel link bracelet.

Miyota quartz 6S10 movement

Tachymeter

1/20 second quartz chronograph movement.

Specifications :

Hour, Minute and small seconds hand

Date window

4 stopwatch hands: 1/20-second, Second Minute and Hour hand.

3 year battery

A classic and elegant design, perfect for both men and women at 42mm.

All timepieces are designed with final assembly in Detroit, MI. USA



Unauthorized exhibition, copying, sharing, duplicating, manufacturing and distribution of the designs is strictly forbidden without prior consent and agreement from Graphite 2, LLC U.S.A.

GRAPHITE
DESIGN GROUP

352

Proposal 1

Japan Miyota Quartz 6S10 Movement



42 mm stainless steel case with mineral glass and screw down back cover.

5 ATM water resistant.

Polished case, crown and buckle.

Genuine leather strap with stainless steel buckle.

Miyota quartz 6S10 movement

Tachymeter

1/20 second quartz chronograph movement.

Specifications :

Hour, Minute and small seconds hand

Date window

4 stopwatch hands: 1/20-second, Second Minute and Hour hand.

3 year battery

A classic and elegant design, perfect for both men and women at 42mm.

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GRAPHITE
DESIGN GROUP

Proposal 1

Japan Miyota 6S10 Quartz Movement



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GRAPHITE
DESIGN GROUP 

Proposal 1

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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

June 23, 2015

To: All board members, Executive Director BMW CCA
From: Steven Schlossman
Subject: Chapter Services

Chapter probation

North Star and Sin City are on probation due to delinquent newsletters.

Newsletter Status

Northstar

They are working on getting a new newsletter editor.

Green Mountain

Expect it soon.

SIGs

Sending renewal notices. Deadline July 15, 2015.

Removed mye28.com, 8 series registry and M coupe registry. No longer current members and did not respond last year.

3.9.3 BMW Automobile Special Interest Group/Special Interest Resource Benefits:

- Listing in the Roundel Special Interest Group/Special Interest Resource Section.
- Listing on the BMW CCA web site Special Interest Group/Special Interest Resource Page with link to group or individual's web site if applicable.
- **Dues collection by BMW CCA National Office upon request and approval.**

Suggest removing dues collection from the ops manual.

Suggestions for discussion with chapter presidents

Transition from one president to the next. Too often past presidents leave a new president with no information at all. Nothing is passed down leaving the new president in the dark.

Chapter elections.

Has it been considered to have all chapters hold their elections prior to Chapter Congress so the incoming leadership can attend?

Steven Schlossman

North Atlantic	Last Issue	Days
Allegheny	6/19/2015	6
Boston	6/3/2015	22
CT Valley	6/9/2015	16
Delaware Valley	4/8/2015	78
Genesee	6/16/2015	9
Green Mountain	3/16/2015	101
Mountain State	6/8/2015	17
New Jersey	6/3/2015	22
New York	5/28/2015	28
Nittany Bimmers	4/20/2015	66
Patroon	4/28/2015	58
Pinetree	5/18/2015	38
Pocono Mountain	4/22/2015	64
White Mountain	5/19/2015	37
today	6/25/2015	

North Central	Last Issue	Days
Badger		
Bimmers	6/23/2015	2
Bluegrass	6/1/2015	24
Buckeye	5/31/2015	25
Hoosier	5/23/2015	33
Illini	5/27/2015	29
Iowa	4/27/2015	59
Michiana	4/23/2015	63
Motor City	6/5/2015	20
North Star	12/10/2014	197
Northern Ohio	4/9/2015	77
Old Hickory	5/6/2015	50
River City	6/3/2015	22
St. Louis	6/4/2015	21
Windy City	6/1/2015	24
today	6/25/2015	

Pacific	Last Issue	Days
Central CA	4/8/2015	78
Golden Gate	4/1/2015	85
Hawaii	4/30/2015	56
Inland Empire	4/30/2015	56
Los Angeles	4/18/2015	68
Oregon	4/8/2015	78
Puget Sound	5/6/2015	50
Rattlesnake	-	-
Roadrunner	6/21/2015	4
Sacramento	5/6/2015	50
San Diego	5/20/2015	36
Sierra	4/15/2015	71
Sin City	12/8/2014	199
Sonora	6/14/2015	11
today	6/25/2015	

South Atlantic	Last Issue	Days
Bayou	5/22/2015	34
Blue Ridge	5/6/2015	50
Choo-Choo	6/2/2015	23
Everglades	6/16/2015	9
First Coast	3/27/2015	89
Gulf Coast	5/20/2015	36
Heart of Dixie	4/2/2015	84
National Capital	5/1/2015	55
Peachtree	4/7/2015	79
Puerto Rico	5/16/2015	39
Sandlapper	3/25/2015	92
Smoky Mountain	6/24/2015	1
Suncoast	5/14/2015	42
Sunshine	5/10/2015	45
Tarheel	6/2/2015	23
Tidewater	4/29/2015	57
today	6/25/2015	

South Central	Last Issue	Days
Houston	6/18/2015	7
Kansas City	6/17/2015	8
Lone Star	4/3/2015	83
Great Plains	4/27/2015	59
New Mexico	5/5/2015	51
Rocky Mountain	6/18/2015	7
Sunbelt	4/20/2015	66
Tejas	4/27/2015	59
Wasatch	4/22/2015	63
today	6/25/2015	

Non-Geo	Last Issue	Days
E31	6/23/2015	2



BMW CCA - Ombudsman Report - January to June 2015

BMW Car Club of America
John Gamel
BMW CCA Ombudsman
288 Washington Street - #332
Brookline, MA 02445

Summary:

During this period, we had a total of 24 inquiries through the email address and telephone number provided in "The Roundel" to members. As we had a transition in ombudsman ranks (Dwayne Mosley moved to RVP & David Levin joined our numbers) various matters were handled by four people.

Many of the inquiries involved older vehicles, and nearly all of them involved vehicles which were beyond warranty, in some cases by as much as nine years and many thousands of miles.

In three cases, members sought ombudsman assistance in support of litigation they said they were bringing against BMW through either civil action or "Lemon Law" provisions of state law. As a matter of policy, we have declined to participate in these actions.

The range of issues primarily involved electrical problems, engine quality and control (the N63 Campaign), unpleasant relations with BMW dealers, and even assistance with purchasing.

Our resolution rates are unknown as our requests to members to complete the loop and inform us of the outcome were frequently ignored. In a few cases, we've informed members that an offer by a dealer to resolve a problem is a reasonable solution, but some have held to the belief that the dealer should buy the car back, and give the member a new car. In a few cases, members left voicemail messages for the ombudsman, and return calls were not answered.

I have been volunteering as an ombudsman for the BMW CCA for a number of years. I've observed that the number of members who consult Internet sources of information (primarily automobile forums such as "Bimmerfest") has increased dramatically, and that they will cite these sources as the basis for their claims against BMW and dealers. As noted by David Levin: "Many experts the Internet has created..."

Respectfully submitted:

John E. Gamel, Lead Ombudsman
BMW Car Club of America
June 17, 2015

Anecdotal Information Regarding Inquiries:

- 1) One member wrote lengthy emails detailing his problems with a dealership in servicing his out-of-warranty 2011 335xi. He was unhappy with the costs associated with BMW service, and did not feel he was being given the proper respect by the dealer. Resolution unknown.
- 2) Two members were having major issues with their V-8 engines in 7-Series BMWs. Neither was aware of the N63 engine campaign put in place by BMW NA. Both members were sent extensive information about the campaign. Resolution unknown.
- 3) One member sought to purchase a vehicle for a family member, but a pre-purchase inspection revealed some issues with the car. He completed the purchase, then determined that there were problems with the car which should have been repaired under warranty, but were not. He sought ombudsman help to have these warranty repairs completed by a BMW dealer five years beyond the expiration of the warranty. Resolution unknown.
- 4) One member requested ombudsman assistance in purchasing a BMW X5 for his mother in a color which was not available except in an X5M. Research indicated that some color variation might be possible on German-made models, but the US-made models could not be varied. Resolution: He bought her a black one (not the hoped-for red).
- 5) A member with Style 336 wheels detailed some corrosion on these wheels on his 2012 X5. He sought ombudsman support to use the "Corrosion" provisions of the 2012 X5 warranty to receive new wheels from BMW. Research indicated that the corrosion provision clearly applied to body panels, not wheels, which were considered "accessories." Research also indicated that BMW would provide "assistance" in remedying this matter. Informed of this, the member decided to litigate.
- 6) A member emailed that he had been banned from a dealership because he had given its service department negative performance reviews. He sought assistance with this. Two ombudsmen attempted to resolve this, and we later learned that he had decided to go to another dealer in his area and was happy with his choice.
- 7) A member with a 2008 760Li with 87000 miles on the odometer complained about the failure of valve guides in his V-12 engine. Research indicated that this matter was a problem on V-8 and V-12 engines, but seemed to be related to lubrication maintenance. Ombudsman advised him about the expensive maintenance on 7-Series vehicles after warranty expiration. Member advised he was still unhappy, but understood.
- 8) One ombudsman made personal contact with the representative for SafeGuard Tire & Wheel insurance on behalf of a member who had a claim denied for significant damage. The personal appeal seems to have worked magic as SafeGuard paid the claim.



Pre-Meeting Report

Date: June 15, 2015
 To: BMW CCA Board of Directors
 From: Tricia Jones, Director of National Events
 Re: 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

July 16-19 – Pittsburgh Vintage Grand Prix

August 14 – Legends of the Autobahn

46 Corral Cars and 22 Concours Cars are registered for the event as of 6-15-2015
 73 Members are registered for lunch

August 14 – Festorics Dinner

24 Members are currently registered for the kick-off dinner

August 15-16 – Festorics

132 Members currently hold hospitality passes

September 21-27 - Oktoberfest at NJMP and Stockton Seaview Hotel and Golf Club

Registration went live on Monday, April 13th

Event Name	Start	Start Time	End Time	Ticket Fee	#Booked
BMW of Atlantic City Welcome Dinner	9/21/2015	07:00 PM	10:00 PM	69.00	230
Liberty Mutual Concours d'Elegance Dinner	9/22/2015	05:00 PM	07:00 PM	39.00	235
HRE Wheels Wednesday Night Dinner	9/23/2015	07:30 PM	09:30 PM	49.00	220
Pirelli Tire Prohibition Dinner	9/24/2015	07:30 PM	10:30 PM	129.00	202
BMW of North America Awards Banquet	9/25/2015	07:00 PM	11:00 PM	104.00	238
Club Race Banquet	9/26/2015	07:00 PM	11:00 PM	30.00	50
Mixology and Lunch at Continental	9/23/2015	11:00 AM	03:30 PM	158.00	2
Atlantic City Cooking School	9/23/2015	10:30 AM	02:30 PM	168.00	4
Cape May Winery Tour and Lunch	9/23/2015	10:00 AM	04:00 PM	116.50	41
Tour of Simeone Museum	9/23/2015	09:30 AM	02:30 PM	40.00	13
BMW CCA Foundation Charity Golf Outing	9/21/2015	12:00 PM	05:00 PM	200.00	17
BC Tire/Hankook Gymkhana	9/22/2015	01:01 PM	03:00 PM	0.00	75
Odometer Gears TSD Rally	9/22/2015	03:01 PM	04:30 PM	0.00	72
Pirelli Concours d'Elegance - Judged	9/22/2015	08:00 AM	01:00 PM	25.00	15
Pirelli Concours d'Elegance - Display	9/22/2015	08:00 AM	01:00 PM	0.00	49

Foundation Car Control Clinic - Morning	9/24/2015	09:00 AM	12:00 PM	35.00	5
Foundation Car Control Clinic - Afternoon	9/24/2015	11:00 AM	05:00 PM	35.00	6
Bridgestone Autocross	9/24/2015	09:00 AM	05:00 PM	50.00	35
Bridgestone Autocross	9/25/2015	09:00 AM	05:00 PM	50.00	26
Shell V-Power Driving School	9/24/2015	07:00 AM	07:00 PM	249.00	45
Shell V-Power Driving School	9/25/2015	07:00 AM	06:00 PM	249.00	54
Shell V-Power Driving School	9/26/2015	07:00 AM	06:00 PM	249.00	48
Shell V-Power Driving School	9/27/2015	07:00 AM	06:00 PM	249.00	12
Shell V-Power Driving School - First Timer	9/24/2015	07:00 AM	06:00 PM	249.00	6
Shell V-Power Driving School - Classic	9/25/2015	07:00 AM	06:00 PM	249.00	16
Shell V-Power Driving School - Advanced	9/27/2015	07:00 AM	06:00 PM	249.00	17
BimmerWorld Club Race School	9/24/2015	07:00 AM	06:00 PM	500.00	13
Tire Rack Club Race Sprint	9/25/2015	07:00 AM	06:00 PM	599.00	12
Club Race Enduro	9/26/2015	07:00 AM	06:00 PM	285.00	4

The Stockton Seaview Hotel is currently booked at 65%

Oktoberfest 2016 – Monterey, CA

We are currently investigating the possibility of a car show / concours judging in Carmel Valley Village. After the car show, we will be hosting a dinner at Holman Ranch <http://www.holmanranch.com/>.

Paul Cain suggested we partner with local area car washes / detail shops to have water and buckets available to our members rather than hosting a car wash at the hotel and trucking in water.

As much as we liked the possibility of the Aquarium for a grand event, it is just not monetarily feasible.

Currently looking at Monterey Beach House for a potential beach party.



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

We are on record pace in terms of sponsorship dollars secured for Oktoberfest and Legends of the Autobahn, as sponsorship sales have been very strong this year. Over the past few months, we have picked up a number of new and returning sponsors for our premier national events as outlined below.

Shell Signs On As Official Fuel Of The BMW CCA

I am very excited to announce an agreement that will make Shell V-Power Nitro+ the Official Fuel of the BMW Car Club of America. Shell, an official partner of BMW AG and BMW Motorsport, also recognized the BMW CCA as an invaluable marketing and engagement partner with the Club's 70,000 active members who collectively own over 100,000 BMWs and participate in many of the Club's 500-plus social and driving events each year.

Shell plans to engage members at both of the BMW CCA's two largest annual events with an on-site presence and some special promotions that are sure to grab attention. Shell's sponsorship activation also includes a print and online presence through *Roundel Magazine*, *Roundel Weekly*, and the Club's website.

Shell V-Power Nitro+ gasoline is recommended for BMW M cars with its unique formulations designed to actively clean and protect vital engine parts, thus making Shell an ideal partner for the BMW Car Club of America.

As part of the sponsorship deal, Shell V-Power Nitro+ will also be the title sponsor of the four days of high-performance driving schools at the 46th Annual Oktoberfest and the Official Fuel of Legends Of The Autobahn.

Oktoberfest 2015 Sponsors

Michelin Presenting Sponsorship, Drive and Compare, Hot Laps Rides, and Tech Talk
Shell V-Power Driving Schools and Monday Vendor Hall Reception
BMW NA Friday Night Banquet
Liberty Mutual Concours Dinner
Bridgestone Autocross and Club Race/HPDE Tire Service Support
HRE Wheels Wednesday Night Dinner
Pirelli Concours d'Elegance and Throwback Thursday Dinner
Griot's Garage Car Wash Area and Car Care Clinics
BMW of Atlantic City Welcome Reception
Odometer Gears TSD Rally
Dinan and Prestige BMW Vendor Reception and Prohibition Dinner Flask sponsor

XPEL Photo Contest
BC Tire/Hankook Gymkhana
Atturo Tire Fun Rally
Hagerty Wednesday Vendor Reception
Forgeline Numbers
The Werk Shop Concours Trophy
Turner Motorsport Registration
La Jolla Independent Hydration Sponsor
Brown and Enthusiast Media Group Program Sponsorship
MicroBead Car Covers (Vendor only)
BMW CCA Foundation (Vendor only)
Brown Printing

Michelin Driving Experience and Hot Lap Rides at O'Fest

Michelin will conduct another Drive and Compare event this year in the paddock of New Jersey Motorsports Park's Lightning circuit. Michelin will be demonstrating their latest performance tires by offering autocross-style runs in two M3s equipped with Michelin rubber. The driving experience is scheduled for Thursday from 9 a.m. to 5 p.m. and Jackson Marketing is handling pre-registration. On Friday, Michelin's professional drivers will hit the track and offer rides to O'Fest participants in one of the two M3s throughout the day during the instructor and Group A sessions.

Legends Of The Autobahn Sponsors

Michelin presenting sponsor
Shell V-Power Nitro +
BMW NA
Griot's Garage
Paulaner
Holman Ranch Wine Sponsor
Bridgestone
Liberty Mutual
XPEL
Clarion USA
Hagerty
La Jolla Independent
Dinan
Sports Car Market
Via Corsa

Festorics Sponsors

BMW NA
Liberty Mutual
BMW Performance Center
Bridgestone
Dinan

Raffle Update: Dinan Club Edition M4 Publicity

This year, we wanted to build a grand prize car that would be newsworthy and we have done just that. The Dinan Club Edition M4 has been featured on many popular BMW-related websites, blogs, and social media pages. With the interest generated by the M4 build, and associated videos, our reach has far exceeded our normal member communications. Since June 1, we have received thousands of dollars worth of exposure for the Club for free thanks to the attention the M4 has received. And by partnering with major names in the automotive industry such as Dinan, Forgeline, and Michelin we were able to gain even more headlines and media coverage. The six amazing videos that Dinan has produced about the car have truly elevated the raffle to a new level. The intro video alone has over 7,000 combined views between our Vimeo page and BMWBlog's YouTube page. That makes this particular video the most viewed club video ever produced.

The Dinan Club Edition M4 has meant more to the club than just selling raffle tickets. The car and raffle coverage online has actually attracted many new members. We have seen numerous forum posts across the web where enthusiasts mention they just join the club so they could buy raffle tickets. Many of them had never even heard of the club before and were excited to explore everything we have to offer.

Overall, the special M4 build has been a groundbreaking project and we are only a few weeks into the raffle. Below is a list of some of the coverage we have received across the web.

BMWBlog Original Story

<http://www.bmwblog.com/2015/06/02/bmw-cca-will-raise-a-special-dinan-club-edition-bmw-m4-coupe/>

BMWBlog Follow-up Story with New Video

<http://www.bmwblog.com/2015/06/13/dinan-club-edition-bmw-m4-coupe-new-video/>

BMWBlog YouTube Page

<https://www.youtube.com/watch?v=JRv9Rm9c62s>

Bimmerfest

<http://www.bimmerfest.com/news/847646/bmwcca-car-of-your-dreams-raise-grand-prize-the-dinan-club-edition-m4/>

TopSpeed Photo Gallery

<http://www.topspeed.com/cars/car-news/bmw-car-club-of-america-raffles-m4-dinan-club-edition-ar169723/picture632252.html>

TopSpeed Article

<http://www.topspeed.com/cars/car-news/bmw-car-club-of-america-raffles-m4-dinan-club-edition-ar169723.html>

World Car Fans

<http://www.worldcarfans.com/115060294693/bmw-m4-dinan-club-edition-to-be-raffled-by-bmw-car>

Car Buzz

<http://www.carbuzz.com/news/2015/6/4/Do-You-Want-This-Brand-New-BMW-M4-For-Just-25-7727318/>

Bimmerpost Thread Started by Dinan

<http://f80.bimmerpost.com/forums/showthread.php?p=18091722>

GT Planet Photo Gallery

<https://www.gtplanet.net/forum/threads/bmw-m4-coupe-f32-dinan-club-edition-2015.329744/>

Auto Evolution

<http://www.autoevolution.com/news/bmw-car-club-of-america-is-offering-a-dinan-club-edition-m4-at-their-annual-raffle-video-96165.html>

Forgeline website

http://www.forgeline.com/customer_gallery_view.php?cvk=1377

Forgeline Instagram

<https://instagram.com/p/3XpZ1Xt2IT/?taken-by=forgeline>

Dinan Facebook

https://www.facebook.com/permalink.php?story_fbid=10153928932347519&id=166923707518

Dinan Instagram

<https://instagram.com/p/39etlyrJ1c/?taken-by=dinancars>



Motorsport Tribute Grille Badge

Another exciting addition to the raffle this year is our promo grille badge design. Our design pays tribute to the 40-year history of BMW Motorsport in America by boasting the numbers 40 and 25—for 40 years of American presence, along with #25, a salute to the number of the 3.0CSL that captured their first victory here in 1975. And members can get the Motorsport Tribute grille badge free when they buy ten Car Of Your Dreams raffle tickets!

Bridgestone POTENZA BMW CCA HPDE Tour

Members had a great time at the first three Bridgestone Potenza BMW CCA HPDE Tour stops, and the next one is just a couple weeks away. On August 1–2, the Golden Gate Chapter will host the next stop at Thunderhill Raceway.

Bridgestone is providing onsite tire service, technical advice, tech talks, and showcasing their latest performance tire—the Potenza RE-71R at each stop. We are very pleased that Bridgestone selected the Club’s HPDE program as a key platform from which to introduce the new Potenza RE-71R—Bridgestone’s ultra high-performance summer tire geared towards the enthusiast market.

Official Bridgestone Potenza BMW CCA HPDE Tour Schedule

April 24-26 | Tarheel Chapter HPDE at Virginia International Raceway
May 1-3 | Genesee Valley HPDE at Watkins Glen
May 29-31 | National Capital Chapter HPDE at Summit Point Raceway
August 1-2 | Golden Gate Chapter HPDE at Thunderhill Raceway
August 21-23 | Buckeye Chapter HPDE at Mid-Ohio
September 4-6 | Peachtree Chapter HPDE at Road Atlanta
September 24-27 | BMW CCA Oktoberfest HPDE at New Jersey Motorsports Park

Roundel Weekly And Email Communications

New Roundel Weekly Intro Writers

Recently, we have made some changes to the *Roundel Weekly* intro writer lineup. I am excited to welcome Ashley Freiberg and Andrew Murphy to the five-writer rotation. Ashley Freiberg is a BMW USA Motorsport driver in the IHG Rewards Club #46 BMW M3 with Fall-Line Motorsports in the IMSA Continental Tire SportsCar Challenge. Freiberg was the first woman in history to win an overall race at Daytona, and the first woman to win an overall race in the Continental Tire SportsCar Challenge. She will be sharing her on and off track experiences as a factory-backed BMW race driver through her featured articles. I believe our members will enjoy getting to know more about Freiberg as she gives us a behind-the-scenes account of the trials and tribulations of being a pro-level driver. Ashley has already written two intros, both of which have been very well received.

Andrew Murphy will join the *Roundel Weekly* team this August. Murphy is a finance manager in Jacksonville, Florida by day and a BMW writer and enthusiast by night. You may recognize his name from his work with the BMWBlog. Murphy is an associate editor of the BMWBlog and his articles have captured the attention of the BMW community across the web. Both Freiberg and Murphy will add new perspectives to our very strong writer lineup.

Most Popular Roundel Weekly Content In Recent Months

Below you will find some interesting data on what members are reading when it comes to *Roundel Weekly* and website news content.

Top News Stories (March 1, 2015 through May 31, 2015)

Story Name	Writer	Date	Pageviews
1. M2? What M2? Anybody See An M2?	Chris Doersen	03/31/2015	2,895
2. Mid-cycle Improvements to 3 Series	Scott Blazey	05/07/2015	2,770
3. Dinan Club Edition M4	Chris Hennecy	05/19/2015	2,397
4. Hack Mechanic: The Flight Of The Turkey...	Rob Siegel	03/23/2015	1,793
5. Hack Mechanic: Why Do I Never Learn...	Rob Siegel	04/27/2015	1,782
6. Coming On May 22—The BMW 3.0 CSL...	Scott Blazey	05/12/2015	1,703
7. Hack Mechanic: In Which He Becomes...	Rob Siegel	03/02/2015	1,702
8. New BMW Motorsport Gear For The 2015..	Nate Risch	03/28/2015	1,584
9. Hack Mechanic: The Flight Of The Turkey, Part III	Rob Siegel	03/31/2015	1,581
10. Hack Mechanic: The Flight Of The Turkey, Part IV	Rob Siegel	04/06/2015	1,566

First-Quarter 2015 Lapsed Member Promotion

All lapsed members were offered a special deal via email to rejoin the Club between Monday, March 30 and Thursday, April 2, 2015. Those who received the offer were able to reinstate their membership for one year at \$42, two years at \$84, and three years at \$126. During the fourth quarter lapsed member campaign we were able to add 312 lapsed members back to the Club.

1YR Members: 241

2YR Members: 50

3YR Members: 21

Website Traffic

Website traffic has continued to experience steady growth and we've just launched integrated banner advertisements on many pages after much anticipation. Shell V-Power Premium Gasoline became our first website advertiser when their ads launched mid-June in the news section. In addition, to this sponsorship we have some house ads rotating through the various spots on the website for Biltmore, Legends, and Oktoberfest. Michael Slaff has developed a sell sheet for the website ads and will be securing additional advertisers soon to fill the available space.

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

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

October	68,271	131,485	92.6%
November	71,793	116,464	62.2%
December	77,343	152,877	97.7%

	2014	2015	% Change
January	87,546	125,404	43.2%
February	86,321	123,996	43.6%
March	94,806	136,600	44%
April	82,207	137,828	67.6%
May	132,192	139,440	5.5%

Top Referring Websites (March 1, 2015 through May 31, 2015)

1. Google	170,374
2. Facebook Mobile	6,944
3. Yahoo	5,655
4. Bing	4,503
5. Facebook	3,613
6. BMW USA	1,544
7. Bringatrailer.com	1,541
8. Bimmer Forums	940
9. Germancarsforsaleblog.com	908
10. Zhpmafia.com	623
11. Bimmerfest.com	621
12. Roadatlanta.com	458
13. M3forum.net	403
14. MyE28.com	395
15. Duckduckgo.com	384

Most Popular Pages and Sections in Terms of Pageviews (March 1, 2015 through May 31, 2015)

1. Forum	197,037
2. Classifieds	62,176
3. News	36,825
4. <i>Roundel</i>	30,454
5. Calendar	13,392
6. Media Gallery	12,956
7. Chapter Finder	11,645
8. Membership Benefits	9,346
9. Store	8,987
10. Vehicle Rebate	7,450
11. Renew	5,620
12. My Garage	4,000
13. Roadside Assistance	3,227

14. Roundel Mag Viewer	3,164
15. National Events	2,685

Regional Events Newsletters 2015 Schedule

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

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

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

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

Events Must Be in the Calendar by:

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

Email Send Dates

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

Chris Hennecy
 Director of Marketing & Communications
 BMW CCA



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

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

Re: June 28, 2015 Board Meeting—Asheville, NC

IT Update

GM Web Server Upgrade

The GoMembers staff and I have moved our projects over to the new webserver and we will schedule the cutover for early July 2015. This will require downtime while the switch is being made. I don't anticipate an interruption in service of longer than 45 minutes. We'll begin early in the morning when there is historically less traffic on the site.

Advertising

The website has been running house ads for events and raffle. Michael Slaff has sold his first paid ad and it will begin running on June 30, 2015.

BMW CCA Small Business Server

The on-site server at the BMW CCA office has been replaced. The separate project to move our email server to Microsoft's hosted Exchange platform is currently underway. It takes about two weeks for all current mail, contacts, etc. to be moved from the current server to the new one.

Anti-Spam Law Compliance

Emails sent to current members are exempt from anti-spam law in the US. However, emails sent to lapsed members are subject to anti-spam laws. As such, it is necessary to provide a form to allow lapsed members to opt-out of reinstatement offers. Chris and I worked together to come up with a simple page that lets lapsed members unsubscribe, but also lists member benefits and shows a video to entice them to re-join instead. The link to the opt-out page will only be included on car club emails that are sent to lapsed members. Current members must log in to their account at bmwcca.org to set their email preferences, or they may contact the National Office.

Membership Database

GoMembers has become a roadblock for the National Office to offer new functions and member self-service. The GoMembers staff have become increasingly less responsive to requests. It has been more than six months since I requested a quote on the cost of upgrading GoMembers to the latest version and I still haven't received it. The support and maintenance costs have begun to exceed the amount we paid for iMIS, our previous membership database.

I have begun a search to learn more about the available membership databases, or Association Management Software (AMS). I found that there are a number of AMSs built on Microsoft Dynamics CRM, which is a platform with a large user-base comprised of not-for-profit associations and Fortune 500 companies. As it is a popular platform, Dynamics CRM has the advantage of many software development companies available for projects for the club. It is also a simple platform to extend, and many changes can be performed in-house, which will greatly reduce the cost of new functionality.

In my conversations with six different AMS vendors, I found that the estimated cost of implementation will be \$200,000. We've spent over \$230,000 on the implementation and modification of GoMembers, plus an additional \$57,000 on support and maintenance over the past five years.

My awareness of different AMSs and their functionality is limited. I have found a highly reputable company named DelCor that has helped over 200 associations find AMSs for more than 25 years. After an initial discussion with Loretta DeLuca, the DelCor founder and CEO, she gave a rough estimate of \$15,000 for their services. DelCor then sent a detailed proposal that included the number of hours they estimate each step to take. The hourly rate will not be included until we sign an agreement. I have attached the proposal to this report.

One of the most valuable deliverables from DelCor is the Solicitation Document that will include an analysis of the way BMW CCA conducts business and how it will affect the implementation and functionality of an AMS. Performing the guided, detailed analysis once will save time and money as it is something each AMS provider needs to know.

When I spoke with Ms. DeLuca and mentioned we currently use GoMembers she said that she has had several calls lately from other organizations looking to move away also.

There are two front-runners that I have found in my research: Altai Systems (Microsoft Dynamics CRM-based) and Blue Tahiti (proprietary). Blue Tahiti certainly wins on the cost vs. feature analysis. They do not charge an implementation fee; instead they simply charge the monthly rate while they perform setup and modification. They provided a proposal for \$1,200/month for the license and support for unlimited users. Altai would cost around \$200,000 to implement and the monthly cost is \$165 per user, and there would be an annual cost of \$5,000 for their proprietary web portal for online membership renewal and the store.

Chapter Electronic Newsletters and MagnetMail

The following 18 Chapters have notified the National Office that they are now sending their newsletters electronically. The newsletter delivery preference of their members has been changed to e-mail (for those with an e-mail address), and I have notified members about the change and how to elect to receive a copy via US mail instead. I have written a new mailing label report that Steven Schlossman sends to these chapters that only includes members whose preference is to receive the newsletter via US mail.

Bayou Chapter	Buckeye Chapter	Central California Chapter
E31 Chapter	Florida Suncoast Chapter	Inland Empire Chapter
Kansas City Chapter	Lone Star Chapter	Mountain State Chapter
Nittany Bimmers Chapter	Northern Ohio Chapter	Oregon Chapter
Pocono Mountain Chapter	Sandlapper Chapter	Sunbelt Chapter
Sunshine Bimmers Chapter	Tarheel Chapter	Wasatch Chapter

There are 16 chapters that have MagnetMail accounts:

Bayou Chapter	Buckeye Chapter	Central California Chapter
Choo-Choo Bimmers Chapter	Lone Star Chapter	Michiana Chapter
New Jersey Chapter	Oregon Chapter	Puget Sound Chapter
River City Bimmers	Smoky Mountain Chapter	St Louis BMW Club
Sunbelt Chapter	Sunshine Bimmers Chapter	Tarheel Chapter
Tidewater Chapter		



Stephen Elliott
Director of Information Technology
BMW Car Club of America

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 2015 Pre-Board-Meeting Report

First, before anything else, I want to publicly acknowledge the work of our proofers, John Bigay of Hawaii and Valerie Doersen of Ohio, for the work they do to minimize our embarrassment when we overlook typos or make other mistakes in the text. Valerie has such sharp eyes that she has even noticed when a paragraph was set in the wrong font in the middle of a story, and John saved us from a HUGE error in the July issue. (Since it was probably my fault, I will not be too specific about it here!)

Thanks go to Steve Schlossman, too. We have now been processing the Classifieds internally, along with the Calendar, two areas that you might think are easy-peasy: Chapters and members enter their data, it gets spit out on our end, we glue it in and go. Uh-uh: We edit those damned things, too. And Steve has streamlined the operation so well that I am saving hours—I mean that literally—of time on just the classified ads.

Advertising: In my last report, I said, “If the economy continues to improve, perhaps advertisers will regain their confidence. At the moment, I believe we are moving in a positive direction.” And I will cautiously say that I seem to have been correct on that one. Here are the percentages of advertising in the 2015 issues so far:

ISSUE DATE	PAGES	AD PAGES	AD PERCENTAGE
1/1/2015	132	34.41	26.07%
2/1/2015	132	36.24	27.45%
3/1/2015	132	44.91	34.02%
4/1/2015	132	53.58	40.59%
5/1/2015	132	52.66	39.89%
6/1/2015	132	54.24	41.09%
7/1/2015	132	54.33	41.16%

Remember that the highest ad percentage we saw in all of 2014 was 39.20% in May. So far this year, we are over the 40% mark for the April, June, and July issues, and May is just a skoshe under 40. So I’d say that things are picking up—and that Michael Slaff remains the best ad hustler in the country.

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





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

June 6, 2015
Report of the Creative Director

Since my last report in March 2015, we've worked to further refine the new design of the *Roundel*, including adding more space for additional premium ads, refining the color palette, and working with authors/photographers to improve the quality of photography we receive. We have also developed/updated branding and materials for Classics at the Biltmore, Legends of the Autobahn, Oktoberfest, Festorics and other events. We have also developed a replacement style of award for Oktoberfest that should reduce the cost by more than half.

Roundel

The refreshed design of the *Roundel* was met with praise and complaints, as expected. The number of commenters praising the updates of the cover and internal design outweighed those who did not prefer it.

Quad Printing has changed its print production software that we utilize to upload and proof the magazine. Overall, it's a significant improvement to the prior system used by Brown. It does have a few more steps to get the final individual page files uploaded and into their proofing system, but the servers appear to handle the process more efficiently, reducing the turnaround time on their end.

We continue to be contacted by other printers and app providers regarding the print and digital versions of the magazine. We are reviewing the proposals and meeting with agents to hear their offers. However, we currently have a significant amount of time remaining on the Brown/Quad contract, so I consider much of this a research exercise.

Chapter Logos

BMW has developed a new system to expedite the approval of club logos with signets. We've used it to get approvals for two recently updated chapter logos. It's a significant improvement to the prior process, which appeared to be hindered by an objective minefield that often greatly delayed the approval process.

Advertising

We have worked with Michael Slaff to continue to update and revise his media sales materials to assist him in increasing *Roundel*, *Roundel Weekly*, and website advertising sales. Most recently, Stephen Elliot implemented an expanded Media section of the website that features animated graphics and updated statistics that should appeal to prospective and current advertisers.

Events

As we near July, non-*Roundel* time will be occupied in developing event programs and revised designs for signage, registration materials, party favors and other elements needed for Legends and Oktoberfest.

Awards

We've researched and developed some handsome prototypes for the new Oktoberfest awards. In the past we've used very expensive custom acrylic awards. After having some difficulty with them last year as a prior vendor left the business, we have developed a more reliable system using high-end acrylic frames and a colorfast printing process. This will let us standardize award sizes, continue to uniquely brand awards for each event, and allow us to purchase the frames in bulk at a fraction of the price of the custom acrylic awards. The resulting awards will also be easier to transport for us and the recipients.

Thank You!

W. Len Rayburn
BMW CCA Creative Director

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



From: Jack Joyner, National Driving Event Committee Chairman

Date: June 16, 2015

Subject: Quarterly Report – 2nd Quarter 2015

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

Report Items

1. New Regional DEC, Steve Stepanian is on board and already taking action.
2. Driving season is in full swing, regional DEC's taking care of all insurance needs.
3. Incident reports are being read and checked by myself and corresponding regional DEC.
4. Some ITS Material is copyrighted, we may need to start over and create a system that belongs to BMW CCA. I am investigating further as to why it would need to be copyrighted and not shared as Club materials.

Board Action Needed

The following proposals need Board action:

1. Budget confirmation of \$14,250.00.
2. Who gets to decide how we as the DEC use those funds? And who must approve these? (Boston headache)
3. What was the final cost of the ITS Charrette?
4. The DEC was under budget for the ITS Charrette due to under attendance. We need to know if that money was separate or part of our 2015 \$14,250.00
5. I would like to propose NOT doing a Driving Events Congress National meeting in 2016. This will give me time to get better acquainted with the job at hand. It will also be very beneficial to the club to save those funds with such monetary short falls in 2015. If such action is approved, it could be beneficial to the Club to hold the DEC National meetings every 3 years instead of 2.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jack I. Joyner III". The signature is stylized with a large, sweeping flourish at the end.

Jack I. Joyner III
National Driving Event Committee Chairman

Official BMW Club

BMW CCA Club Racing
Gary Davis
19159 Meridian Rd.
Grosse Ile, MI 48138
chairman@bmwccaclubracing.com
June 19, 2015

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

Subject: Club Racing Chairman's Pre-meeting Report for the June 28, 2015 Board Meeting.

Travel: June 26-28, 2015; BMW CCA National Board Meeting; Asheville, NC.

Appeals/Protests: None.

New Activity: None.

Respectively submitted;

Gary Davis
National Chairman, BMW CCA Club Racing



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